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PRESENTING AND SELLING POE LIGHTING

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Agenda

- Why should you sell PoE Lighting and Automation?
  - Market factors you need to know
- What are the top selling points for PoE lighting?
- Who and how you're presenting to the customer?
- How your partners should participate in this selling process with you?

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Market Factors

What you need to know . . .

Market Analysis.

Integrated Building Management Systems

CAGR OF OVER

15%

INCREMENTAL GROWTH

$34.5 BN

2021

2030

MARKET SEGMENT IS

FRAGEMENTED

LEAVING ROOM FOR INNOVATION

*EC&M REPORT - 10/28/2020
** VERIFIED MARKET RESEARCH 3/2023

Market Profile

"More than 90% of US commercial building stock consists of properties under 50,000 square feet . . . Today, there is a need for a . . . BMS that is adaptable to needs . . . of small- to medium-sized buildings"

Smart Industry Forum Jan 2021

$797 Billion

2021 Forecasted Spend for Non-Residental Construction:
Commercial, Hospitality, Office
AIA Nov 2020

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Value of PoE Lighting

Sustainability
Code Compliance
LEED/WELL Points
Energy Efficiency
IoT Age Amenities
Caché
Big Data
Maybe Cost Savings?

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Value of PoE Lighting

- Sustainability
  - 60% less Copper and 100% less Steel Conduit
  - Reduce your carbon footprint
- Code Compliance and Energy Incentives
  - Title 24 in California
  - IECC 2018
  - Code: 0.9 lumens/watt – PoE 0.3 lumens/watt
- LEED/WELL Points
  - How PoE gets them – See a full presentation

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Caché

Value of PoE Lighting

- Safe
  - How safe? Come stick your finger in a light socket
- IoT Age Amenities - Affordably
  - Color Tuning – Circadian rhythms
  - Dimming
  - Touch controllers
  - Blinds?
  - Sensors?
- Big Data . . . For your building
  - How much value are you losing?

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COST COMPARISON

Does PoE Lighting save the owner money?

Power over Ethernet

[X¼

CAPEX Savings

–ZX¼ OPEX Savings

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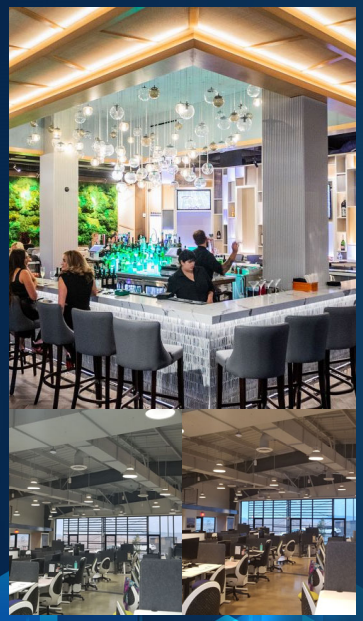
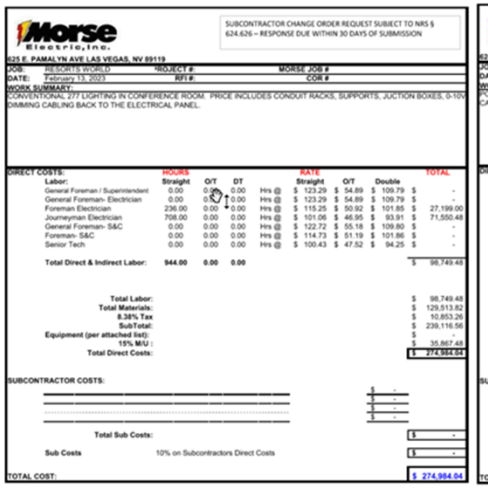


Cost Study – Las Vegas Convention Center



Morse Electric, Inc.
625 E. PAMALYN AVE LAS VEGAS, NV 89119

SUBCONTRACTOR CHANGE ORDER REQUEST SUBJECT TO NRS § 624.626 – RESPONSE DUE WITHIN 30 DAYS OF SUBMISSION

JOB: RESORTS WORLD *ROJECT #: MORSE JOB #:
DATE: February 13, 2023 RFI #: COR #:

WORK SUMMARY:
CONVENTIONAL 277 LIGHTING IN CONFERENCE ROOM. PRICE INCLUDES CONDUIT RACKS, SUPPORTS, JUCTION BOXES, 0-10V DIMMING CABLING BACK TO THE ELECTRICAL PANEL.

DIRECT COSTS:

Labor:	HOURS Straight	O/T	DT		RATE Straight	O/T	Double	TOTAL
General Foreman / Superintendent	0.00	0.00	0.00	Hrs @	$ 123.29	$ 54.89	$ 109.79	$ -
General Foreman- Electrician	0.00	0.00	0.00	Hrs @	$ 123.29	$ 54.89	$ 109.79	$ -
Foreman Electrician	236.00	0.00	0.00	Hrs @	$ 115.25	$ 50.92	$ 101.85	$ 27,199.00
Journeyman Electrician	708.00	0.00	0.00	Hrs @	$ 101.06	$ 46.95	$ 93.91	$ 71,550.48
General Foreman- S&C	0.00	0.00	0.00	Hrs @	$ 122.72	$ 55.18	$ 109.80	$ -
Foreman- S&C	0.00	0.00	0.00	Hrs @	$ 114.73	$ 51.19	$ 101.86	$ -
Senior Tech	0.00	0.00	0.00	Hrs @	$ 100.43	$ 47.52	$ 94.25	$ -
Total Direct & Indirect Labor:	944.00	0.00	0.00					$ 98,749.48

Total Labor:	$ 98,749.48
Total Materials:	$ 129,513.82
8.38% Tax	$ 10,853.26
SubTotal:	$ 239,116.56
Equipment (per attached list):	$ -
15% M/U :	$ 35,867.48
Total Direct Costs:	$ 274,984.04

SUBCONTRACTOR COSTS:

	$ -
	$ -
	$ -
	$ -
Total Sub Costs:	$ -
Sub Costs (10% on Subcontractors Direct Costs)	$ -
TOTAL COST:	$ 274,984.04

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JOB: RESORTS WORLD *ROJECT #: MORSE JOB #:
DATE: February 13, 2023 RFI #: COR #:

WORK SUMMARY:
POE LIGHTING IN CONFERENCE ROOM. PRICE INCLUDES POE CAN LIGHTS, 12' WIRE MESH TRAY, SUPPORTS, COMMSCOPE CAT6, NETWORK SWITCHES, EQUIPMENT RACK, CABLE MANAGERS, TESTING AND TERMINATIONS

DIRECT COSTS:

Labor:	HOURS Straight	O/T	DT		RATE Straight	O/T	Double	TOTAL
General Foreman / Superintendent	0.00	0.00	0.00	Hrs @	$ 123.29	$ 54.89	$ 109.79	$ -
General Foreman- Electrician	0.00	0.00	0.00	Hrs @	$ 123.29	$ 54.89	$ 109.79	$ -
Foreman Electrician	248.00	0.00	0.00	Hrs @	$ 115.25	$ 50.92	$ 101.85	$ 28,562.00
Journeyman Electrician	744.00	0.00	0.00	Hrs @	$ 101.06	$ 46.95	$ 93.91	$ 75,188.64
General Foreman- S&C	0.00	0.00	0.00	Hrs @	$ 122.72	$ 55.18	$ 109.80	$ -
Foreman- S&C	0.00	0.00	0.00	Hrs @	$ 114.73	$ 51.19	$ 101.86	$ -
Senior Tech	0.00	0.00	0.00	Hrs @	$ 100.43	$ 47.52	$ 94.25	$ -
Total Direct & Indirect Labor:	992.00	0.00	0.00					$ 103,770.64

Total Labor:	$ 103,770.64
Total Materials:	$ 97,338.95
8.38% Tax	$ 8,157.00
SubTotal:	$ 209,266.59
Equipment (per attached list):	$ -
15% M/U :	$ 31,389.99
Total Direct Costs:	$ 240,656.58

SUBCONTRACTOR COSTS:

	$ -
	$ -
	$ -
	$ -
Total Sub Costs:	$ -
Sub Costs (10% on Subcontractors Direct Costs)	$ -
TOTAL COST:	$ 240,656.58

High Voltage Lighting Parts + Labor	$274,984.04
ETC Equipment (controls)	$100,000+
Total	$374,984.04

PoE Lighting Parts + Labor	$240,656.58
Controls	included
Total	$240,656.58

15% Savings over a traditional AC solution

36% Savings over a managed AC solution

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SAVINGS?

THE DEMAND IS THERE, WHERE WILL YOU PUT THE SAVINGS?

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WHO and HOW

The Nuts and Bolts of Selling

Who?

Owners and Operators who need lighting/automation controls and want to differentiate themselves through technology

Someone hoping to find the cheapest way to replace lights and light switches for on/off lighting

All Decisions Are Decided on Emotion

Schools, Campuses, Etc. - YES

AND

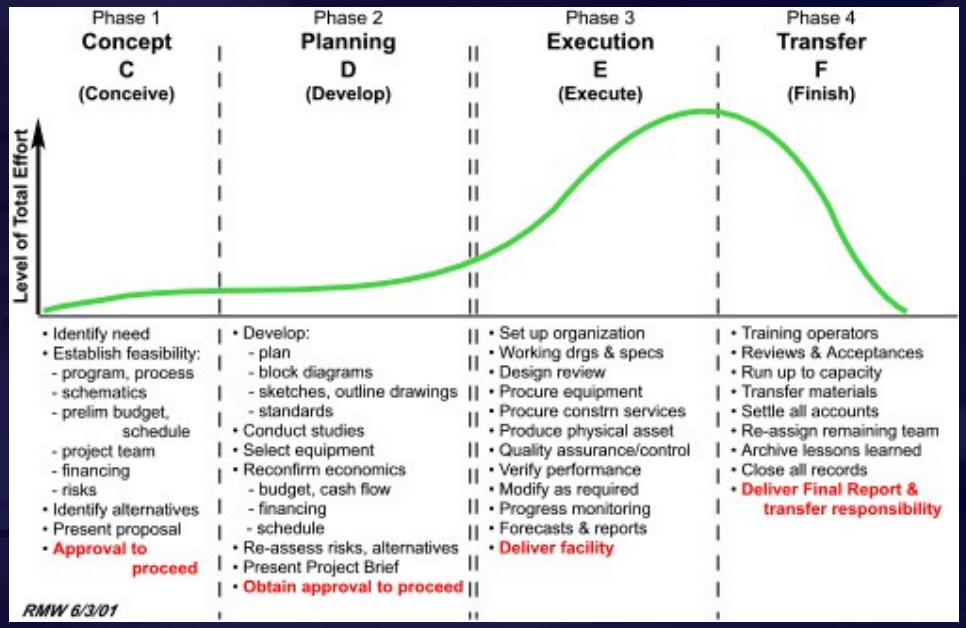
Restaurants, Physicians Offices, Retail Stores, Lawyers Offices, Insurance Agents, High-End Homes

$6 ($5/< $63266,%/(

When?

Focus on Projects in the Planning and Concept Phase

Avoid the Value Engineering Phase - It all comes down to cost and other subcontractors won't lose the deal here



How?

Pave the Way with Good Assets from Your Partners

How?

Request a Meeting to Understand Their Project Needs

Follow Up to Demonstrate You Understand Their Needs - Proposed Design and Feedback

Provide a Competitive Quote

Follow Up, Follow Up, Follow Up

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WHAT TO EXPECT FROM YOUR PARTNER

What you can/should ask for

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- Proposal and Marketing Materials
- Preliminary Designs and Resources
- Dedicated Resources
- Rapid Quote Turn Around
- Concept to Completion Support

PoE Consortium

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72fi

The Team

PoE Texas

Tyler Andrews
CEO

Maria Medel
Customer Success

Joseph Herbst
CTO

The PoE Texas has a proven track record of performance in technically challenging, complex environments, E-Commerce, and world-class customer service.

Wrap Up

When you're ready to take the next step, reach out to us to find out how to make your move into the PoE lighting and automation space

OR BETTER YET, SEND US A FLOOR PLAN TO SEE HOW POE LIGHTING CAN CHANGE YOUR BUSINESS

Don't forget to go back and see all of our presentations on YouTube and online.