

2025 Dealer Seating Sales Sample Program 87.5% Discount Off List

Making it easier for you to get sample chairs to win with Steelcase seating



The Seating Sales Sample program is RENEWED FOR 2025! Designed to provide easy access to new, high-quality chairs for use as sales samples – without the hassle of return. **Each dealer salesperson** can order Steelcase task and conference seating at a **87.5% discount** in a wide range of aesthetics. There are no limits by dealership or by salesperson on the total quantity of sales samples. **New to 2025, we are allowing dealers to use this CDA to build a seating display.** This replaces the Seating Showroom Display CDA, which expired December of 2024. If ordering more than 5 chairs for Display purposes, 2 separate orders will need to be placed.

Intended Purpose

- This offer is intended to help win new business by providing customers with samples of Steelcase seating products
- Examples of intended use include:
 - Demos at customer sites
 - Promotional events
 - Road samples
 - Presentation chairs
 - Small pilot spaces
- In line with this intended use, quantities are limited to five chairs per order, but there are no limits on total quantity



Need it fast? Select finishes are orderable using the [Rapid5 program](#) and ship in five business days.



Orders using this offer may only be used as samples and may not be resold for one year after purchase.

	Work Chairs							Conference Chairs		
Product Line	Gesture	Leap	Karman	Think	Amia	Series 2	Series 1	SILQ	Cobi	Qivi
Starting Around	\$280	\$278	\$218	\$214	\$194	\$151	\$123	\$174	\$157	\$138
Max Quantity	----- total of 5 per order -----									

Terms & Conditions

- Dealer must hold ownership of sample chairs for one year after purchase; sample chairs may not be resold in that time
- A maximum of five sample chairs can be ordered at once; this should meet the vast majority of intended uses, but contact your Dealer Business Manager if you need more
- Note: Exceeding the maximum quantity limit on an order will price the entire order at 50/0 (NDN)
- Program will be monitored for compliance. Any purchases out of compliance will be reverted to 50/0

Display Terms & Conditions

- Limit one set of seven chairs *per dealer showroom*
- Must be installed in showroom display with provided signage

Please use the following CDAs:

- 18Z00826 (USA)
- 18Z00829 (CAN)



Questions? Contact your Dealer Business Manager



Offer effective January 1, 2025 – December 31, 2025

Steelcase