

vtech[®]



Channel Partner
Program



Table of Contents

- 1. Welcome
- 2. Program Overview
 - 2.1. VTech Business Phones
 - 2.2. Program Benefits at a Glance
- 3. Sales Support Benefits
 - 3.1. Dedicated Account Management
 - 3.2. Demo Program Incentives
 - 3.3. Training
 - 3.4. Lead Referrals
 - 3.5. Sales Promotions
 - 3.6. Communications
- 4. Marketing Support Benefits
 - 4.1. Proposal-Based MDF
 - 4.1.1. Proposal-Based MDF
 - 4.1.1.1. Overview
 - 4.1.1.2. Partner Requirements
 - 4.1.1.3. Funding Information
 - 4.1.2. Eligible Activities, Activity Requirements, Proof of Performance
 - 4.1.3. Non-Eligible Activities
 - 4.1.4. Approval Process
 - 4.1.5. Terms and Conditions
 - 4.1.6. Submitting a Claim
 - 4.1.7. Claim Guidelines
 - 4.1.8. Receiving Reimbursements
 - 4.2. Sales and Marketing Collateral
 - 4.3. Channel Partner Program Portal
- 5. Selling AT&T Synapse® Products
- 6. Maintaining Program Membership
- 7. Reference Information
 - 7.1. Authorized Distribution Partners
 - 7.2. Useful Web Links
 - 7.3. Sales & Technical Support
 - 7.4. Marketing Support

Welcome to the VTech® Channel Partner Program!

We have created this program to support our Partners¹ who are focused on selling VTech Business Phones. Employing a “channel-first” strategy, the program gives you a competitive advantage in the business telephony marketplace by maximizing your revenue potential. We know you have a choice of business telephony manufacturers to represent and we are pleased that you have chosen to partner with us.

Please use this Channel Partner Program Guide as a reference tool to understand each aspect of the program. We will continually strive to discover more effective programs and tools in the marketplace for you. If we make any additions or changes, we will update the Guide accordingly and notify you via email of the changes. If you have questions or suggestions for improving the program, please contact your VTech account manager or email us at ICAMs@vtechphones.com.

Sincerely,
VTech Business Phones Sales and Marketing Team

¹ The term “Partner” in the Program Guide and throughout this presentation is used to define those who have been accepted into the VTech Channel Partner Program

Program Overview

The following is a detailed list of the VTech Business Phones products that are a part of the Channel Partner Program. All activities, including credits for sales, marketing activities, and related program benefits, are directly tied to the products listed below. Program Partners can sell any of the AT&T and VTech products available to them through their distribution Partners or direct from VTech; however, only the products listed below are part of the VTech Channel Partner Program. This list is subject to change based on product portfolio updates.

Brand	Product Class	Model number	Description
ATT	Synapse	SB67010	Synapse PSTN gateway
ATT	Synapse	SB67025	Synapse basic deskset
ATT	Synapse	SB67030	Synapse feature deskset
ATT	Synapse	SB67035	Synapse feature deskset poe
ATT	Synapse	SB67040	Synapse cordless handset
ATT	Synapse	SB67050	Synapse analog terminal adapter
ATT	Synapse	SB67060	Synapse T1/PRI gateway
ATT	Synapse	SB67070	Synapse SIP gateway
ATT	Synapse	SB67080	Synapse Expansion Module
ATT	Synapse	Synapse basic starter bundle	(1) SB67025, (1) 1TL7600
ATT	Synapse	Synapse Mobility Starter Bundle	(1) SB67030, (1) SB67040, (1) TL7800
ATT	Synapse	Synapse Freedom bundle	(1) SB67030, (1) SB67040
ATT	Extended Warranty	SB67010 warranty	Extended warranty for Synapse PSTN gateway SB67010
ATT	Extended Warranty	SB67025 warranty	Extended warranty for Synapse SB67025
ATT	Extended Warranty	SB67030 warranty	Extended warranty for Synapse SB67030
ATT	Extended Warranty	SB67031 warranty	Extended warranty for Synapse SB67031
ATT	Extended Warranty	SB67050 warranty	Extended warranty for Synapse analog terminal adapter SB67050
ATT	Extended Warranty	SB67060 warranty	Extended warranty for Synapse T1/PRI gateway SB67060
ATT	Extended Warranty	SB67070 warranty	Extended warranty for SIP gateway SB67070
ATT	Extended Warranty	SB67080 warranty	Extended warranty for Synapse Expansion Module SB67080
ATT	Extended Warranty	SB67035 warranty	Extended warranty for Synapse SB67035
ATT	Syn248	SB35010	Syn248 Gateway
ATT	Syn248	SB35025	Syn248 basic deskset

Brand	Product Class	Model number	Description
ATT	Syn248	SB35031	Syn248 feature deskset
ATT	SynJ	SB67138	SynJ 4-line corded cordless
ATT	SynJ	SB67108	SynJ 4-line cordless handset
ATT	SynJ	SynJ Holster	SynJ holster belt clip
ATT	SynJ	SB67148	SynJ 4-line deskset
ATT	SynJ	SB67128	SynJ range extender
ATT	Conference Speakerphone	SB3014	Conference speakerphone with four (4) wireless mics
ATT	Conference Speakerphone	SB3014-WM	Replacement Wireless microphone for SB3014
ATT	Cordless Headset	TL7600	Accessory cordless headset compatible with SB67138, SB67025, SB67030, SB67031, or most AT&T DECT accessory cordless phone
ATT	Cordless Headset	TL7610	Accessory cordless headset compatible with SB67138, SB67025, SB67030, SB67031, or most AT&T DECT accessory cordless phone. Includes lifter
ATT	Cordless Headset	TL7612	Accessory cordless headset compatible with SB67138, SB67025, SB67030, SB67031, or most AT&T DECT accessory cordless phone
ATT	Cordless Headset	TL7800	Accessory cordless headset with secure magnetic charging cradle. Compatible with SB67138, SB67025, SB67030, SB67031, or any AT&T DECT accessory cordless phone
ATT	Cordless Headset	TL7810	Cordless Headset/Softphone. Compatible with SB67138, SB67025, SB67030, SB67031, or most AT&T DECT accessory cordless phone and corded Phones: Windows® XP, Windows® Vista, Windows® 7, Microsoft® Lync® 2010, Skype™ 5.0 or later, Windows Media® Player 10 or later, iTunes® 10 or later
ATT	Cordless Headset	TL7812	Cordless Headset/Softphone with lifter. Compatible with SB67138, SB67025, SB67030, SB67031, or most AT&T DECT accessory cordless phone and corded Phones: Windows® XP, Windows® Vista, Windows® 7, Microsoft® Lync® 2010, Skype™ 5.0 or later, Windows Media® Player 10 or later, iTunes® 10 or later
VTech	ErisStation	VCS704	Conference phone with four (4) wireless mics
VTech	ErisStation	VCS704-WM	Replacement Wireless microphone for VCS704
VTech	ErisBusinessSystem	UP416	Main console for ErisBusinessSystem
VTech	ErisBusinessSystem	UP406	Extension deskset for ErisBusinessSystem
VTech	ErisBusinessSystem	UP407	Accessory cordless handset for ErisBusinessSystem

Program Features and Benefits at a Glance

For details on each of the program features below please refer to the appropriate section in the Guide.

Program Feature	Benefit
Sales Support	
Dedicated Inside Channel Account Manager (ICAM)	Each Partner will be assigned to an ICAM focused on helping develop and grow each Partner's VTech Business Phone sales.
Demo Program	VTech offers rebates for Partners purchasing AT&T Synapse and VTech ErisTerminal demo kits and/or products for demo use.
Training	Free online and webinar training to help Partners gain product certification and keep up-to-date on products, market trends and selling skills.
Lead Referrals	VTech participates in industry tradeshows as well as online web searches and advertising campaigns where opportunities for Partner leads are collected.
Sales Promotions	Promotional programs exclusive to the Partner Program are launched throughout the year and designed to help Partners promote and sell VTech Business Phones products.
Communications	Quarterly Partner newsletter, weekly sales calls, quarterly marketing planning sessions
Marketing Support	
Marketing Development Fund (MDF) Program	VTech offers a proposal-based MDF program to support Partner participation in events and lead-generation activities.
Sales & Marketing Collateral	Sales and marketing materials are made available to help Partners promote and sell VTech Business Phones products.
Partner Portal	Coming Fall 2015! Portal will include access to customized sales tools, electronic collateral library and more. Stay tuned for information from your ICAM.

Sales Support: Dedicated Inside Channel Account Manager

Each Partner in the Channel Partner program will be assigned to an Inside Channel Account Manager (ICAM): a responsive, single source of contact. The ICAM will assist Partners with growing and cultivating sales of VTech's business telephony products through the following activities:

- Quarterly planning meetings to set long-term strategies and goals
- Monthly strategy calls designed to keep both you and your ICAM engaged and focused on your success
- Joint sales calls
- Lead referrals
- Pre-sales support questions

Partners should think of their VTech ICAM as an extension of their sales team, dedicated to seeing their business succeed!

Sales Support: Demo Incentives

VTech understands that it is significantly easier for Partners to sell when customers can physically touch, feel and see the products in action. Along with providing Partners with a competitive marketing and selling advantage, VTech currently offers special rebates for program members on AT&T Synapse demo kits and VTech ErisTerminal SIP phones. VTech values the commitment Partners make in purchasing demo equipment and therefore demo-equipped Partners receive access to priority leads. For the most up-to-date demo rebates, Partners should contact their ICAMs.

Demo requirements:

1. Must be a registered VTech Partner.
2. Must have good credit standing, if purchasing direct from VTech.
3. Partner must build a plan with their ICAM to best leverage their demo purchase.
4. Partner must agree to use the equipment for demonstration and evaluation purposes only and not resell it within six (6) months of purchase date.
5. VTech reserves the right to audit the Partner locations that claim demo purchases to ensure adherence to the above terms and conditions.
6. Special demo rebate pricing is not valid in conjunction with any other VTech promotions or discounts.
7. VTech reserves the right to end this program at any time without notice.

Sales Support: Training

VTech strongly supports the notion "knowledge is power!" To that end, VTech offers Partner program members free training courses, both online and via webinars, tailored to different knowledge and skill levels. Partners interested in selling Synapse products must complete a series of required certification courses prior to gaining access to that product line. Other courses, sales strategies for example, are optional and open to any program member. VTech also currently hosts a library of product feature training videos for our AT&T business phone product line. Videos include demonstrations on specific Synapse menu functions, such as how to set up the auto attendant and how to transfer a call. To gain access to the AT&T library or to get a complete schedule of upcoming webinars go to <https://smbtelephones.att.com/partner-resources> and use the login credentials provided in your registration confirmation email.

Sales Support: Lead Referrals

VTech understands quality leads are essential to the incremental growth of your customer base. VTech actively participates in industry tradeshows, search marketing and advertising campaigns to generate opportunities for end-user leads.

Our ICAM team distributes end-user leads based on geography, product type and availability. Demo-equipped Partners receive lead priority. Customer experience is important to all of us. As we have interactions with customers, we set expectations with them that they will be followed up promptly by our Partners.

Sales Support: Sales Promotions

Throughout the year, VTech may make sales promotions available to our Partner Program members. Sales program information will be communicated via email to Partners by their ICAM, through their distribution Partner sales contact, and/or the quarterly Partner program newsletter. Each promotion will have its own promotion time period and eligibility requirements. Partners should contact their ICAMs for information on current promotions.

Examples of sales promotions may include:

- Discounts off product price
- Bundle deals
- SPIFFs on specific product sales

Sales Support: Communication

Consistent communication between VTech and our Partner program members is essential for success. We promote ongoing dialogue, via phone or email, with assigned ICAMs as the number one source of information and the best link between the Partner and VTech. VTech also sends out a quarterly Channel Partner Program newsletter. Partners should work with their ICAMs to ensure VTech's contact database is updated with email addresses for everyone in their organization who should be included in VTech Channel Partner Program communications.

Marketing Support: Proposal-Based Marketing Development Funds (MDF)

Proposal-Based Marketing Development Funds Program

VTech offers Partner Program members access to proposal-based Marketing Development Funds (MDF) to assist in growing their VTech telephony business. As a member of VTech's Channel Partner Program, Partners have the opportunity to engage in co-branded lead-generation activities designed to give you a competitive advantage and maximize your revenue potential. The proposal-based MDF program further represents VTech's commitment to ensure Partners have the best tools and resources they need to effectively market the VTech Business Phones telephony solutions to prospects and customers.

Partner MDF requirements:

1. Must be a VTech Channel Partner Program member.
2. Partner must have good credit standing, if purchasing direct from VTech.
3. Products must be purchased direct from VTech or a VTech-authorized distributor.
4. Partner must use MDF for activities only on the approved activities list. (Complete list found on page 10)
5. Partner must follow the fund application and reimbursement process. (See page 11)
6. Partner must agree to all terms and conditions of the program outlined on pages 11-13.
7. VTech reserves the right to end or change this program at any time without notice.

MDF Funding Information

MDF dollars are not accrued by individual Partners; rather, there is a pool of limited funds allocated among Partners in the VTech Channel Partner Program. MDF is provided based on acceptance of the proposed marketing activity and the adherence to the overall program guidelines by the Partner.

1. MDF is available on a first-come, first-serve basis.
2. Partners are limited to one funded MDF request per quarter, maximum of 4 funded events allowed per calendar year (January 1st – December 31st).
3. VTech will fund up to 50% of an approved activity with a maximum payout of \$3,000 per partner during a calendar year.
4. Partner's activity request must be on the approved activity list, outlined on page 11.
5. In addition to complying with all requirements related to MDF funding and reimbursement request process as well as acceptance of the MDF Terms and Conditions, VTech applies the following conditions when determining the approval of MDF requests:
 - a. Review of Partner's frequency of previous promotional funding requests.
 - b. Whether proposed marketing activity topic is appropriate to Partner's location and region.
 - c. Whether any overlap exists between the proposed marketing activity and another Partner's approved marketing activity in the same location and region.
 - d. Successfulness of prior Partner-funded marketing activities.
 - e. Whether marketing activity budget request is reasonable for type of activity requested.

Eligible Activities, Requirements and Proof of Performance for MDF Programs

The following is a list of eligible MDF activities along with details related to the proper execution of the activity and proof-of-performance requirements for reimbursement.

All creative must adhere to AT&T and VTech brand guidelines. (See ICAM for brand guidelines documents.) Partners are required to submit creative to VTech for review prior to any deadlines. Submit creative to channelprogram@vtechphones.com. Please allow five (5) business days for creative review. Creative not approved by VTech will not be eligible for reimbursement.

Specific questions on an activity should be directed to the Partner's ICAM.

Approved Activity	Qualifying Expenses	Activity Requirements	Proof of Performance
Events, including but not limited to tradeshows, seminars and trainings	<ul style="list-style-type: none"> Booth or space rental Exhibitor fees Shipping of VTech equipment Collateral Invitations AT&T/VTech signage Third-party set up and tear down fees 	<ul style="list-style-type: none"> AT&T/VTech collateral materials must be displayed Event must target applicable AT&T/VTech markets 	<ul style="list-style-type: none"> Itemized invoice(s) Photo of event
Telemarketing	<ul style="list-style-type: none"> Call campaigns managed by an accredited telemarketing agency for lead generation or campaign follow-up 	<ul style="list-style-type: none"> Script must be pre-approved by VTech marketing Must focus solely on one brand: AT&T or VTech 	<ul style="list-style-type: none"> Itemized invoice(s) Dates of telemarketing campaign Summary of campaign results
Advertising	<ul style="list-style-type: none"> Ad space in print, radio, web 	<ul style="list-style-type: none"> Adhere to AT&T/VTech brand guidelines 	<ul style="list-style-type: none"> Itemized invoice(s) Date(s) advertisement ran Copy of advertisement
E-mail Campaign	<ul style="list-style-type: none"> Costs for third-party assets or assistance in creating email creative 	<ul style="list-style-type: none"> May not contain reference to any competitive products 	<ul style="list-style-type: none"> Itemized invoice Copy of email Target audience Distribution size Call-to-action
List Purchase, Rental, Subscription	<ul style="list-style-type: none"> Cost of list purchase or rental Purchase price of contact list 	<ul style="list-style-type: none"> List must be relevant to AT&T/VTech telephony products List cannot be used for activities associated with competitive products 	<ul style="list-style-type: none"> Itemized invoice Number of names purchased or rented or subscription begin/end dates
Webinar	<ul style="list-style-type: none"> Web hosting services 	<ul style="list-style-type: none"> Topic must be preapproved by VTech 	<ul style="list-style-type: none"> Itemized invoice Number of participants Webinar date
Direct Mail	<ul style="list-style-type: none"> Postage Printing fees Third-party mail house fees Graphic design and development 	<ul style="list-style-type: none"> Adhere to AT&T/VTech brand guidelines 	<ul style="list-style-type: none"> Itemized invoice Sample of mailer Number of pieces mailed Date mailed

Non-Eligible MDF Expenses:

1. Sales contests
2. Promotional merchandise
3. Sales meetings
4. Travel and entertainment
5. Giveaways
6. Golf sponsorship
7. Sales incentives
8. Rebates, special pricing

Approval Process

1. Partner discusses possible marketing activity with their ICAM.
2. ICAM works with Partner to confirm the activity is on the approved list AND the Partner will be able to provide proof of performance on completion of activity.
3. ICAM provides Partner with MDF Funding Application
4. Partner completes MDF Funding Application and returns it via email to their ICAM along with required supporting documentation, as detailed in application
5. ICAM will review the application with the Inside Channel Sales Manager and provide the Partner with an email confirmation of approval or denial within five (5) business days following receipt of the application
6. It is in VTech's sole discretion to determine which activities will be funded. Activities may be denied funding for reasons listed below:
 - a. Partner did not review plan with ICAM prior to submitting request
 - b. Activity not on approved list
 - c. Partner not able to supply required support documentation
 - d. Partner not able to supply agreed-upon proof of performance
 - e. MDF application was incomplete
 - f. MDF application was not signed by Partner
 - g. Partner does not meet the requirements outline on page 9 or fails to meet the criteria for MDF approval outlined on page 11
 - h. VTech needs more information on the activity from the Partner

MDF Program Terms and Conditions

VTech is pleased to provide a Proposal-based MDF Program ("Program") to VTech Channel Program Partners ("Partner") in the United States and Canada. The purpose of this Program is to provide certain marketing funding, as further described herein, ("Funds") to Channel Program Partners for Partners' promotion of VTech's Business phones product portfolio (complete list found on page 4-5) to generate marketing leads (each such promotional activity an "Activity").

The terms and conditions set forth herein ("Agreement") shall apply to the program. Partners must agree, via signature on the MDF Request Form, to the following when they submit their program request:

Eligibility. Partner agrees they will be a VTech Channel Program Partner in good standing throughout the duration of the Agreement, as determined by VTech. Partners shall maintain a current Partner profile and promptly notify their VTech ICAM, in writing, of any change(s) that may affect their participation in the Channel Partner Program.

Promotion of VTech Business Phone Products. Partner shall use funds exclusively to promote VTech or AT&T products. AT&T and VTech products cannot be promoted together.

Proof of Performance. Partner shall provide their VTech ICAM with Proof of Performance of activities, outlined on page xx, within thirty (30) days of the conclusion of the activities, including any additional detail requested by VTech (collectively, the “Materials”). Partner invoice, referencing activity number provided to the Partner at time of approval and any supporting documentation outlining the full cost of the Activity incurred by the Partner, as well as any additional requirements as determined by VTech, including but not limited to event photos. VTech reserves the right to deny payment of the funds in part or in full. Any proof of performance not submitted to VTech within the requested time period will result in Partner forfeiture of rights in the Funds. Partner agrees to provide accurate and complete information.

Disbursement of Funds. VTech will be paid the applicable funds, in United States Dollars, upon completion of an Activity, provided that all appropriate Materials and tax documentation (as outlined below) have been provided to VTech within the time period required. VTech shall not be responsible to provide the Partner with any funds for any activities that have not been approved and agreed to in writing by VTech in advance of the Partner undertaking the Activities. VTech shall not be responsible to pay the Partner for any amounts above and beyond those agreed to in writing by VTech.

Records. VTech’s records and systems pertaining to sales information compiled internally and/or provided by VTech’s authorized distribution partners shall be authoritative and conclusive for purposes of determining all compliance under the Program and performing any computation or calculation regarding the Program. All decisions made by VTech are final.

Audit. VTech reserves the right to audit or request verification of any claims submitted.

Tax Liability. Taxes on Funds are the sole responsibility of the Partner. The Partner may be required to provide information to VTech for tax reporting purposes. Failure to provide requested information to VTech within thirty (30) days after acceptance of this Agreement will result in forfeiture by the Partner of the Funds.

Legal Compliance. Partners shall be responsible for compliance with all laws, including, but not limited to, the U.S. CAN-SPAM law and related privacy laws and regulations. Partners will not misappropriate, violate, or infringe any third party’s rights (including any right to privacy), or otherwise breach any obligation to end users (including any obligation to not disclose personal information to third parties for direct marketing purposes). Partner’s participation in the Program is voluntary.

Third-Party Vendors. VTech may introduce Partners to third-party vendors (“Vendors”) that may be available to assist a Partner with an Activity. This introduction is provided to the Partner as a courtesy, and use thereof is voluntary. The Partner is responsible for complying with all applicable laws, including but not limited to CAN-SPAM and the privacy policy. Under no circumstances shall VTech be liable for any direct, indirect, consequential, incidental or special damages arising out of or relating in any way to a Partner’s purchase and/or use of any such Vendor’s products and/or services.

Administration. The terms and conditions of the Program and the Partner’s eligibility to participate therein are at VTech’s sole discretion. All decisions made by VTech are final. VTech reserves the right to modify or cancel the Program, or participation by the Partner therein, at any time and without prior notice. If any modification is unacceptable to the Partner, the Partner’s sole recourse is to terminate their participation in the Program. If the Partner continues to participate in the Program, that participation will constitute their binding acceptance of the modification. Approval of Activities and disbursement of Funds is in VTech’s sole discretion.

Confidentiality. This Agreement and the terms hereof are VTech confidential information, and the Partner shall maintain such information as confidential and shall not disclose such information to any third party, even after termination of this Agreement, unless required by law.

Indemnification. To the fullest extent permitted by law, the Partner shall indemnify, defend, and hold harmless VTech and its subsidiaries, affiliates, parents, successors, and assigns, from and against any claim, demand, cause of action, debt, or liability (including reasonable attorney or legal fees, expenses and court costs) based upon, arising from, or related to Your failure to comply with all obligations under this

Agreement. VTech reserves the right to not pay such Funds in certain circumstances, including, without limitation, if Partner has fails to comply with or certify to VTech all of the terms and conditions of this Agreement.

Miscellaneous. The Partner's participation and use of this Program are subject to and governed by the VTech Channel Partner Program Terms and Conditions as well as any additional requirements of the Program outlined in the MDF Program section of the VTech Channel Partner Program Guide.

Submitting a Claim for Reimbursement

To receive reimbursement for an approved MDF activity, Partners must complete the Channel Partner Program Reimburse Claim Form (available from their ICAM) within 30 days after the activity has been completed. Forms must be complete and accompanied by the required proof-of-performance materials. Failure to supply clear supporting documentation will result in the reimbursement being delayed or denied. VTech reserves the right to deny reimbursement of the approved activity on claims submitted after 30 days.

Claims must include:

1. MDF approval number, provided on activity confirmation email
2. Appropriate metrics, as outlined in the MDF Activity Request form, including but not limited to: the claim form, invoice to VTech, supporting activity invoices/requirements, proof of performance
3. If the Partner does not buy direct from VTech or has not received a reimbursement check from VTech before, Partner must submit a copy of their company's W2 along with required claim documentation.

Claims Guidelines

1. VTech has the right to refuse reimbursement for marketing activities that are not on the eligible activities list.
2. If a VTech-approved Activity is cancelled or postponed, the Partner must notify their ICAM in writing and every attempt must be made to provide cancellation notice at least fourteen (14) days prior to the Activity date.
3. Reimbursement for activities is contingent on meeting all the specified guidelines and requirements outlined in the VTech Channel Partner Program Guide at both the time of activity approval and reimbursement submission.
4. Reimbursement will not be issued unless the Partner's account is current and in good standing
5. VTech will not reimburse any third-party organization directly on behalf of the Partner for any activity.
6. Claims cannot be submitted until completion of the marketing activity.
7. Claims that include unapproved creative will be denied reimbursement.
8. Claims cannot exceed the original committed dollar amount. If a claim exceeds the approved amount, the difference will not be reimbursed to the Partner.
9. Proper proof-of-performance documentation must be received with all claims. This includes an invoice for the approved amount from the Partner as well as any third-party vendor receipts or expenditures and any additional requirements outlined in the eligible activities section of this document.
10. VTech has the right to change, modify or terminate the MDF program with 30 day's notice. All approved claims and expenses incurred before the change will be unaffected.

Receiving MDF Reimbursement Payment

All claims are reviewed and audited for compliance and completeness before VTech processes them for reimbursement. Partners will receive an email from your ICAM once their claim has been reviewed. If additional information is needed it will be requested at that time; otherwise Partners will be notified that their claim has been submitted for payment. Payments will be by check and sent out within 30 days from receipt of the approval email.

Marketing Support: Collateral

VTech provides an array of sales and marketing collateral for you to use in your sales and marketing efforts. Collateral includes: product specification sheets, brochures, product images and some customizable marketing materials. All collateral is available in PDF format and available for download. VTech does not cover costs associated with the printing of collateral.

Marketing Support: Channel Partner Portal

Coming in Fall of 2015! Online access to collateral, forms, sales tool and more. Stay tuned for more details.

Maintaining Program Membership

To maintain program membership, Partners should achieve solid sales performance, display technical and sales competency, and adhere to the guidelines below. ICAMs will conduct ongoing reviews to ensure compliance and will work closely with Partners to ensure their success in the program. VTech reserves the right to remove a Partner from the program for failing to comply with the stated requirements. All Partner memberships will be formally reviewed annually each on the anniversary of enrollment in the program.

Requirement	Description
Achieve minimum 12-month sales goal	To promote sales consistency, Partners must sell a minimum of \$15,000 in net sales ¹ of VTech telephony products ² in a 12-month period ³ .
Active sales	Have active sales ⁴ a minimum of every 90 days.
Program membership requirements	Maintain requirements outlined in the initial program membership requirement criteria

¹ Net Sales, defined as gross domestic sales, less physical returns credits

² VTech Telephony products list found on page 4-5 of the Channel Program Guide

³ 12-month period based on date of when Partner formally accepted into the program.

⁴ Active sales defined as \$3,500 or more in Net Sales per quarter.

Initial Program Membership Requirements

To receive the benefits of the VTech Channel Partner program, the Partner must complete the required registration form and meet the following requirements:

1. Have a prior history of business telephony sales, either of VTech/AT&T or competitive products
2. Have a staff of qualified sales and technical professionals able to act as first-line support for the VTech Business Phones products in pre/post sales as well as technical support
3. Commit to receive ongoing product and technical training
4. Maintain a solid credit line
5. If purchasing through distribution, purchases must be made through a VTech authorized distributor based in the US or Canada
6. Sell to end users only unless given authorization to do otherwise by a VTech account manager
7. Be able to provide end-user point-of-sale data upon request
8. Have a company-specific URL and email domain
9. Commit to quarterly business planning with assigned ICAM
10. Comply with all other terms and conditions set forth in the VTech Channel Partner Program Guide
11. VTech reserves the right to deny access to the Channel Partner Program to any VTech Partner where other marketing and/or sales programs are already or will be put in place
12. Program open to US and Canada Partners only

Selling AT&T's Synapse Product Line

To sell the AT&T Synapse product line, Partners are required to successfully complete the certification process. Certification is designed to ensure our Synapse customers have the best purchase and installation experience possible. The Synapse certification process takes about 30 days to complete from start to finish. Partners should work with their ICAM to create a timeline to meet their needs.

Synapse Partner Requirements

1. At least one employee from each Partner must complete and pass training certification courses. Course information can be found online at <https://smbtelephones.att.com/Partner-resources/certification-exams>
 - a. Two (2) self-paced online training courses
 - b. Two (2) live webinars
 - c. One (1) final exam
2. Following certification, Partner must purchase one (1) Synapse Demo Kit*

Benefits for Synapse Certified Partners:

1. Strong profit margin opportunities
2. Placement in the SMB customer Partner locator
3. Partner technical support and product resources
4. Access to new products and services
5. Free software upgrades
6. Free web-based training
7. Access to special financing
8. Demo kit cost is refunded to you after \$10,000 in sales of Synapse products is achieved

For more information or to get started with the certification process, contact your ICAM.

* For complete demo kit ordering instructions, visit <http://smbtelephones.att.com/Partner-resources/synapse-demo-kit>

Reference Information

Authorized VTech Distribution Partners¹:

Jenne	www.jenne.com
Teledynamics	www.teledynamics.com
NetXUSA	www.netxusa.com
Synnex	www.synnex.com
Ingram Micro	www.ingrammicro.com
AVAD	www.avad.com
D&H Canada	www.dandh.ca
Fidelity	www.fidelitycom.com
Accu-Tech	www.accu-tech.com
Target Distributing	www.targetd.com
Graybar	www.graybar.com
Sotel Systems	www.sotel systems.com
SP Richards	www.sprichards.com
Essendant	www.essendant.com

Useful Web Links:

- VTech Business Phones: <http://businessphones.vtech.com/>
- ErisTerminal Interoperability, Technology and Channel Partners: <http://businessphones.vtech.com/support/eris-terminal-Partners>
- AT&T SMB Phones: <http://smbtelephones.att.com/>

Sales & Technical Support

- General: ICAMs@vtechphones.com
- Inside Channel Sales Team Manager, Chris McConville cmconville@vtechphones.com

Marketing

- Creative approvals, general marketing questions: channelmarketing@vtechphones.com

¹ List is subject to change without notice