

## Deal Registration Program Guidelines

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Resellers can register LeapFrog sales opportunities through the LeapFrog Deal Registration Program, which is available to all LeapFrog Platinum Authorized Resellers. Deal Registration protects and rewards resellers for sourcing and closing new LeapFrog sales opportunities. The Deal Registration discount may be extended in whole or in part to the customer to help close the deal, or can be captured as additional margin.

### Program Overview

- Opportunity must be net new to the LeapFrog sales pipeline.
- Registered opportunities must identify the specific sales opportunity within the institution or organization, including the department or class that will deploy the LeapFrog solution.
- Reseller agrees to pre-qualify opportunities, and submit valid and complete opportunity details via the Deal Registration Form, including activities completed by Reseller.
- Opportunities must be registered at least two (2) business days in advance or have approved deal registration prior to the deal closing.
- Opportunities need to be at least \$5,000 of combined Reseller cost to be considered.
- If the opportunity is at the RFP or RFQ stage, it can no longer be registered.
- The Deal Registration must meet Program guidelines at the time of deal closure.
- Reseller must be in good standing with LeapFrog.

## Submission Process

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- Resellers must register eligible sales opportunities via the [LeapFrog Deal Registration Form](#), which will be reviewed by LeapFrog and the Program Administrator based on the following criteria:
  - » Adherence to program guidelines
  - » Completeness and accuracy of information submitted
  - » Opportunity is net new to the LeapFrog pipeline
- The Program Administrator will review and respond to Deal Registration submissions within two (2) business days.
- Resellers should contact the Program Administrator with questions regarding registration by emailing [dealreg@dstewart.com](mailto:dealreg@dstewart.com).

If submission is approved:

- Reseller will receive a quote from Douglas Stewart that includes the program discount applied to each individual line item. This quote will be active for ninety (90) days from the date of approval.
- The Reseller will also receive a LeapFrog Deal Registration ID, used by LeapFrog to track registration throughout the process.

If submission is **not** approved:

- Reasoning for any rejection or cancellation will be provided in the rejection letter.

# Ordering Process

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- A PO must be received before the Deal Registration Quote expires. You may request an extension prior to expiration.
- The PO must match the specific SKUs and quantities of the registered deal.
- Orders must be placed on a single order and cannot be combined across multiple orders.
- Resellers must include the LeapFrog Deal Registration ID with their purchase order as they submit the order

## Extension Requests

If the registration is approaching the expiration date, the approved Reseller may request an extension of the registration for up to an additional thirty (30) days.

To request an extension, Reseller must submit an updated Deal Registration Form with the new requested expiration date and justification indicating why the deal will close within the next thirty (30) days.

- Extension requests must be submitted to the Program Administrator at least one day prior to expiration of the initial registration.
- Extension requests will be approved or denied at the discretion of LeapFrog.
- Only one extension request is allowed per opportunity.
- If the extension request is approved, the opportunity expiration will be extended 30 days.
- Once a registered opportunity expires, it is no longer eligible for the Deal Registration Program.

## Disputes

Resellers must submit any disputes, whether with LeapFrog or another Reseller, arising from the Program to the Distributor Program Administrator.

- The dispute must include a written description of all issues.
- The Distributor Program Administrator will submit the written dispute to LeapFrog.
- LeapFrog will respond to the submission within five (5) business days.

All qualified Resellers participating in the Program must understand and adhere to these Program Guidelines. The Program terms and conditions outlined in this document are subject to modification or termination by LeapFrog at any time.