

## Account Registration Program Guidelines

The Anywhere Cart Account Registration Program (“Program”) is available to all Anywhere Cart Authorized Resellers (“Resellers”) in North America. The purpose of the Program is to protect and reward Resellers for sourcing and closing new Anywhere Cart sales opportunities.

### Benefits of Deal Registration

- Establishes a co-selling relationship between the Reseller and Anywhere Cart
- Enhances Reseller profitability
- Provides a selling advantage to Reseller to win opportunities
- Earns 20-25% protected price advantage on any deal consisting of at least one unit, provided you are the preferred reseller of the end user.
- All qualified Resellers participating in the Program must understand and adhere to the Program Guidelines. The Program terms and conditions outlined in this document are subject to change or modification or termination by Anywhere Cart at any time.

### Program Overview

Resellers can leverage their sales teams to register eligible Anywhere Cart sales opportunities through the Anywhere Cart Account Registration Program. Eligible Anywhere Cart sales opportunities are defined as deals that are:

1. Not currently registered in the Anywhere Cart Deal Registration system.
2. Net new to the Anywhere Cart sales pipeline.
3. Have an incubation period of at least five business days.

Resellers that register eligible opportunities in accordance with the Program Guidelines are eligible to receive a 20-25% protected price advantage off Reseller unit cost if the deal is closed within program requirements. At each Reseller’s discretion, the price advantage may be extended in whole or in part to the end-customer to help close the deal, or can be captured as additional margin. Anywhere Cart has authorized The Douglas Stewart Company to extend the additional price advantage to qualifying Resellers (off-invoice) when providing quotes and processing orders for approved registered deals.

Anywhere Cart reserves the right to negotiate directly with the end user on any opportunity with an expected purchase order by the end user that will be over \$100,000 in Anywhere Cart products. If Anywhere Cart sets the price, a margin will be worked out with distribution and the reseller as a part of the large order.

### Opportunity Eligibility Requirements

- Reseller must be Anywhere Cart Authorized to qualify for the Program.
- Registered opportunities must identify the specific sales opportunity within the institution or organization, including the department that will deploy the Anywhere Cart solution and provide the contact information of the decision maker at the institution.
- Opportunities must consist of at least one unit and you must be the preferred reseller of the end user.
- Opportunities must be registered at least five (5) business days prior to the deal closing.
- The opportunity must be net new to the Anywhere Cart sales pipeline.
- Deals identified by Anywhere Cart and extended to Resellers for fulfillment are not eligible for the Program.
- RFQ & RFPs may qualify for Deal Registration if the opportunity was initiated and driven by the Reseller.

### Program Administration

- Resellers must register eligible sales opportunities via the [Anywhere Cart Account Registration Form](#).
- The Program Administrator will review and respond to deal registration submissions within two (2) business days.
- The Program Administrator will review and approve or deny registration submissions using the following criteria within the eligibility requirements.
- If an account registration is approved, Reseller will receive a quote within 2 business days that will include the program price advantage applied to each individual line item from The Douglas Stewart Company.
- Once the Reseller receives a PO from their customer, the next step is to place the order with The Douglas Stewart Company to receive the account registration price advantage upon billing.
- Resellers must include the Anywhere Cart Account Registration number on their purchase order.

