

## Deal Registration Program Guidelines

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The Adesso Deal Registration Program ("Program") is available to all Adesso Authorized Resellers ("Resellers") in North America. The purpose of the Program is to protect and reward Resellers for sourcing and closing new Adesso sales opportunities.

### Benefits of Deal Registration

- Establishes a co-selling relationship between the Reseller and Adesso.
- Enhances the profitability of the Reseller.
- Provides a selling advantage to Reseller to win the business.
- Minimum of 100 units for program.
- Program excludes Webcam products.
- Opportunity is still eligible for Adesso instant rebate program if purchase is within the promotional date restrictions.

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 Adesso at any time.

### Program Overview

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

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

Resellers that register eligible opportunities in accordance with the Program Guidelines are eligible to receive a 5% discount off Reseller unit cost if the deal is closed within 90 days. At each Reseller's discretion, the discount may be extended in whole or in part to the end-customer to help close the deal, or can be retained as additional margin. Adesso has authorized The Douglas Stewart Company to extend the additional discount to qualifying Resellers (off-invoice) when providing quotes and processing orders for approved registered deals.

### Opportunity Eligibility Requirements

- Reseller must be Adesso 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 Adesso solution and provide the contact information of the decision maker at the institution.
- Opportunities need to consist of the minimum order qty specified on this program. Opportunities must be registered at least ten (10) business days prior to the deal closing.
- The opportunity must be net new to the Adesso sales pipeline.
- Deals identified by Adesso 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 [Adesso Deal 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 a deal registration is approved, Reseller will receive a quote within 2 business days that will include the program discount 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 deal registration discount upon billing.
- Resellers must include the Adesso Deal Registration number on their purchase order.≈