

Deal Registration Program Guidelines

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

Benefits of Deal Registration

- Establishes a co-selling relationship between the Reseller and Veative.
- Enhances the profitability of the Reseller.
- Provides a selling advantage to Reseller to win the business.
- Earns an additional discount on deals defined below (percentage of discount will vary depending on the product that is being proposed and the size of the opportunity).
- Deal registration discounts are only available on Veative’s headset content or annual subscriptions or headset bundles that include content or annual subscriptions.
- Deal registration discounts excludes any professional development, EduPro headsets or storage/charging products that are part of a transaction.
- Discount amounts will vary on the SKU and/or the size of the transaction.
- An approved Deal Registration over \$20,000 is eligible for additional discounts.
- There is no deal size minimum for Deal Registration protection. The qualifying order can be delivered to one location OR the qualifying order can be delivered to multiple locations within a school district. Shipping location is required.

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 Veative at any time.

Program Overview

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

1. Veative Premier Partners only.
2. Not currently registered in the Veative Deal Registration system.
3. Net new to the Veative sales pipeline.
4. Only deals greater than \$3,000 qualify for deal registration.
5. 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 discount off standard 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. Veative 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

- The deal must be a minimum of \$3,000 to qualify.
- Reseller must be Veative 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 Veative solution and provide the contact information of the decision maker at the institution.
- The opportunity must be net new to the Veative sales pipeline.
- Deals identified by Veative 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 [Veative 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 Veative Deal Registration number on their purchase order.