

Flashforge

Deal Registration Guidelines



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

Benefits of Deal Registration

- Establishes a co-selling relationship between the Reseller and FLASHFORGE USA.
- Enhances the profitability of the Reseller.
- Provides a selling advantage to Reseller to win the business.
- Possibly earn 5% as a protected discount.

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 FLASHFORGE USA at any time.

Program Overview

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

1. Not currently registered in the FLASHFORGE USA Deal Registration system.
2. Net new to the FLASHFORGE USA sales pipeline.
3. Have an incubation period of at least ten (10) business days.

Resellers that register eligible opportunities in accordance with the Program Guidelines are eligible to receive a possible 5% discount off Reseller unit cost if the deal is closed within 90 days of approval notification. 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 captured as additional margin. FLASHFORGE USA 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 FLASHFORGE USA 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 FLASHFORGE USA solution and provide the contact information of the decision maker at the institution.
- Opportunities must be registered at least ten (10) business days prior to the deal closing.
- The opportunity must be net new to the FLASHFORGE USA sales pipeline.
- Deals identified by FLASHFORGE USA 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.
- Opportunity must be for a minimum of 6 printers.
 - Only select printers qualify for deal registration, no filaments. Deal registration does not apply to the Creator Max 2 or Adventurer 3 V2 printer.

Program Administration

- Resellers must register eligible sales opportunities via the [FLASHFORGE USA 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 two (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 FLASHFORGE USA Deal Registration number on their purchase order.