

Deal Registration Program Guidelines

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

Benefits of Deal Registration

- Establishes a co-selling relationship between the Reseller and AVID.
- Enhances the profitability of the Reseller.
- Provides a selling advantage to Reseller to win the business.
- Minimum of 500 units for program.

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 AVID at any time.

Program Overview

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

- New to AVID’s sales pipeline.
- Not currently a registered opportunity.
- RFQ & RFP’s if originated and driven by reseller.
- AVID’s products bid as an alternative product on an existing bid.
- Demonstrations or samples will be available if needed.
- Paperwork must be submitted at least seven (7) business days prior to the awarded order.
- Opportunities must meet the minimum of 500 units for program.

Resellers that register eligible opportunities in accordance with the Program Guidelines are eligible to receive up to a 10% 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. AVID 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 AVID 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 AVID 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 seven (7) business days prior to the deal closing.
- The opportunity must be net new to the AVID sales pipeline.
- Deals identified by AVID 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 [AVID Deal Registration Program Application](#).
- 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 AVID Deal Registration number on their purchase order.

AVID Products is the final determinate of award and rejection of applications. It is at AVID’s discretion not to qualify Purchases for registered pricing if they are deemed not to be part of the awarded opportunity even if for the same Organization.