

Deal Registration Program Guidelines

The 3Doodler Deal Registration Program (“Program”) is available to all 3Doodler Authorized Resellers (“Resellers”) in North America. The purpose of the Program is to protect and reward Resellers for sourcing and closing new 3Doodler sales opportunities.

Benefits of Deal Registration

- Earn a 5% discount from resellers cost on opportunities over \$10,000.
- Establishes a co-selling relationship between the Reseller and 3Doodler.
- Enhances the profitability of the Reseller.
- Provides a selling advantage to Reseller to win the business.
- Protect the qualified and registered sales pursuits of each Reseller.

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 3Doodler at any time.

Program Overview

Resellers can leverage their sales teams to register eligible 3Doodler sales opportunities through the 3Doodler Registration Program. Eligible 3Doodler sales opportunities are defined as deals that are:

1. Not currently registered in the 3Doodler Deal Registration system.
2. Net new to the 3Doodler sales pipeline.
3. Have an incubation period of at least ten (10) business days.
4. Deal Registration pricing may not be combined with any volume discounts.
5. Deal Registration must be renewed after 45 days of initial application to be valid.

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 60 days. Resellers that register eligible opportunities in accordance with the Program Guidelines are eligible to receive exclusive access to a specific Customer for up to six (6) months for a single sales opportunity. Resellers cannot continue exclusive sales pursuits with any Customer after this initial six (6) month period if the opportunity becomes inactive or is lost.

Opportunity Eligibility Requirements

- Reseller must be 3Doodler 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 3Doodler 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 3Doodler sales pipeline.
- Deals identified by 3Doodler 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.
- Earn a 5% discount from resellers cost on opportunities over \$10,000.

Program Administration

- Resellers must register eligible sales opportunities via the [3Doodler 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 3Doodler Deal Registration number on their purchase order.