Sony
Deal Registration Program Guidelines

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

Benefits of Deal Registration

- Establishes a co-selling relationship between the Reseller and Sony.
- Enhances the profitability of the Reseller.
- Provides a selling advantage to Reseller to win the business.
- Earns a 5% protected discount for an order minimum of 8 units purchased on a single PO.
  » Eligible for SKU EKV-250B, Sony KOOV
- Earns a 10% protected discount for an order minimum of 10 units purchased on a single PO.
  » Eligible for SKU EKV-100U, Sony KOOV Trial Kit.

Opportunity Eligibility Requirements

- Reseller must be Sony 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 Sony 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 Sony sales pipeline.
- Deals identified by Sony 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 Overview

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 Sony at any time.

Program Administration

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