

D-Link[®]
Building Networks for People

EmpowerTM PARTNER PROGRAMME



What is the D-Link Empower™ Partner Programme?

D-Link is pleased to introduce our Empower™ Partner Programme - designed to give Key Resellers outstanding service, cutting edge Networking products through your normal distribution sources, and rebate dollars based on your verifiable purchases of D-Link products each calendar quarter.




The D-Link Empower™ Partner Programme is a 3 tiered Programme :

D-Link Silver Partners - This tier would encompass predominantly VARs that require a complete line of affordable networking solutions and wishes to earn generous incentives for meeting sales goals. Silver Partners qualify for product sales training, discounts for NFR products and D-Link Certified Engineer training (DCE) as well as a host of other benefits. To qualify, Silver Partners must sell between \$3,000 to \$24,999 of D-Link products per quarter.



D-Link Gold Partners - Resellers that qualify for Gold status exceed the sales goals established for Silver Partners. Gold Partners are Resellers that require a complete line of affordable networking solutions and wish to earn generous incentives for meeting sales goals. Gold Partners qualify for benefits such as qualified sales leads, priority technical support, listing on the "Where to Buy" section of D-Link's web site plus much more. To qualify Gold Partners must sell between \$25,000 to \$49,999 of D-Link products per quarter.

D-Link Platinum Partner - For Resellers that exceed the sales goals established for our Gold Partners, D-Link offers the Platinum Empower™ Partner Programme. Platinum Partners qualify for the same benefits as D-Link Gold Partners and in addition, D-Link offers a tremendous opportunity to enhance sales with an over and above marketing rebate in addition to the qualifying sales rebate amount. To qualify for Platinum status Resellers must sell in excess of \$50,000 of D-Link products per quarter.

Prerequisites for Involvement

| |  PLATINUM |  GOLD |  SILVER |
|--|--|--|---|
| Quarterly Revenue Expectation \$AU | \$50,000 and above | \$25,000 to \$49,999 | \$3,000 to \$24,999 |
| Memorandum of Understanding | ✓ | ✓ | ✓ |
| Performance Review Prior to Renewal | ✓ | ✓ | ✓ |
| Permisson for Distributor to Produce Sales Reports | ✓ | ✓ | ✓ |
| Actively Market D-Link Products | ✓ | ✓ | ✓ |
| In-House Product Champion | ✓ | ✓ | ✗ |
| In-House Product Certified Engineer | ✓ | ✓ | ✗ |

Programme Features & Benefits (at a glance)

| |  PLATINUM |  GOLD |  SILVER |
|--|--|--|---|
| Quarterly Rebate Amount | 3 % | 3 % | 3 % |
| Co-Op Funds | 4 % | 2 % | x |
| Use of Partner Logo | ✓ | ✓ | ✓ |
| Listing on D-Link "Where to Buy" site | ✓ | ✓ | x |
| Monthly Reseller "UpLink" Newsletter | ✓ | ✓ | ✓ |
| Quarterly Empower™ CD | ✓ | ✓ | ✓ |
| Demo NFR Products | 60% Off RRP | 50% Off RRP | 40% Off RRP |
| Product Launch Kits | ✓ | ✓ | ✓ |
| Access to D-Link Guest Speakers | ✓ | ✓ | x |
| Access to D-Link Merchandising Material | ✓ | x | x |
| Access to Partner Web Site | ✓ | ✓ | ✓ |
| Assigned D-Link Account Manager | ✓ | ✓ | x |
| Staff Incentive Programmes and Special Promotions | ✓ | ✓ | ✓ |
| Access to Internal D-Link Sales Support Representative | ✓ | x | x |
| Access to Sales Engineers for Reseller Seminars | ✓ | ✓ | x |
| Product Sales Training | ✓ | ✓ | ✓ |
| Priority Invitations to D-Link Workshops | ✓ <small>(Limit of 3 Attendees)</small> | ✓ <small>(Limit of 2 Attendees)</small> | ✓ <small>(Limit of 1 Attendee)</small> |
| Leads Referrals from D-Link | ✓ | ✓ | x |
| Joint Marketing Funds <small>(conditions apply)</small> | ✓ | x | x |
| D-Link Certified Engineer Training (DCE) | FREE <small>(Limit of 3 Attendees)</small> | 50% Off <small>(Limit of 2 Attendees)</small> | 25% Off <small>(Limit of 1 Attendee)</small> |
| Priority Tech Support | ✓ | ✓ | x |
| Participation in D-Link End User Events | ✓ | x | x |

Detailed Features and Benefits *(in detail)*

| |  |  |  |
|----------------------|--|--|---|
| Rebate Amount | 3 % | 3 % | 3 % |

1. Quarterly Rebate Amount

The rebate amount is calculated on your purchase price (ex GST) from your distributor.

| | | | |
|--------------------|----|----|---|
| Co-Op Funds | 4% | 2% | x |
|--------------------|----|----|---|

2. Co-op Funds

Depending on what level you have been accepted on, you may qualify for an additional rebate to be ONLY used for D-Link marketing activities. To claim marketing funds you would need to submit a pre-approval form with D-Link prior to engaging any marketing activity. The total amount must not exceed either 4% for Platinum or 2% for Gold partners, of total sales of D-Link products in the previous quarter.

(Marketing rebates can only be claimed after the activity by providing proof of activity and a report on its success.)

| | | | |
|----------------------------|---|---|---|
| Use of Partner Logo | ✓ | ✓ | ✓ |
|----------------------------|---|---|---|

3. Use of Partner Logo

Exclusive use of the appropriate Empower™ Partner logo for Web/Business cards and any other approved collateral.

| | | | |
|--|---|---|---|
| Listing on D-Link “Where to Buy” site | ✓ | ✓ | x |
|--|---|---|---|

4. Listing on D-Link “Where to Buy” web site

You will be listed as an Empower™ Partner on our web site with a URL link back to your web site. (Conditions apply)

| | | | |
|---|---|---|---|
| Monthly Reseller “UpLink” Newsletter | ✓ | ✓ | ✓ |
|---|---|---|---|

5. Monthly Reseller “UpLink” Newsletter

You will receive our monthly UpLink newsletter which highlights new products, promotions, and D-Link company news and views.

| | | | |
|--------------------|---|---|---|
| Empower™ CD | ✓ | ✓ | ✓ |
|--------------------|---|---|---|

6. Quarterly Empower™ CD

You will receive our quarterly CD which contains sales related information, launch kits, high and low resolution images on newly and shortly to be released products.

Detailed Features and Benefits *(in detail)*

| |  |  |  |
|--------------------------|---|---|--|
| Demo NFR Products | ✓ 60% Off RRP | ✓ 50% Off RRP | ✓ 40% Off RRP |

7. Demo NFR Products

As an Empower™ Partner, you are eligible to qualify for Demo NFR (Not For Resale) products. This can be purchased direct from D-Link and is limited to 1 product model per quarter. Demo NFR products are to be used solely for demonstration purposes and must not be sold. (Conditions apply)

| | | | |
|----------------------------|---|---|---|
| Product Launch Kits | ✓ | ✓ | ✓ |
|----------------------------|---|---|---|

8. Product Launch Kits

Be the first to know what D-Link products are or are about to be released with our product launch kits. These kits contain useful information on our products and also include features/benefits.

| | | | |
|--|---|---|---|
| Access to D-Link Guest Speakers | ✓ | ✓ | x |
|--|---|---|---|

9. Access to D-Link Guest Speakers

From time to time you may require D-Link to help you make any presentations to your customers or present at any event you may wish to hold. (Subject to Availability)

| | | | |
|--|---|---|---|
| Access to D-Link Merchandising Material | ✓ | x | x |
|--|---|---|---|

10. Access to D-Link Merchandising Material

D-Link produces a range of merchandising collateral, for supply to select partners. (Conditions apply)

| | | | |
|-----------------------------------|---|---|---|
| Access to Partner Web Site | ✓ | ✓ | ✓ |
|-----------------------------------|---|---|---|

11. Access Partner Web Site

Exclusive access to our new secure Partner Web Site will be made available. The Partner Web Site contains direct links to our secure FTP servers and also information on the program, On-Line rebate claims as well as detailed product information.

Detailed Features and Benefits *(in detail)*

| |  |  |  |
|--|---|---|--|
| Assigned D-Link Account Manager | ✓ | x | x |

12. Assigned D-Link Account Manager

A D-Link Account Manager will be assigned to proactively refer any sales opportunities and manage on a day to day basis your account, as well as assist in any projects or opportunities that you may have.

| | | | |
|--|---|---|---|
| Staff Incentive Programmes and Special Promotions | ✓ | ✓ | ✓ |
|--|---|---|---|

13. Staff Incentive Programs and Special Promotions

From time to time D-Link runs various promotions. These promotions would be made available as either a Staff Incentive or a general promotion. Promotions are at the discretion of D-Link. (Conditions apply)

| | | | |
|---|---|---|---|
| Access to Internal D-Link Sales Support Representative | ✓ | x | x |
|---|---|---|---|

14. Access to Internal D-Link Sales Support Representative

It is important to have a face to face relationship with any vendor sales person. Conversely having access to an individual who is based in the vendor's office and is in a position to "make things happen" quickly is also key. D-Link is pleased to offer the services of such a person to eligible partners in addition to an Account Manager.

| | | | |
|--|---|---|---|
| Access to Sales Engineers for Reseller Seminars | ✓ | ✓ | x |
|--|---|---|---|

15. Access to Sales Engineers for Reseller Seminars

In many cases Reseller Partners require the expertise of D-Link's Sales Engineers and Product Specialists for reseller seminars, targeting end users wanting to learn more about specific technologies. Booking the time of one of these internal staff members would be done with the Partner's D-Link Account Manager. (Subject to Availability)

Detailed Features and Benefits (in detail)

| |  |  |  |
|-------------------------------|---|---|--|
| Product Sales Training | ✓ | ✓ | ✓ |

16. Product Sales Training

Product knowledge is an integral part of any successful Partner/Vendor relationship. D-Link Account Managers are there to assist with the important task of educating Partner sales staff to be more conversant and knowledgeable about D-Link's products and key technologies. *(Booking in advance is highly recommended)*

| | | | |
|--|---------------------------------|---------------------------------|---------------------------------|
| Priority Invitations to Workshops | ✓ <i>(Limit 3 Attendees)</i> | ✓ <i>(Limit 2 Attendees)</i> | ✓ <i>(Limit 1 Attendees)</i> |
|--|---------------------------------|---------------------------------|---------------------------------|

17. Priority Invitations to D-Link Workshops

Product knowledge in the sales cycle is important, and in addition to Product Sales Training, D-Link is pleased to offer technology training which will assist your staff in being able to provide a confident and consistent message to your customers.

(Booking in advance is highly recommended)

| | | | |
|-----------------------------------|---|---|---|
| Lead referrals from D-Link | ✓ | ✓ | x |
|-----------------------------------|---|---|---|

18. Leads referrals from D-Link

Eligible Partners will be sent sales lead referrals by D-Link. These referrals may come from telephone enquiries or via requests from the D-Link web site, and will be passed onto Partners based on the Partners area of expertise and/or geographic location.

| | | | |
|------------------------------|---|---|---|
| Joint Marketing Funds | ✓ | x | x |
|------------------------------|---|---|---|

19. Joint Marketing Funds

Eligible Partners will have access to over and above marketing funds for advertising, catalogues, web banners etc. Pre-approval must be sought prior to activity and funds will be made available at the discretion of D-Link. *(Conditions apply)*

Detailed Features and Benefits *(in detail)*

| |  |  |  |
|---|---|---|--|
| D-Link Certified Engineer Training | FREE <i>(Limit 3 Attendees)</i> | 50% Off <i>(Limit 2 Attendees)</i> | 25% Off <i>(Limit 1 Attendee)</i> |

20. D-Link Certified Engineer Training (DCE)

D-Link conducts highly regarded and sought after annual DCE training workshops. These courses allow attendees to garner in-depth knowledge of leading edge technologies. As a Partner, your organisation would be eligible for a discount.

| | | | |
|-----------------------------------|---|---|---|
| Priority Technical Support | ✓ | ✓ | ✗ |
|-----------------------------------|---|---|---|

21. Priority Technical Support

Eligible Partners will receive access to priority technical support via technical support specialist staff and dedicated support phone numbers.

| | | | |
|--|---|---|---|
| Participation in D-Link End User Events | ✓ | ✗ | ✗ |
|--|---|---|---|

22. Participation in D-Link End User Events

D-Link is actively involved in End User, Seminars and Product Launches. From time to time, eligible Partners will be invited to co-attend these events with an aim to increasing the Partners profile and association with D-Link.

Terms & Conditions

1. D-Link Australia Pty. Ltd. will only process Empower™ Partner Rebate Claims based on the following schedule. (Please Note: Partner Rebate Claims submitted outside of these invoice timeframes and received after the due date will not be processed and will subsequently be forfeited).

| Invoices | D-Link to receive claims |
|---------------------------------|-------------------------------|
| Q1 January, February, and March | On or before the 15th April |
| Q2 April, May, and June | On or before the 15th July |
| Q3 July, August, September | On or before the 15th October |
| Q4 October, November, December | On or before the 15th January |

2. Rebate Claims must only be submitted via the On-Line Claim form on the D-Link Partner Web Site. Posted and faxed claims will not be accepted.
3. Partners making Rebate Claims must invoice D-Link Australia Pty. Ltd. for the amount being claimed, plus any statutory GST amount.
4. The invoice for the Rebate Claim amount must include your ABN and the words "Tax invoice" and must be in accordance with Australian Tax Office (ATO) guidelines.
5. If you do not have an ABN, D-Link Australia Pty. Ltd. cannot pay any Rebate Claim and the Partner will forfeit any claim(s) submitted.
6. D-Link Australia Pty. Ltd. reserves the right to change the Rebate Claim Amount should the Claim be shown to have incorrect entries, and will advise of any corrections.
7. Rebates are only available to registered and approved D-Link Empower™ Partners forming part of the D-Link Empower™ Programme.
8. The On-Line Rebate Claim section of the D-Link Partner Web Site located at <http://partners.dlink.com.au/> needs to be COMPLETED IN FULL and Submitted to qualify for payment.
9. Rebate Claims of AU\$90 ex GST or above will only be accepted. Rebate Claims falling below this minimum amount will not be processed.

10. Rebates are calculated on the actual wholesale purchase price ex GST from an Authorised D-Link Distributor.
11. From time to time, D-Link will offer special pricing or promotions on D-Link products. Due to this, some products will not be eligible for a Partner Rebate, but will be eligible for a Co-op Rebate. The Co-op percentage accrual is dependent on the Partner level attained i.e. Platinum or Gold.
12. D-Link Australia Pty. Ltd. reserves the right to verify Rebate Claims with any relevant Distributor(s) prior to the Rebate being paid.
13. Payment will be made available as a company cheque and made payable to the registered Partner making the claim.
14. D-Link Australia Pty. Ltd. reserves the right to terminate and/or make changes to the Programme at any time and will provide reasonable notice of changes or termination.
15. "Where to Buy" listing on the D-Link Australia Pty. Ltd. web site is not automatic and is subject to meeting the following conditions:
 - i) The Partner's Web Site has a dedicated D-Link area with a unique locator.
 - ii) This URL link is maintained with current D-Link information and products.
 - iii) The Partner keeps reasonable quantities of product in stock to fulfil demand.
16. Not For Resale (NFR) product is available directly from D-Link Australia Pty. Ltd. subject to ONLY one (1) product model per quarter. These products are to be used for demonstration purposes only and require you to complete and NFR Request Form available from the D-link Partner Web Site.
17. Merchandising product may be available to you subject to availability. You may request merchandising materials via the Merchandising Request Form available from the D-link Partner Web Site.
18. Staff Incentives and Promotions are subject to their own terms and conditions which will be made available prior to the time of incentive/promotion launch and are dependant on the Partner's Company Policies.
19. Only Platinum and Gold Empower™ Partners are eligible for Marketing Co-op funds. These funds are provided as a way of assisting these Partners in marketing D-Link products. To use these funds the Partner will be required to adhere to the following:

- i) Complete the Empower™ Marketing Co-op Pre-Approval Form and return to D-Link via fax.
- ii) At the time of application, the Empower™ Partner should have accrued enough Co-op funds to cover the activity (Co-op fund statements can be found on the Empower™ Partner web site).
- iii) Final approval to commence activity will be provided by D-Link prior to activity.
- iv) Use of D-Link graphics and logos, will be in accordance with D-Link's graphics standards.
- v) Reimbursement will be provided in the form of a company cheque payment made out to the Empower™ Partner company name.
- vi) Only the agreed or lesser amount will be paid, all cost over runs on the activity after Pre-Approval has been granted, are the responsibility of the Empower™ Partner.
- vii) Any unused portion of Co-op funds are to be used before the end of the next calendar quarter.
- viii) Funds not used by the end of the next calendar quarter will be forfeited.
- ix) Upon completion of the marketing activity, an invoice will be required to be sent to D-Link Australia Pty. Ltd. with proof of activity and a copy of the signed Empower™ Marketing Co-op Pre-Approval Form.

