

## Parsec Automation Corp.'s Global Partner Programs

### AUTHORIZED RESELLER PROGRAM BENEFITS

√ : Benefit is included in the program

\$ : Benefit is available at discounted amount

BENEFIT	ELIGIBILITY	DESCRIPTION
Receive welcome kit and collateral (including toolkit CD)	√	Information about the program and specific collateral
Access to "Partner Portal"	√	Gain insight through access to partner-exclusive content
Listing on Parsec website	√	Partner must provide a brief company overview and a landing URL relevant to Parsec and TrakSYS™-related services
Sales training	√	Via web access and webinars
Product training	√	Receive free, expert, deep-dive technical training at Parsec headquarters
Product discount	√	Receive volume-based discount on licensed products
Not-for resale (NFR) license(s)	\$	NFR licenses are for internal use only, and are provided based on annual subscription
Demonstration Software	√	Receive effective Demonstration DVDs for distribution to qualified prospects
Technical support	√	Technical support is free of charge with NFR subscription
Product updates	√	Free of charge with NFR subscription
Beta program	√	Have access to product early release and Beta testing program
Partner webinars	√	Participate in the frequent sales and technical web presentations

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### AUTHORIZED RESELLER PROGRAM BENEFITS *(continued)*

√ : Benefit is included in the program

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BENEFITS	ELIGIBILITY	DESCRIPTION
Parsec "Productivity Advisor"	√	Receive subscription to this informative quarterly newsletter
Authorized reseller logo	√	Display the authorized reseller logo in accordance with the program terms and conditions
Public relations activities	√	Initiated by partner and supported by Parsec (subject to approval)
Participate in go-to-market campaigns	√	May partner with Parsec for specific industry verticals and geographies
Partner "Annual Forum"	√	Participate in the annual meeting to forum about product roadmap, receive training, hear about success stories, network with other partners, and discuss new business opportunities.
Qualified sales leads	√	As an authorized reseller partner, receive qualified leads (industry- and geography-specific)
Sales support	√	Receive support from highly skilled business development advisors
Parsec Annual User Group Conference	\$	Participate by exhibiting in Parsec's annual UGC to network with clients and hear success stories. Number of attendees varies by sponsorship level.
Marketing Co-op Programs	\$	Receive support from Parsec for joint advertising, sponsorships, seminars, trade shows, webinars, direct mail, etc.
Trade Show-In-a-box	√	Receive a trade show tool kit that includes partner banner, literature, table skirt, demos, and giveaways to ensure consistent message at each show.

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### AUTHORIZED RESELLER PROGRAM REQUIREMENTS

√ : Required

\$ : Fee-based

DESCRIPTION	TERMS	COMMENTS
Authorized reseller application	√	Reseller candidate must complete the application which provides information about the organization and focus industries
Client references (named customer)	√	Reseller must provide a minimum of 3 customer references per year
Nondisclosure agreement (NDA)	√	Must execute the NDA
Authorized "Reseller Agreement"	√	Must execute the "Reseller Agreement"
Annual sales commitment	√	Must agree to a defined sales goal and work with Parsec to achieve it
Product training	√	Must have at least 1 trained application engineer per site capable of technically supporting TrakSYS™. Training is provided free of charge to reseller personnel at Parsec headquarters.
Certification exam	√	Must pass the certification exam within 60 days of signing the Reseller Agreement
Marketing program	√	Must submit a regional marketing plan
Forecast	√	Must submit monthly updated sales forecasts
Not-for resale (NFR) license(s)	\$	Annual subscription to NFR licenses (for internal use: product demonstration and in-house development) is required.

