

**Elo Elite & Elite AV Deal Registration &
Government and Education Discount
Program Guidelines**

Elo Touch Solutions



(Americas)

Deal Registration & Government and Education Discount Program Guidelines for Elo Elite & Elite AV & Elite AV Partners

Program Overviews

Deal Registration Program

The guiding principle of the Elo Touch Solutions Deal Registration program is to protect the investment made by Elo Elite & Elite AV partners in developing new customers and new business opportunities.

Registering a new business opportunity with Elo, will enable us to support you fully in the deal and provide deal registration margin enhancements and/or other program benefits. These benefits are available only to the first Elo Elite & Elite AV partner who receives an approved deal registration from Elo, as outlined in these guidelines, for the particular new business opportunity.

Government and Education Discount Program

Additionally, via the Elo Elite and Elite AV Government and Education Discount program, Elo works with partners to provide a discount within the Government and Education sectors. The desire is to provide you with additional margin enhancements as well as position your Elo solution in a more fiscally conservative position often required in the government and education sectors.

Margin Enhancement (Deal Registration)

If you bring Elo a brand new lead for new business for a new opportunity that is not otherwise already registered by another Elo Elite & Elite AV partner, nor part of the Elo forecast pipeline, the Elo Deal Registration program provides a 2% discount of MSRP as margin enhancement – above and beyond your standard Elo Elite & Elite AV program benefits, subject to the terms and conditions outlined below.

Elo Elite & Elite AV Deal Registration Program Checklist

Please make sure that all items below are checked:

- ⊗ Is the deal value over \$25,000 USD?
- ⊗ Is the deal eligible in terms of being new business?
(See terms and conditions of Elo Deal Registration program below)
- ⊗ Familiarize yourself with the terms and conditions of Elo Deal Registration program
- ⊗ Complete the Elo Deal Registration application online at www.elotouch.com/dealreg

If your deal registration application is approved, Elo will return an approval ID number to your designated contact email within 3 business days following your online submission of the deal registration application. Deal registration applications may only be submitted online at www.elotouch.com/dealreg.

Margin Enhancement (Government and Education Discount)

If you register a qualifying Interactive Digital Signage (IDS) product for a deal involving a sale to a Governmental entity or Educational institution, the Elo Elite and Elite AV Government and Education Discount program provides a 2% discount of MSRP as margin enhancement – above and beyond your standard Elo Elite & Elite AV program

benefits, subject to the terms and conditions outlined below.

Elite AV Government and Education Deal Registration - Program Checklist

Please make sure that all items below are checked:

- ⊗ Is the end user considered a governmental entity or educational institution to include local, state, or federal entities or institutions?
- ⊗ Is the Elo product a large format Interactive Digital Signage (IDS) touch monitor noted in the “Interactive Digital Signage Touchmonitors” section on <http://www.elotouch.com/Product/IDS/default.aspx>?
- ⊗ Is the deal otherwise in compliance with all of the requirements of the Deal Registration Program Checklist for standard opportunities outlined above (except for the minimum deal value requirement)?
- ⊗ Complete the Elo Deal Registration application online at www.elotouch.com/dealreg

If your Government and Education Discount application is approved, Elo will return an approval ID number to your designated contact email within 3 business days following your online submission of the deal registration application. Deal registration applications may only be submitted online at www.elotouch.com/dealreg.

How do you claim your margin enhancement?

Your authorized Elo distribution partner will quote you your Elo Elite & Elite AV pricing if and when you are qualified based on your approved Elo Elite & Elite AV ID number and deal registration approval ID number.

When you place your order with an Elo authorized distribution partner, please indicate your deal registration approval ID number from Elo on your purchase order. On processing the order, the additional margin enhancement (as approved by Elo) will be applied by such distribution partner, based on and subject to such approved ID number.

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Deal Registration Program Terms and Conditions

- 1) This program is valid October 1st, 2013 through April 14th, 2017. Products sold or opportunities identified before the effective date or after the termination date are not eligible.
- 2) This program is for new business only.
 - a. Valid only for new business projects with end customers who are not already an Elo customer for that product or product family; or have not purchased the particular Elo product or product family in over 2 years.
 - b. Projects already won and in deployment phase are not eligible for deal registration.
 - c. Pure reselling deals, in which the partner is merely fulfilling a customer order, are not eligible for deal registration.
 - d. Purchases made by distributors or resellers for use in their own products/designs or to sales made by one reseller to another reseller, whether the purchase is intended for use in their own products/designs, or for resale, are not eligible for deal registration.
 - e. Elo Services are ineligible for deal registration.
- 3) Minimum total deal size: MSRP of \$25,000 USD.
- 4) The registering partner must be qualified to sell the product being registered, be an approved Elo Elite & Elite AV partner in good standing with Elo Touch Solutions, and in compliance with the terms of the Elo Elite & Elite AV & Elite AV Partner Agreement.
- 5) Existing Elo Elite & Elite AV partners must sign an updated Elo Elite & Elite AV & Elite AV Partner Agreement in order to be eligible for participation in the Elo Deal Registration program.
- 6) The qualifying transaction must be registered and approved via the online Elo Deal Registration application prior to order being placed with distributor.
- 7) To apply for Elo Deal Registration program benefits, please visit www.elotouch.com/dealreg where you will input required opportunity information and, if approved, receive deal registration approval ID numbers and status updates.
- 8) By submitting a deal registration application, you agree that to the extent special pricing was extended to you for a particular opportunity; the product purchased by you will be only sold for that opportunity unless otherwise agreed to by Elo in writing.
- 9) A registered opportunity approval ID number expires 90 days from the date it is recorded as "registered" unless extended in writing by Elo. The 90 day period begins when the deal registration application is returned to the partner as

“registered” with an approval ID number. The registering partner must purchase the registered products for the registered deal from an authorized Elo distributor within such 90 day period in order to receive margin enhancement benefits. It is the Elo Elite & Elite AV partner’s responsibility to re-submit the deal registration request after expiration.

- 10) Elo reserves the right to deny Deal Registration program benefits if:
 - a. The opportunity is already registered by another Elo Elite & Elite AV partner
 - b. The opportunity is already part of the Elo forecast pipeline
 - c. The deal registration application is submitted by an unqualified partner or in an unqualified manner (as defined in sections 1-5 above or otherwise does not comply with any of the requirements herein)
 - d. The end customer is already an Elo customer for that product or product family
 - e. The end customer has specified in writing a preferred Elo Elite & Elite AV partner for fulfillment.
- 11) An opportunity is only considered “registered” after it has been accepted and confirmed back to the Elo Elite & Elite AV partner with an Elo Deal Registration program approval ID number.
- 12) Participation in the Elo Elite & Elite AV partner program is subject to the Elo Elite & Elite AV Partner Agreement terms and conditions and compliance with the terms thereof.
- 13) Purchase of Elo products is subject to the Elo Terms and Conditions of Sale posted online at www.elotouch.com
- 14) Elo Touch Solutions reserves the right of refusal of any claim that, in Elo’s sole judgment, does not meet the specifications of the Elo Deal Registration program.
- 15) The Elo Deal Registration program is void where prohibited or restricted by law.
- 16) Elo Touch Solutions reserves the right to change these terms and conditions at any time without notice.

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Government and Education Program Terms and Conditions

- 1) This program is valid April 15th, 2106 through April 14th, 2017. Products sold before the effective date or after the termination date are not eligible.
- 2) This program is for products sold into governmental entities and educational institutions only.
 - a. Valid only for products within the Elo large format Interactive Digital signage family noted in the “Interactive Digital Signage Touchmonitors” section on <http://www.elotouch.com/Product/IDS/default.aspx?>
 - b. Purchases made by distributors or resellers for use in their own products/designs or sales made by one reseller to another reseller, whether the purchase is intended for use in their own products/designs, or for resale, are not eligible for deal registration.
- 3) Minimum total deal size: No minimum size. Deal must include the qualifying products noted above.
- 4) The registering partner must be qualified to sell the product being registered, be an approved Elo Elite & Elite AV partner in good standing with Elo Touch Solutions, and in compliance with the terms of the Elo Elite & Elite AV & Elite AV Partner Agreement.
- 5) Existing Elo Elite & Elite AV partners must sign an updated Elo Elite & Elite AV & Elite AV Partner Agreement in order to be eligible for participation in the Elo Government and Education Discount program.
- 6) The qualifying transaction must be registered and approved via the online Elo Government and Education discount request application prior to order being placed with distributor.
- 7) To apply for Elo Government and Education discount program benefits, please visit www.elotouch.com/dealreg where you will input required opportunity information and, if approved, receive deal registration approval ID numbers and status updates.
- 8) By submitting a Government and Education discount application, you agree that to the extent special pricing was extended to you for a specific qualified opportunity; the products purchased by you will be only sold to that approved governmental entity of educational institution unless otherwise agreed to by Elo in writing.
- 9) A registered opportunity approval ID number expires 90 days from the date it is recorded as “registered” unless extended in writing by Elo. The 90 day period begins when the deal registration application is returned to the partner as

“registered” with an approval ID number. The registering partner must purchase the registered products for the registered deal from an authorized Elo distributor within such 90 day period in order to receive margin enhancement benefits. It is the Elo Elite & Elite AV partner’s responsibility to re-submit the Government and Education discount request after expiration.

- 10) Elo reserves the right to deny Government and Education Discount program benefits if:
 - a. The deal registration application is submitted by an unqualified partner or in an unqualified manner (as defined in sections 1-5 above or otherwise does not comply with any of the requirements herein)
 - b. The end customer has specified in writing a preferred Elo Elite & Elite AV partner for fulfillment
 - c. The end user is not a Governmental entity or Educational institution
 - d. The end user is not verifiable as a Governmental entity or Educational institution
- 11) A Government and Education deal is only considered “registered” after it has been accepted and confirmed back to the Elo Elite & Elite AV partner with an Elo Deal Registration program approval ID number.
- 12) Participation in the Elo Elite & Elite AV partner program is subject to the Elo Elite & Elite AV Partner Agreement terms and conditions and compliance with the terms thereof.
- 13) Purchase of Elo products is subject to the Elo Terms and Conditions of Sale posted online at www.elotouch.com
- 14) Elo Touch Solutions reserves the right of refusal of any claim that, in Elo’s sole judgment, does not meet the specifications of the Elo Government and Education Discount program.
- 15) The Elo Government and Education discount program is void where prohibited or restricted by law.
- 16) Elo Touch Solutions reserves the right to change these terms and conditions at any time without notice.