

Co-Marketing and Market Development Fund Programs for Registered MVP Partners

Eligible Partners	Any Channel Partner in good standing with the MVP program
Start Date	July 31, 2008

We are pleased to offer our registered MVP Channel partners co-marketing opportunities. With joint marketing programs, campaigns and market development funds (MDF), we want to assist our partners with increasing their revenues and sales of our joint solutions. We have a variety of options for joint materials, public relations, events/tradeshows and more.

Co-marketing Opportunities

- Joint **press release** to announce our partnership
- Access to our **company logos** and **product images**
- Creation of joint **customer success stories**
- Co-branded **email campaigns** to your lists (with our infrastructure)
- Electronic copies of **co-branded white papers** and **collateral materials**

Other Programs may also be available in the Co-marketing and MDF programs, please contact

- Your account manager
- Channel marketing team (marketing@dnfcorp.com, subject channel marketing programs)

Eligible MDF Programs

Funds can be used to cover the following:

Conferences, Tradeshows, and Seminars

- Exhibit fees (booth)
- Room rental fees to host regional seminars (cost-sharing)
- Demo and NFR Equipment

Mailers and Direct Mail

- Printing costs
- Postage costs

Email Blasts

- List rental fees
- Sponsorship costs

Web Advertising

- Banner Advertisements for Event promotion (tradeshows, seminars)

Co-Branded Collateral

- Printing/Production Costs

Additional Terms and Conditions

Activities and Programs must meet the following requirements

- The purpose of advertising and promotional activities must be to increase our brand awareness and promote our product solutions locally, regionally or within strategic target customer segments.
- Our name must be mentioned in all materials related these programs.
- Our logo(s) should appear on all printed materials with proper trademarks.
- One of representatives should be in attendance at any applicable events.

MDF Request and Redemption Policy and Process

1. Joint Programs must be approved beforehand. Please contact your account manager or email partners@dnfcorp.com to access the **MDF Request Form**.
2. Completed MDF Request forms can be submitted:
 - a. To your **account manager**
 - b. Email to partners@dnfcorp.com
 - c. Fax: ATTN: Channel Marketing Coordinator to 510.265.1565.
3. Programs may be approved for partial or full costs depending on the type of program, expected ROI, and the overall benefit to our bottom-line.
4. Reimbursement will be made directly to you in the form of a credit memo (that can be applied to a future purchase). Unauthorized deductions of promotional/or previously approved activities are expressly prohibited. Our accounting department will apply any applicable credit to your order and issue an approved invoice at the time of order processing.
5. To complete the reimbursement process, please update your signed MDF request for with the final amount and resubmit with the appropriate supporting documents.
6. There is no annual cap on the amount of credit (funds) applied to your account.
7. Fund credits can be applied towards any purchase, for up to 3% of the pre-tax subtotal. Any remaining dollars can be applied to any subsequent orders.
8. Funds must be used up within 1 year of the issue date.

Required Paperwork for MDF Processing

Submit paper via the following methods:

- Email to marketing@dnfcorp.com
- Fax: ATTN: Channel Marketing Coordinator to 510.265.1565

Additional Paperwork to Submit:

Conferences, Tradeshows, Regional events, and Seminars

- Provide a copy of the signed MDF Request Form
- Completed Invoices for Program Fees (proof of performance)
- Include Event Agenda or Program
- Submit a brief summary of the event
- Submit a picture of your booth

Mailers, Direct Mail Pieces

- Provide a copy of the signed MDF Request Form
- Completed Invoices for Program Fees (proof of performance)
- An original of the printed direct mail piece
- Invoices: Postal, Print Production

Email Blast (not delivered by us)

- Provide a copy of the signed MDF Request Form
- Completed Invoices for Program Fees (proof of performance)
- A copy of the final email must be mailed to marketing@dnfcorp.com with your company name, MDF reference number, and the send date

Web Advertising

- Provide a copy of the signed MDF Request Form
- Completed Invoices for Program Fees (proof of performance)
- Electronic copy of the webpage, ad, the ad URL, and the destination URL must be emailed to marketing@dnfcorp.com with your company name, MDF reference number, dates of the program and the site/vendor of the program in the subject line



21353 Cabot Boulevard
Hayward, CA 94545
PH: 510.265.1122
FX: 510.265.1565
www.DNFCorp.com

- Itemized invoices for any related services (design of website, etc.)

If you have any additional questions on the co-marketing programs, please email partners@dnfcorp.com or contact your account manager.