

**2012
CCA SPIF
on
Bundle
Sales**

Rules for Sales Incentive

- Promotion effective with orders placed February 1, 2012 through June 30, 2012. Final date to submit all claims is July 13, 2012.
- All participants must fill out a SPIF Enrollment Form online before filing any claims.
- CenturyLink employees are not eligible to participate in this SPIF.
- Claims must be sold within the incentive timeframe to be eligible. Sales are defined by the date the order is input and approved into the CenturyLink system. These are "Closed-Purchased" orders.
- Submit claims online at www.adtran.com/ccaspif
- ADTRAN will issue IRS Form 1099 for tax reporting purposes on annual earned totals for \$600 or more per individual. No IRS Form W9 is required.
- Allow 4-6 weeks for claims to be processed after shipment or installation is verified by ADTRAN.
- Only one end user customer per claim form.
- Maximum SPIF paid per end-user will be \$5,000.
- Maximum SPIF paid to an individual participant February–June is \$5,000.
- Claims can be equally split up to three ways with the CCA members participating sales, sales engineers and managers.
- No SPIFs are eligible where special pricing or deal registration has been awarded.
- For more information, please email salesincentiveclaims@adtran.com

ADTRAN Sales Incentive for CenturyLink™ Channel Alliance Members

Earn up to \$200 for each eligible ADTRAN product sold with CenturyLink's bundled services!

Accelerate your sales and earn extra cash by offering your customers the award-winning ADTRAN® NetVanta® Routers and Switches, Total Access® IP Business Gateways and NetVanta IP PBX when sold with CenturyLink BMG's bundled services.

Promotion effective February 1—June 30, 2012

By choosing ADTRAN equipment to accompany qualified CenturyLink service bundles you can earn up to \$200 per device. SPIF amounts are determined by the type of service and equipment included. To enroll in the program, visit www.adtran.com/ccaspif

CenturyLink/ADTRAN service bundles deliver your customer:

- Service, CPE equipment, Installation and Maintenance
- Secure, reliable, performance-driven solutions
- Lower monthly costs
- Innovative, user-friendly platforms
- 1, 2 or 3 Year contracts

Eligible bundles include:

- Data Bundles, Managed/Standard/PRO
- Managed VoIP
- Integrated Access, Analog and SIPTrunk
- Advanced Voice and Data Bundle (Data Bundle with SIPTrunk + IP PBX)
- PRI + IP PBX

SPIF Amount	Featured Products	Bundled Service
\$100	NV3430/3448/3458/3450 Std and EFP models	Data Bundle
\$100	TA924e	Integrated Access
\$100	NV1335PoE/1234PoE/1238PoE/4305EFP	Managed VoIP
\$200	NV4430/5305 Std and EFP models	Data Bundle
\$100	NV7100 VSMB (30 users and below)	AV + DB
\$200	NV7100 (31-100 users)	AV + DB, PRI + IP PBX

Free online ADTRAN product sales training available at www.adtran.com. Click on the training TAB and follow CERTIFICATIONS for ASP-IN.

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