



Cooperative Marketing Programs

Complete Program Guide

Worldwide

May 2011

MICROSCAN.

| Precision Data Acquisition
and Control Solutions

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Cooperative Marketing Overview

Welcome to the Microscan Cooperative Marketing Programs, just a few of the many rewards of being a Microscan Partner. These Programs were created to show appreciation for our Partners by providing them with the resources to effectively market Microscan products for the purpose of sales lead generation. Microscan currently offers two cooperative marketing programs to its Partners:

The Cooperative Marketing Materials Program

A program designed to assist our Partners with their marketing efforts by providing them with materials to effectively market Microscan products. Materials include, marketing collateral, customizable direct mail and email marketing materials, trade show materials, and email marketing assistance.

The Cooperative Marketing Credit Program

A program designed to assist our top performing Partners with a portion of the financial costs associated with actively marketing Microscan products. Eligible marketing activities include industry tradeshow participation, customer seminars, print and online advertisements, direct mail, and email marketing.

Both programs are managed internally by Microscan who facilitates the resource management, activity approval and financial (credit) reimbursement processes.

Financial reimbursements will only be issued in the form of Microscan credits that are applied to a Partners Microscan account. Credits are valued in \$USD only. To ensure that resources, approvals, and reimbursements are handled in a timely manner, Microscan strongly encourages its Partners to maintain an open dialogue with Microscan's Channel Marketing Team.

Participating in these programs requires that Partners comply with the terms and conditions outlined in this document. Failure to comply with the guidelines set forth in this document may result in the denial of a marketing material, activity approval, or credit reimbursement. These guidelines in part or in their entirety are subject to change without notice.

Cooperative Marketing Materials Program

Materials Program Eligibility

The Microscan Cooperative Marketing Materials Program is available to Partners who have met the minimal participation requirements. In order to participate in this program and to be considered eligible for cooperative marketing resource assistance you must:

1. Have a current Marketing Planner on file with Microscan.
2. Successfully complete the Microscan Sales Processes Certification exam.

Requesting Materials Assistance

Requesting cooperative materials is easy. Simply:

1. Visit the Partner Website and complete the online [Co-op Participation Request Form](#).
2. Receive marketing materials approval or a reason for denial from Microscan.

Microscan will pay the ship-to charges for the items to be sent to the Partner. It is the Partners responsibility to return all shipped items to Microscan within 14 days of completing the approved marketing activity. In addition, Partners are also responsible for any ship-return fees associated with returning the borrowed items to Microscan.

How Materials are Allocated

Cooperative marketing materials are allocated on a first come first serve basis. Microscan strongly encourages its Partners to provide Microscan with at least 4 weeks notice in order to be put in to the materials queue.

Microscan will only release materials if a Partner has met the program's eligibility requirements. Any exception to the requirements must be approved by Microscan's Marketing Director.

Available Marketing Materials

The following table represents what types of marketing materials are available. Items highlighted in yellow must be returned to Microscan following your activity or event.

Marketing Materials	Material Description
Pop Up Display Banner	2'x8' popup banners displaying Microscan products. Two designs available.
Table Top Display	Fold out table top panel for product signage. Available in two sizes 4'x8' or 3'x6'.
Product Signage	Product Images for table top displays. Multiple products images available.
Dynamic Reader Display	Portable display used to demonstrate Microscan's dynamic reading capabilities.
Microscan Branded Tablecloth	Microscan branded tablecloth for use events. Available in two sizes: 6' or 8'.
Blank Letterhead	Pre-printed, industry focused letterhead for direct mail. Available in three design options.
Postcards	Pre-printed color direct mail postcards with blank backs for customization.
Email Marketing Support	Email template customization and/or email distribution support.
Marketing Giveaways	Microscan branded merchandise for use at tradeshow and/or customer seminar events.

Returning Marketing Materials

Once a Partner has completed the marketing activity in which the materials were used, the Partner simply:

1. Visits the Partner Website and completes the online [Co-op Participation Evaluation Form](#).
2. Returns all borrowed materials* to Microscan within 14 business days of the activity end-date as specified on the originally submitted Co-op Participation Request Form.

Partners who fail to return borrowed marketing materials and/or submit a Co-op Participation Evaluation Form may be subject to future request denials from Microscan.

* Partners are responsible for any ship-return fees associated with returning the borrowed items to Microscan.

Cooperative Marketing Credit Program

Cooperative Credit Program Eligibility

The Microscan Cooperative Marketing Credit Program is available to select Partners only. In order to participate in this program and to be considered eligible for cooperative credit assistance you must:

1. Participate in an annual business planning session with a Microscan representative to develop a mutually beneficial proposed marketing activity.
2. Have a current Marketing Planner on file with Microscan.
3. Successfully complete the Microscan Sales Processes Certification exam.

The purpose of the annual planning session is to provide Microscan with essential information about your vertical market expertise, product specialization, existing customer base and internal marketing capabilities so that a mutually beneficial and effective marketing plan is developed.

Financial reimbursements will only be issued in the form of Microscan credits that are applied to the Partner's Microscan account. Credits are valued in \$USD only.

Requesting Cooperative Credit Assistance

Requesting cooperative credit assistance is easy. Simply:

1. Contact your Regional Sales Manager and tell them you are interested in the Cooperative Credit Program.
2. Visit the Partner Website and complete the online [Co-op Participation Request Form](#).
3. Receive marketing activity approval or a reason for denial from Microscan.

How Cooperative Credits are Allocated

Cooperative marketing credits are allocated on an annual basis. Partners should expect their annual cooperative credit budget to be confirmed by February of the each year. Financial reimbursements will only be issued in the form of credits that are applied to a Partners Microscan account. Credits are valued in \$USD only. For additional information on how cooperative marketing credits are allocated, please contact your Regional Sales Manager or a Microscan Channel Team member.

Microscan strongly encourages its Partners to spend a portion of their cooperative credits on a quarterly basis; however, allocated cooperative credits will remain active for a period of one year. Credit must be used within the year they were issued.

Microscan will only apply credit reimbursements to a Partners Microscan account if they have submitted all of the required forms and supporting documentation to Microscan for an approved activity. Cooperative marketing credits are applied on a reimbursement basis only unless an exception had been made by Microscan's Marketing Director.

Cooperative Credit Approval Guidelines

All activities must be approved by Microscan during or subsequent to the annual planning session between the Partner and Microscan. The amount of credit approval will vary depending on the activity. The maximum allowable credit is up to 50% with following exceptions:

1. Microscan will only reimburse up to 30% of the booth rental costs associated with tradeshow marketing. Credit reimbursements for tradeshow marketing will only be applied towards the booth space costs. All other costs associated with tradeshow marketing are the Partners responsibility.
2. Microscan will only reimburse up to 30% of the overall costs associated with the production of Co-Branded Marketing giveaways.

Products Eligible for Cooperative Promotion

All Microscan products listed in the current Price Catalog, excluding products that are end-of-life, are eligible.

Eligible Marketing Activities

The following table represents which types of marketing activities are eligible for cooperative credit reimbursement and the supporting documents that are required to receive reimbursement. Microscan will only approve marketing activities for credit reimbursements that focus on sales lead generation.

Activity Type	Activity Description	Required Supporting Documents
Print Advertisement	Printed advertisement in an industry related or target market publication.	A completed evaluation form, a copy of the advertisement, and any 3rd party invoices that pertain to the creation and/or placement of the Advertisement.
Online Advertisement	Electronically published advertisement placed on an Industry related website.	A completed evaluation form, a copy of the online advertisement, and any 3rd party invoices that pertain to the creation and/or placement of the Advertisement.
Direct Mail	Printed direct mail piece that is designed and produced by the Partner.	A completed evaluation form, a copy of the direct mailer, and any 3rd party invoices that pertain to the creation and/or distribution of the mailer.
Event or Seminar	Industry tradeshow or target customer event.	A completed evaluation form, any 3rd party invoices that pertain to the event or seminar, and proof of Microscan's participation.
Co-Branded Merchandise	Promotional items that display both the Partner and the Microscan Logo.	A completed evaluation form, any 3rd party invoices that pertain to the creation of the promotional merchandise, and an original or copy of the item.

Marketing Activities Not Eligible for Credit Reimbursement

Cooperative credits can only be used towards marketing activities that focus on sales lead generation. Microscan cooperative credits cannot be used for the following types of activities.

- Social events and customer appreciation events
- Joint marketing efforts with competitive products or non-complimentary vendors
- The purchase of Microscan products or Demo Kits
- Microscan sales discounts such as rebates, promotional product incentives, and spiffs
- General marketing activities such as posting the Microscan logo on company websites, business cards, and literature.

Credit Reimbursement Guidelines

In order for a Partner to be reimbursed for a marketing activity, the Partner must submit the required supporting documents as outlined in the “Eligible Marketing Activity” table within 60 days of the approved marketing activity’s end-date as specified on the Participation Request Form. Financial reimbursements will only be issued in the form of Microscan credits that are applied to a Partner’s Microscan account. Credits are valued in \$USD. In addition, credits will only be applied to a Partner’s account once the activity has been completed and all of the required documentation has been received by Microscan’s Channel Marketing Team. Only activities approved by Microscan are eligible for credit reimbursement.

Microscan reserves the right to verify legitimacy of all debits, request additional proof of participation, and reject Participation Evaluation Forms if the activities or supporting documents are found to be false, misleading, or do not support the programs overall objectives. Participation Evaluation Forms submitted after the 60-day period, or submitted without all of the required supporting documents will not be processed and may not be reimbursed by Microscan.

Although Microscan will periodically attempt to notify Partners of approaching deadlines and/or insufficient documentation, it is ultimately the Partner’s responsibility to ensure that the completed Participation Evaluation Form, invoices and supporting documents have been received. Failure to do so may result in Microscan’s inability to credit the Partners account for an activity.

How the Credit Reimbursement Process Works

Once a Partner has met the programs eligibility requirements and has received approval for cooperative credit assistance, the Partner simply:

1. Completes the approved marketing activity as specified on the Co-op Participation Request Form originally submitted to Microscan.
2. Visits the Partner Website and completes the online [Co-op Participation Evaluation Form](#).
3. Submits a copy of the required supporting document(s) to Microscan’s Channel Marketing Team by mail, email or Fax.

Microscan Systems, Inc.
Channel Marketing Department
700 SW 39th Street
Renton, Washington 98057
United States of America
Fax: +1 (425) 226-8250
Email: coop@microscan.com

4. Partners should receive credits posted to Microscan account within 10 to 14 business days after all of the required documentation has been submitted to Microscan.

Have Questions or Need Assistance?

At Microscan our number one goal is to help our Partners become successful selling Microscan products. If for any reason you have any questions about these programs and/or guidelines, please don't hesitate to contact your Regional Sales Manager.

You can always contact Microscan's Channel Marketing Team at +1 (425) 226-5700. We can also be reached by email at partners@microscan.com.

Microscan Shipping Address

Please return all of the borrowed marketing resources to the following address:

Microscan Systems, Inc.
Channel Marketing Department
700 SW 39th Street
Renton, Washington 98057
United States of America
Fax: +1 (425) 226-8250
Email: coop@microscan.com

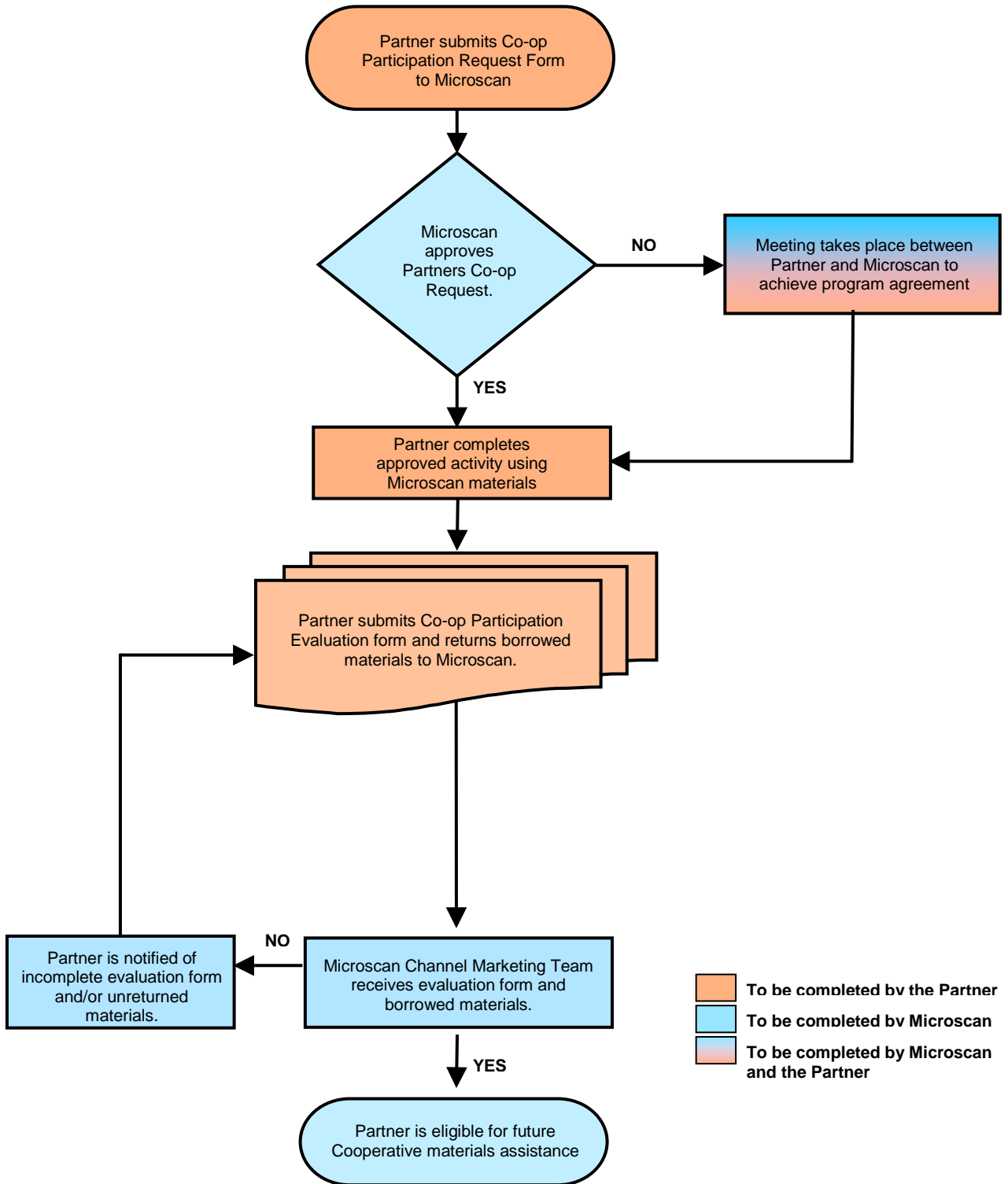
Program Participation Request and Evaluation Forms

Link to Online Form: [Co-op Participation Request Form](#).

Link to Online Form: [Co-op Participation Evaluation Form](#).

Program Process Flow Charts

Cooperative Marketing Materials Program



Cooperative Marketing Credit Program

