

IBM North American Retail Store Solutions
2004 Dollar for Dollar Campaign Program
For
IBM Premier and Advanced Business Partners

IBM Retail Store Solutions in North America announces for its Premier and Advanced Business Partner Resellers the opportunity to enhance their 2004 marketing campaigns through additional activities co-funded by IBM. The Retail marketing team will work with qualifying Business Partners to identify marketing activities designed to increase 2004 revenue for the Business Partner and IBM Retail Store Solutions.

Dollar for Dollar for Business Partners - Resellers

Qualified Business Partners will work with the IBM Retail team to define a marketing activity eligible for co-funding. Possible activities include, but are not limited to, direct mail, telemarketing, seminars, and advertising. IBM will match the Business Partner's contribution to the approved marketing activity dollar for dollar based on the following PartnerWorld levels and program criteria:

- **Premier Business Partners**
 - Will be reimbursed for 50% of the expenses incurred for an approved marketing activity up to a cumulative maximum for all reimbursements of \$15,000.
 - Will be reimbursed 50% of the expenses incurred for an end-user conference up to a maximum of \$7,500 in addition to the above.
 - Will receive \$1000 credit towards collateral requested from the Print-On-Demand Web site.
- **Advanced Business Partners**
 - Will be reimbursed for 50% of the expenses incurred for an approved marketing activity up to a cumulative maximum for all reimbursements of \$8,000.
 - Will receive \$500 credit towards collateral requested from the Print-On-Demand Web site.

Program Terms and Conditions for the Business Partner - Reseller

The following terms and conditions apply:

1. Business Partner eligibility is based on:
 - a. Approval by PartnerWorld as a Premier or Advanced level Business Partner by June 30, 2004, and who achieved their level status by reselling the IBM Retail Store Solutions Hardware platform.
 - b. Premier and Advanced Business Partners must have achieved a minimum of \$400,000.00 in total Retail Point-of-sale revenue in the 12 months prior to becoming a Premier or Advanced Business Partner.
2. Completion of the Dollar for Dollar Campaign Participation Form.

3. Approval from IBM that the proposed marketing activity is eligible for reimbursement.
4. Reference to IBM (either directly or via display of the IBM Business Partner emblem) and/or information on one or more products from the IBM Retail Store Solutions Point-of-Sale product line in an approved marketing activity.
5. An approved marketing activity for this program must not include or reference products that are competitive to an IBM Point-of-Sale product.
6. Business Partners must provide proof of expenses.
7. The first half of the benefit will be paid upon receipt of invoices pertaining to the approved marketing activity.
8. The second half of the benefit will be paid upon receipt of the Response Report form showing the results of the marketing activity. IBM will use this report form (attached) only in evaluating the effectiveness of this program.
9. Applications for Dollar for Dollar funding will not be accepted after September 30th, 2004.
10. Expenses must be incurred in time for IBM to receive all requests for reimbursement prior to November 30, 2004.
11. This cannot be combined with other programs.

Procedure for IBM Business Partner participation

1. The Business Partner completes a Dollar for Dollar Campaign Participation form for Business Partners. A copy of the appropriate form is attached.
2. Return the completed form to Nancy Greene via:
Email: nagreene@us.ibm.com, or
Fax: (803) 328-0667
3. The IBM Retail Team will review the form and communicate formal approval or rejection of the activity.
4. Upon completion of the campaign, the Business Partner will submit a copy of the invoice(s) for expenses of the approved activity to be received by IBM no later than November 30, 2004. The Dollar for Dollar Campaign Response form must also be submitted for final payment.
5. Reimbursement will be made to the Business Partner based on the stated terms and conditions.

Feel free to contact Nancy Greene at (803) 328-0667 with any questions concerning this program.

**IBM Retail Store Solutions
Business Partner - Reseller**
2004 Dollar for Dollar Campaign Application Form

Business Partner Information

Name:

Address:

Contact:

Phone:

Email:

Date:

Define the proposed marketing activity:

What IBM solution is being promoted in this campaign? Identify which IBM Retail Store Solutions products are featured.

What is the objective of the activity, including projections for responses?

What is the call to action for the customer? (response cards, web site, 800 #, etc.)

What are your lead follow-up procedures?

What is the time frame of the activity?

What is the estimated expense for the activity?

**IBM Retail Store Solutions
Business Partner - Reseller**
2004 Dollar for Dollar Campaign Response Form

Business Partner Name _____

Date Campaign Began or date of Event _____

Campaign Name	# Contacted	# Responses	# Leads	Projected # Closes	Projected \$ IBM revenue

Signature of Business Partner Reseller Contact:

Date _____