Barco’s Connect! Sales and Marketing Program was specially developed to help you sell Barco technology and services in the most effective and efficient way. The program recognizes and rewards successful partners for their excellence and achievements.

Team up
As a member of Barco Connect!, you can count on one of our channel account managers. (s)he will help you define and validate a yearly business plan to support our partnership. Together with you, our channel account manager will review the business plan on a quarterly basis. A successful plan:

- embraces mutual commitments;
- is defined by requirements;
- converts into benefits for you as our partner;
- drives market awareness and demand generation in your region.

What’s in it for you?
Based on your business plan and on the level of partnership, you can benefit from market development funds (MDF), deal registrations and a rebate program. You can also draw on our knowledge and experience to help you drive demand and build compelling marketing campaigns for your market.

As a fully-fledged partner, you can manage all your deal registrations and MDFs through our online partner portal. This portal also provides access to a wide range of marketing resources such as an image and video gallery, marketing campaign tools and technical white papers.

To discover these features and benefits, please sign up for the Barco Connect! Partner Program at http://partners.barco.com.
Introduction to Barco Connect! Partner Program

As a Barco Connect! Partner, you commit to challenging revenue goals, engage in detailed business planning and demand generation, and enhance your sales and services through bespoke training.

However, each company is unique and has its own strengths, qualities and possibilities. That’s why Barco Connect! distinguishes three different partner levels:

- The level to which you belong is determined by your revenue performance, business plan execution and investment in sales and services training. The Barco Connect! Training program offers a host of sales and service specialization courses to help you meet the criteria for each level. Access to the Silver and Gold partner levels, for example, largely depends on the requirements that you meet over a specified period of time.

Your benefits as a Connect! Partner

As a partner, you benefit from the significant opportunities the Barco Connect! Partner Program offers you. By understanding your needs, we can develop a program that best fits your goals and allows for smooth and easy business improvements. Your Barco partnership comes with a range of benefits:

- Market Development Funds (MDF);
- Marketing resources and a brand new partner portal;
- A state-of-the-art sales and services training program;
- The use of the Barco brand, logos and partner levels;
- Deal registration and corresponding rewards for opportunity wins;
- Rebates in accordance with qualitative and quantitative targets;
- Access to low-density sales territories;
- Channel account management and sales engineer support;
- Joint planning and business reviews;

Benefits per partnership level

<table>
<thead>
<tr>
<th>Description</th>
<th>Gold Partner</th>
<th>Silver Partner</th>
<th>Authorized Partner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profit from product training and certification</td>
<td>✔</td>
<td>✔</td>
<td>•</td>
</tr>
<tr>
<td>Use Barco logo and partner logo</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Get access to Barco’s partner portal sales and marketing resources</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Deal registration</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Be eligible for co-marketing support (MDF)</td>
<td>✔</td>
<td>*</td>
<td></td>
</tr>
<tr>
<td>End of year rebates</td>
<td>✔</td>
<td>•</td>
<td></td>
</tr>
<tr>
<td>Be the first to benefit from Barco leads</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pre-sales technical support</td>
<td>✔</td>
<td></td>
<td></td>
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<tr>
<td>Joint account planning</td>
<td>✔</td>
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</tr>
</tbody>
</table>

Please refer to the appendix for more information about deal registration, MDF and rebates.

* Silver partners will be considered for MDF and for end of year rebates on a case-by-case basis.
Your requirements

Access to the Silver and Gold partner levels depends largely on certain requirements met over a set period of time. The basic business requirements have been defined as follows:

- **Program Registration at the partner portal** http://partners.barco.com. A wide range of Barco benefits are made available once you’re accepted for the Barco Connect! partner program.

- **Yearly Business Plan:** Partners at Gold and Silver level will be required to submit a business plan. Barco has a standard template for this plan which will be signed off by the partner and by Barco. In the plan, the partner commits to quantitative and qualitative targets like sales, trainings and marketing.

- **Quarterly Marketing Plans:** Partners that engage in their own marketing activities to drive their Barco sales will be supported by Barco Market Development Funds (MDFs). You can request these by submitting a Marketing Plan at myBarco. At their discretion, Barco will support up to half of the identified marketing expense. Approved courses at Barco University will be reimbursed up to 100%.

- **Deal Registration:** The partner will register new opportunities through myBarco.

- **Training & Certification:** Your partner level will determine the required certifications, which will be detailed in the annual business plan. Please refer to the Barco Connect! Training Guide for an overview of the sales and services learning tracks offered.

- **Endorsing the Barco values:** Transparency, customer satisfaction, accountability, trust, team play, innovation and integrity are at the heart of Barco. As a business partner, we trust that you commit to these values wholeheartedly.

### Requirements per partnership level

<table>
<thead>
<tr>
<th>Description</th>
<th>Gold Partner</th>
<th>Silver Partner</th>
<th>Authorized Partner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partner program registration</td>
<td>❌</td>
<td>✅</td>
<td>❌</td>
</tr>
<tr>
<td>Sales and service trainings</td>
<td>❌</td>
<td>✅</td>
<td>❌</td>
</tr>
<tr>
<td>Registration of deals</td>
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<td>❌</td>
<td>❌</td>
</tr>
<tr>
<td>Promote Barco</td>
<td>❌</td>
<td>❌</td>
<td>❌</td>
</tr>
<tr>
<td>Endorse Barco values</td>
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<td>❌</td>
<td>❌</td>
</tr>
<tr>
<td>Annual Business Planning</td>
<td>❌</td>
<td>❌</td>
<td>❌</td>
</tr>
<tr>
<td>Quarterly marketing plans</td>
<td>❌</td>
<td>❌</td>
<td>❌</td>
</tr>
</tbody>
</table>

* Silver partners will be considered for MDF on a case-by-case basis
* Annual business planning is required for Silver partners only on a case-by-case basis

### House Accounts

Barco has identified ‘House Accounts’ that it will support using its direct sales force (Barco Direct). Generally, these are clients that have a longstanding history of purchasing most of their requirements directly from Barco.

Barco Direct is the incumbent in ‘House Accounts.’ Barco does not discourage business partners from engaging in sales opportunities at these clients, but Barco Direct will be the primary fulfillment route for ‘House Accounts.’
Become a Barco Connect! Partner today

Your success is important to us. That's why our channel account managers are dedicated to supporting you. To achieve the best results and set up compelling and inspiring campaigns to boost your business. Contact your channel account manager today for an overview of the available options and the deal-inclusive benefits for your business.

To learn more about the sales & marketing benefits and requirements, visit the online partner portal at http://partners.barco.com or contact your channel account manager.

APPENDIX
Deal registration

As a Barco Connect! Partner, you can gain additional fees for approved registered sales opportunities. Fees will be paid after the contract win, when a claim has been submitted with appropriate proof of execution and when Barco has received full payment.

To benefit from these fees, the following elements will be taken into account:

- the deal is new, and Barco was not previously aware of the opportunity;
- you have effectively positioned Barco and qualified the opportunity;
- you have performed a pre-sales function and supported the end-user for the duration of the sales cycle.

To get the maximum available benefit you must provide proof of each area of engagement in the claiming process.

A deal can be registered by multiple partners. Barco reserves the right to define who is eligible for the deal. The payment of fees shall only be granted if no legal restrictions apply and the end-customer has not specified prohibition of discounts in its tender specifications.

To start the process to register a deal, access the My Deal Registration section at www.barco.com/mybarco. Contact your channel account manager for support in closing the deal.
Through our Barco Market Development Fund (MDF) we offer additional resources to support your marketing campaigns and sales initiatives, thus increasing demand for Barco products and benefiting both parties. The Barco MDF represents a percentage of your realized net sales. Our MDF is part of the benefits offered to gold partners enrolled in the Barco Connect! Program. Silver partners can be considered for MDF on an exceptional basis and under the condition you provide us with a detailed plan of the marketing activity.

How it works
To use MDF, you have to provide a quarterly marketing plan and submit this to your channel account manager or channel marketing manager. You can apply for funding for a specific activity from an authorized list. You’ll find a complete overview of the eligible activities at www.barco.com/mybarco

Once activities have been agreed in the quarterly marketing plan you can proceed to execute the marketing activity. To receive reimbursement of the approved activity, we do ask you to send us a proof of performance and invoice.

To request MDF, go to the online partner portal at www.barco.com/mybarco

Eligible MDF activities
All activities you enter for MDF must meet the following criteria:
• Support the Barco brand and/or products.
• Aim to
  • generate demand or leads,
  • raise awareness,
  • educate sales staff or end-users,
  • develop sales.
• All artwork and messaging must adhere to the Barco branding guidelines.

Activities excluded from MDF are:
• Demo or trial equipment,
• entertainment, including dinners, trips, non-educational events and sporting events,
• product discounts,
• travel,
• all other activities not listed under eligible activities.

For a complete list of eligible MDF activities with proof of performance, go to www.barco.com/mybarco

Back end rebates
You can enjoy rebates based on the attainment of specific qualitative and quantitative targets that are defined in your annual business plan. The status of your achievements will be discussed during your quarterly business review with your channel account manager. During these meetings, the account manager will help assess your course of action and provide you with advice and best practices to support you in achieving your rebate targets.

Rebate targets fall into two key areas:
• Qualitative targets
• Quantitative targets

When you achieve the targets, you will be rewarded with a percentage rebate based on your yearly revenue with Barco.
Learn more about Barco Connect! at http://partners.barco.com and join us in this great opportunity.