

# connect!

## Barco Partner Program

### Together, we can do more

Barco is dedicated to working with Partners to market and sell the full Barco portfolio of Visualization Solutions. As a global market leader and innovator in a wide range of product segments, Barco provides a simple framework for Barco Channel Partners through the Connect! Partner Program. Partners are critical to accelerate Barco's growth.

Barco's Connect! Partner Program aligns Partners with the needs of end customers so that both Barco and its Partners achieve mutual business growth.

### The Barco Connect! Partner Program offers a framework that is:

#### Simple

The Program provides you a framework for doing business together with Barco. This makes working with Barco simple and transparent.

#### Reliable

As a Partner in the Barco Connect! Program, we will deliver the products, support, and commercial benefits detailed in the Program.

#### Engaging

We want to engage in growing business together by offering the best program features and margin protection, supported by excellent tools and training to help you succeed.



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## Barco Partner Program

### Connect! as a Partner

When you Partner with Barco, the Connect! Program provides a set of benefits and requirements to support you in:

- growing your business with Barco's range of products and solutions
- increasing your competitiveness

### The key benefits of the Barco Connect! Program

	BENEFITS	REQUIREMENTS
<b>Sales</b>	Barco Account Manager* Additional Discounts* Joint Planning*	Program Application Revenue Commitment* Annual Business Planning*
<b>Marketing</b>	Barco & Partner Logo Access to myBarco Partner Locator* Market Development Funds*	Promoting Barco Endorsing Barco's Values
<b>Training</b>	Barco University	Sales Certification*

(\*) depending on Partner level

### About Barco

Global demand for visualization solutions continues to expand. With Barco at the forefront of developing enhanced visualization technologies, this is the perfect moment for your company to shift into a higher gear. Capitalize now on this window of opportunity together with Barco.

- **Number 1 > Market leader in visualization, for a variety of professional markets**
- **3900 Employees > Because professionals choose professionals**
- **10% of revenue is invested in R&D > Strong focus on innovation**



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Partnerprogram  
EMEA

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## Reseller Partner Program

### Connect! for Resellers

The Reseller Program focuses on reseller Partners that typically sell directly to end-customers.

### Connect! on the right level

To make sure our Connect! Reseller Program answers your needs, we have developed three levels of Partnership: authorized, silver and gold. Each level recognizes the Partner's commitment and leverages your organization's resources, areas of specialization, and engagement. Joining the Partner Program provides you the tools, support, resources and training to expand market reach. Together we bring Barco's market-leading solutions to the market.

	BENEFITS	AUTHORIZED	SILVER	GOLD
Sales	Barco Account Manager			✓
	Additional Discounts		✓	✓✓
	Joint Planning			✓
Marketing	Barco & Partner Logo	✓	✓	✓
	Access to myBarco	✓	✓	✓
	Partner Locator			✓
	Market Development Funds			✓
Training	Barco University	✓	✓	✓

	REQUIREMENTS	AUTHORIZED	SILVER	GOLD
Sales	Program Application	✓	✓	✓
	Revenue Commitment	✓	✓✓	✓✓✓
	Annual Business Planning			✓
Marketing	Promoting Barco	✓	✓	✓
	Endorsing Barco's Values	✓	✓	✓
Training	Sales Certification	✓	✓✓	✓✓✓

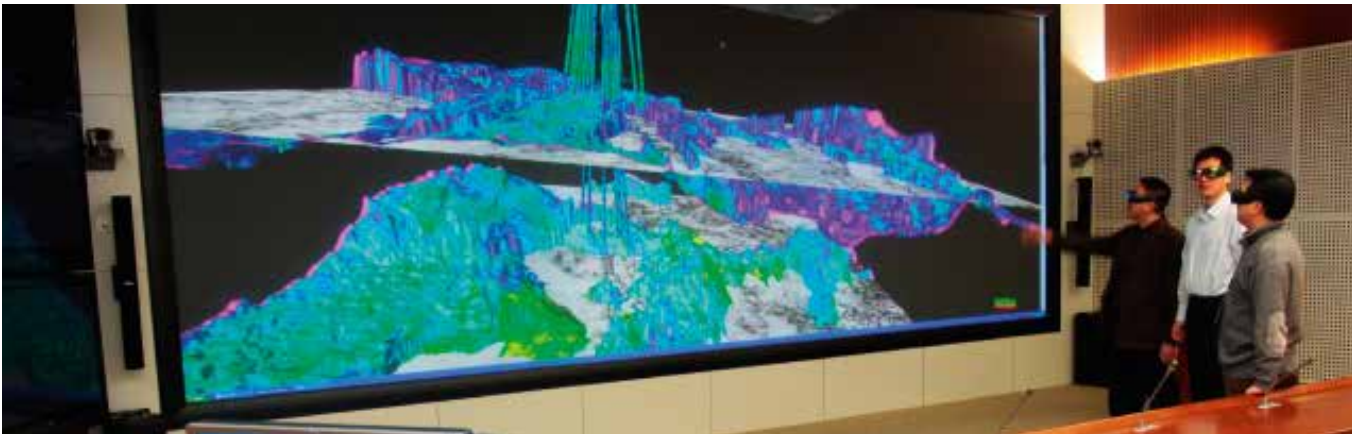
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## Reseller Partner Program Glossary

The Connect! Partner Program offers a framework of benefits and requirements for doing business together. The framework elements are listed below, each time explaining how they are defined in the Connect! Program.



### Sales

- **Barco Account Manager:** A dedicated Barco Account Manager will be assigned to support you
- **Additional Discounts:** Depending on your Partner level you will be eligible to receive extra discounts
- **Joint Planning:** Barco engages to exchange running business planning and key initiatives
- **Program Application:** Joining the Connect! Program starts with an online application process through <http://Partners.barco.com>.
- **Revenue Commitment:** Each Partner level represents a certain revenue commitment based on the Connect! accreditation criteria
- **Annual Business Planning:** Clear objectives and targets will be jointly set during the Annual Business Planning and reviewed on a quarterly basis

### Marketing

- **Barco Partner Logo:** As a Barco Partner you can use the Barco Partner Logo in all your customer facing activities
- **Access to myBarco:** On myBarco you can find detailed and privileged sales, product and marketing information
- **Partner Locator:** Gold Partners will be listed in the Barco Partner Locator
- **Market Development Funds:** Through our Barco Market Development Fund (MDF) we offer additional resources to support your marketing campaigns and sales initiatives
- **Promoting Barco:** The Partner will actively promote Barco products and services in all aspects of his communication
- **Endorsing Barco's Values:** We delight our customer - We are accountable - We deal openly & ethically - We lead by innovation - We encourage team play - We care about our people - We trust each other

### Training

- **Barco University:** A comprehensive range of training courses is offered through the Barco University
- **Sales Certification:** To ensure quality, sales certifications are requested

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## How to join the Connect! Program

Your application starts by completing the online application form on: <http://Partners.barco.com>. Barco will review your application for your entry in the program.



### Connect! Partner Program: Grow your business in a competitive world

- ✓ Offers a competitive channel partner program
- ✓ Allows you to sell a wide range of unique products
- ✓ Gives you a great set of sales, marketing and training tools to support your business
- ✓ Rewards and benefits increase as a Partner's commitment to Barco deepens

- The Barco Connect! Partner Program demonstrates our total commitment to build a network of the world's leading visualization solution providers.
- The combination of superior technology, expertise and our market leading brand enables us to capitalize on the growing global visualization opportunity.

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