

SMB Alliance Program 2022



| | Activity | PLATINUM - \$55,000 8 SPOTS AVAILABLE | GOLD - \$40,000 18 SPOTS AVAILABLE |
|--|---|--|---|
| | GOALS & OBJECTIVES SETTING | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| | QUARTERLY VENDOR CATEGORY REPORTING & ROI REPORTING | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| | EXTERNAL – RESELLER ACTIVITIES | | |
| | STRATEGIC TARGETED SMB RESELLER CALL CAMPAIGN | Up to 250 calls | N/A |
| | VIRTUAL PARTNER-FACING NETWORKING EVENT 3 EVENTS THROUGHOUT THE YEAR (APRIL, JUNE, SEPTEMBER) | participation in 1 event, 1 x 20 Minute Main Stage speaking opportunity* | participation in 1 event, 10 min. breakout sessions at one of the events* |
| | CHOICE OF 1 OF 2 OPTIONS: | | |
| | OPTION 1: END-USER OPPORTUNITY WITH START-UP CANADA (4 SPOTS AVAILABLE, 1 SPOT PER VENDOR) WORKING WITH START-UP CANADA, DIGITAL INTEGRATION (START-UP CHAT) OR A GUEST ON START-UP CANADA'S PODCAST | 1 opportunity** | N/A |
| | OR OPTION 2: SMB CHAMP (4 CHAMPS AVAILABLE, 1 PER VENDOR) AN EXTENSION OF THE VENDOR TEAM, AN ADDITIONAL SUPPORT PERSON (NOT DEDICATED) | quarterly meetings with SMB Champ** | N/A |
| | ONLINE WEB AD – SEARCH TARGETING UP TO 150 SMB ALLIANCE RESELLERS | 1 per quarter (4 in total) | 1 per half (2 in total) |
| | SOLUTION-FOCUSED MONTHLY NEWSLETTER | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| | INSIGHTS PAGE (FORMERLY UBERFLIP PAGE) CREATION & QUARTERLY UPDATES | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| | SMB VENDOR STORE A GO-TO-LOCATION FOR SMB RESELLERS (BASED ON PRODUCT CATEGORY A VENDOR FALLS UNDER) TO SEE THE TOP-SELLING SMB PRODUCTS FOR EACH SPONSORING VENDOR. VENDOR STORE WILL LAUNCH IN Q2 2022 AND LAUNCH ACTIVITIES WILL INCLUDE VARIOUS MARKETING VEHICLES TO PROMOTE THE SMB VENDOR STORE TO INGRAM MICRO SMBA RESELLERS. | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| | CUSTOMER APPRECIATION DAY & TOP SMB RESELLER PRIZES (Q4). | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| | COMMUNITIES SUMMER GOLF EVENT (July timeframe) | 1 vendor attendee | 1 vendor attendee |
| | SMB ALLIANCE PLUS QUARTERLY MEMBER MEETINGS | 2 meetings per year Begins in Q2 2022 (Spring & Fall). | 1 meeting per year |
| | SMB ALLIANCE PLUS – TALKING SHOP (business focus) | 1 event | N/A |
| | SMBA PLUS APPRECIATION GIFT (December timeframe) | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| | INTERNAL – SALES ACTIVITIES | | |
| | EXECUTIVE MEETING (1:1) | 1 meeting | N/A |
| | SMB SALES MANAGER MEETING | 1 X 30-minute virtual meeting | N/A |
| | SMB LEADERSHIP VENDOR FAIR | N/A | 1 vendor fair |
| | SMB SALES HUDDLE | 2 x 10-minute virtual discussion | 2 x 10-minute virtual discussion |
| | SMB SALES REP NETWORKING OPPORTUNITY MULTI-VENDOR IN-PERSON EVENT | <input checked="" type="checkbox"/> | N/A |
| | SMB SALES REPS VIRTUAL SALES TRAINING SMB VENDOR HUB ON INGRAM MICRO'S SALES TRAINING TOOL. | 2 x 15-minute session | 1 x 15-minute session |
| | COMMUNITIES FOCUS DAY SMBA & TXA (IN-PERSON) - SMB & TXA SALES REP NETWORKING DAY | May | May |
| | VENDOR LOGO ON SMB SIGNAGE IN SMB SALES AREA, DIGITAL SIGNAGE & ELEVATOR WRAP | throughout the year | throughout the year |
| | SELECT ONE OF THE FOLLOWING:*** These marketing funds can be used within 2022 on <u>one</u> of the following marketing activities: OPTION 1: 2 x SMB SALES INCENTIVES (TO BE USED FROM Q2-Q4) (UNLIMITED) OPTION 2: 1 x ADDITIONAL VIRTUAL SMB SALES TRAINING WITH A BREAKFAST VOUCHER + ADDITIONAL INCENTIVE (LIMITED TO 4 VENDORS) OPTION 3: 1 X MULTI-TOUCH DIGITAL CAMPAIGN WHICH INCLUDES: 1 X EMAIL COMMUNICATION (WITH A REPEAT EMAIL) SENT TO A TARGET LIST OF SMB RESELLERS, 1 X TARGETED ONLINE WEB AD, 1 X ORGANIC SOCIAL MEDIA AD (UNLIMITED) | <input checked="" type="checkbox"/> | N/A |
| | SELECT ONE OF THE FOLLOWING:*** These marketing funds can be used within 2022 on <u>one</u> of the following marketing activities: OPTION 1: 1 X SMB SALES INCENTIVE (UNLIMITED) OPTION 2: 1 X ADDITIONAL VIRTUAL SMB SALES TRAINING (LIMITED TO 5 VENDORS) OPTION 3: 2 X BLOG CREATION AND POSTING ON VENDOR'S SMBA INSIGHTS PAGE AND PROMOTED ON SOCIAL MEDIA VIA ORGANIC SOCIAL MEDIA POST (UNLIMITED) | N/A | <input checked="" type="checkbox"/> |

= Single-vendor activity = Multi-vendor activity

NOTE:

*Date selection is based on first contracts signed.

**Option 1 or Option 2 to be confirmed by March 31, 2022 and is based on first contracts signed.

***Selection to be chosen by March 31, 2022 or Option 3 will be provided.

COMMUNITIES INCENTIVE: Sign into TXA & SMBA and receive 5% off the cost of EACH program.

Investing in both communities gives you access to Ingram Micro SMBA and TXA members across Canada.