



Eaton Marketing Development Fund Guide

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1. PROGRAM OVERVIEW

As a valued member of the Eaton Power Advantage Partner Program, Eaton is pleased to provide you with more information about one of the key benefits to which you are entitled.

The Eaton Marketing Development Fund (MDF) program supports and encourages demand generating marketing activities. Eaton Premium Power Advantage Resellers can use these funds to tailor marketing and business development efforts to create a unique presence for their company in the marketplace. Their agreement to these guidelines is a precondition to and is assumed by the participation to the Premium reseller status within the Eaton Power Advantage Partner Program.

Eaton Power Advantage Partner Program Eligibility

MDF funds will be available to qualified Partners who have collaborated with Eaton sales and marketing account managers on their Go-to-Market plans. To be considered, these requests must be a part of a brand awareness, demand generation or sales enablement marketing program focused on Eaton's product portfolio and based on the Eaton IT Channel marketing campaigns messaging and content.

Funding and timelines

Joint marketing funds are designed to drive revenue for the quarter in which the funds are requested. Go-to-Market plans formulated in conjunction with the Eaton's IT Channel Manager and IT Channel Marketing Manager.

Ideally all MDF fund requests should be received one month prior to the start of the quarter for which the funding is requested. Requests received after this time might be considered at Eaton's discretion. However, please be mindful that funds will be allocated on the basis of product focus, activity and return on investment.

IMPORTANT NOTE:

All qualifying activities will be funded at the discretion of the Eaton Marketing Manager. Funding is not guaranteed and Eaton reserves the right to adjust the amount of funding at any time.

Account Information and Activity Statements

MDF activity reports will detail the amount of funds approved and pending activities.

Upon request, account information will only be given to designated employees of the Partner and to the Eaton managers who support the account.



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Partner Program

Eaton MDF Ownership and Program Rights Reserved

Funds belong to Eaton, and are intended for Eaton, at its sole discretion, to reimburse qualified Partners for approved activities. Eaton reserves the right to alter or withdraw this program at any time.

However, such changes will not affect any funds approved prior to such announcement. Eaton also reserves the right to audit and verify all MDF claims and request additional documentation prior to the payment of the claim. Noncompliance with the guidelines and requirements outlined can result in loss of eligibility in the program for a period of time determined by Eaton.

In the event of a change of ownership of the partner company, MDF funds will no longer be available for usage unless Eaton gives prior written consent and the new owner has been granted Premium Power Advantage Reseller status.

Contract Termination and Partner Status Demotion

Upon notice of the Power Advantage agreement termination and/or in case of the status demotion within the Eaton Power Advantage Partner program, partners will have 90 days from the approved MDF request date to complete the Eaton marketing activity. All activities planned after this delay will not be funded by Eaton.

General Requirements

Public statements must not imply that the Partner is Eaton Corporation, or any subsidiary of Eaton.

Programs must not be misleading or deceptive, nor may they violate local regulations.

Programs must be in good taste and reflect favorably on Eaton.

Eaton's registered marks, trademarks, copyrights and disclaimers must be properly used as described in the Eaton's Brand Guidelines.

MDF Funds Process

There is a four-step process for this program: request, spend, report and reimbursement.

1. Request

MDF requests forms must be completed in the [Eaton PRM Advantage Program](#)

2. Spend

If and when approved, the agreed marketing activity is then paid for by the partner and should take place according to the timeline(s) detailed in the MDF request form.

3. Report

The partner then communicates the ROI achieved against the agreed KPIs, informing both their Eaton IT Channel Marketing manager and their chosen distributor as appropriate.

4. Reimbursement

Upon sign off the partner is then reimbursed in full or in part per the terms of the agreement.

2. MDF QUALIFYING ACTIVITIES

The following demand generation marketing activities may be included in the Eaton MDF request form:

- ✓ Customer References
- ✓ Events (Eaton focused end-users conferences and seminars)
- ✓ Media Buying
- ✓ Online Marketing
- ✓ Press Activities
- ✓ Print and Web Advertising
- ✓ Product Catalogues
- ✓ Telemarketing

3. MDF NON-QUALIFYING ACTIVITIES

The following activities, services and merchandise will not be approved by Eaton or be reimbursed through the MDF program:

- ✓ Cancellation expenses
- ✓ Gifts, gratuities or entertainment for Eaton or Eaton employees
- ✓ Seasonal events e.g. sponsorship of corporate boxes, Christmas parties, relationship events
- ✓ Non-Eaton focused activity, content or program
- ✓ Illegal activities (e.g., lotteries in some states)
- ✓ Telephone expenses
- ✓ Travel expenses
- ✓ Sales contests
- ✓ Partner's business expenses
- ✓ Charity donations
- ✓ Activities outside the country in which the activity is approved
- ✓ Employee recruitment (i.e. job fairs, help-wanted ads)
- ✓ General appreciation events
- ✓ Participation to Eaton sponsored activities such as Eaton site's visits, product trainings, annual partner day

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