

Power your margins



## The Eaton Marketing Development Fund



POWER **ADVANTAGE**<sup>®</sup>  
Partner Program



**Eaton's Marketing Development Fund (MDF) is just that: a Program to support and encourage Eaton premium partners' sales, marketing, and business development efforts and help you carve out and differentiate your market presence to maximum effect.**

At its core it's about helping our member partners to finance their Eaton demand generating sales and marketing activities – events, collateral, media buying, telemarketing and so on. But at Eaton we believe that MDF needs to go way beyond just funding; we see the 'Development' element as being equally vital.

That's why we try to ensure that our MDF mechanism is a truly collaborative one; a structured Program of activities and tailored go-to-market plans, tactics, messaging and content that drives results and tangible return on investment.

# Marketing Development Fund

**Funding takes the form of a simple, four-step process:  
Request, Spend, Report, Reimbursement.**

## 1. Request

MDF request must be done by emailing [NLPowerAdvantage@eaton.com](mailto:NLPowerAdvantage@eaton.com).

## 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.

## 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.

As an Eaton Premium Power Advantage Reseller you can utilise funds to create or tailor a wide variety of marketing and business development efforts to help create a unique market presence for your company.

**Activities approved for inclusion on your Eaton MDF request form are:**

- Development of customer references/success stories
- Eaton-focused end-user conferences and seminars
- Media Buying, including online and print advertising, search engine advertising, programmatic buying etc
- Press activities
- Product collaterals including product catalogues, brochures, datasheets, flyers etc
- Telemarketing campaign

Please find more information about Eaton MDF and other reseller programs at

[www.eaton.com/power-advantage-NL](http://www.eaton.com/power-advantage-NL)  
[www.eaton.com/power-advantage-BE](http://www.eaton.com/power-advantage-BE) or  
[www.eaton.com/power-advantage-LUX](http://www.eaton.com/power-advantage-LUX)

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For more information, please visit  
[www.eaton.com/power-advantage-NL](http://www.eaton.com/power-advantage-NL)  
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