Symantec™ Website Security Partner Program
Marketing Development Fund
Guidelines & Policies
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1. Program Overview

The Symantec™ Website Security Partner Program (WSPP) Marketing Development Fund (MDF) is administered as part of WSPP and is designed to help Website Security Partners grow their business by selling Symantec, Thawte and GeoTrust solutions. Designed for Platinum and Gold Partners, the program provides funds to top performers for a variety of activities, to help them grow market sales using Symantec-approved business proposal. We encourage Partners to work closely with Symantec account teams, to develop plans that will return investment quarter after quarter. For this reason, Partners must participate in “Go To Market” planning – including sales, marketing and development – before receiving MDF funds.

The MDF program is intended to help Partners succeed in today’s competitive environment. This guide explains how to earn MDF, what to use it for, and how to navigate the process. It is the Partner’s responsibility to be familiar with and adhere to these rules and guidelines.
2. General Requirements

Funds belong to Symantec, and Symantec reimburses Partners for Symantec-approved activities at its sole discretion. Symantec reserves the right to alter or withdraw this program at any time. However, such changes will not affect funds approved prior to any announcement. Symantec also reserves the right to audit and verify MDF claims and request additional documentation such as proof-of-performance prior to payment of a claim. Partners that do not comply with the guidelines and requirements outlined may become ineligible for the MDF program for a period of time.

Symantec reserves the right not to reimburse for activities deemed inappropriate or ineligible. In the event of a change of ownership of the Partner entity, MDF will no longer be available unless Symantec gives prior written consent and the new owner has been granted the appropriate Symantec Website Security Partner Program status.

In the event of a Partner agreement termination, Partners will have 60 days from the notice date to submit claims for approved activities conducted prior to the date of termination. Claims submitted after the 60-day period will not be accepted. Any previously allocated funds will be forfeited.

The primary purpose of all MDF activities must be to sell Symantec, Thawte, and GeoTrust products and services. MDF is to support the Symantec sales and marketing activities of registered partners in the Website Security Partner Program. Programs must not be misleading or deceptive. They must not violate federal, state or local regulations. Programs must be in good taste and reflect favorably on Symantec. All registered marks, trademarks, copyrights and disclaimers of Symantec must be properly used as described in the Symantec Website Security Partner Branding Guidelines, available online at: http://wspp.symantec.com/mdf-guidelines/partner-brand-guidelines.pdf.

Advertisement requirements
The Symantec Corporation logo must appear on all collateral, advertisement, trade shows, and any other activity that Symantec Corporation is funding. You must designate your entity as a partner. If there are multiple sources funding the same activity, our logo must be consistent with the amount we are funding. For instance, if Symantec is funding 50% and another source is funding the other 50%, our logos must be the same size.

- Ads must promote the Partner and Symantec, or Symantec products and Partner with non-competitive software and peripheral equipment as a total end-user solution as approved by Symantec.
- Ads containing insufficient Symantec product content, or not adhering to the Symantec Partner Program Style Guide, may not be eligible for reimbursement.
- Ads must include the appropriate Partner logo, and have the Symantec logo prominently displayed with correct use of Symantec trademarks.

Expiry Rules
Unused MDF allocations cannot be carried over from quarter to quarter. Funds earned must be used for a requested activity the quarter prior to the activity date by the Partner, and approved by Symantec no later than the final day of the quarter. Requests for funding received in the same quarter of the activity will be reimbursed (if approved) the following quarter.
3. **How to Earn MDF**

MDF is only available to Platinum and Gold Partners in the Website Security Partner Program, unless pre-approved by a Symantec Channel Marketing Manager. Partners are required to submit Go-to-Market plans prepared with their Symantec sales and marketing account managers, prior to submission for MDF funds.

Funding projections are agreed quarterly, based upon the Go-to-Market plan and business growth objectives. This plan details revenue goals and specific activities to be executed. All requests for funds should be submitted 6 weeks before the start of the quarter.

4. **Funding Programs & Allocations:**

There are 2 types of funding programs available to Partners - Pre-Approved Funds and Proposal-Based Funds.

**Pre-Approved Funds**

Our Pre-Approved Funds program gives Partners a predetermined amount of MDF each quarter. Because Partners know how much funding they have available prior to the start of each quarter, they can better plan for how they will use it during the quarter, and throughout the year.

**Pre-Approved Funds Requirements**

- Invoice from a third party vendor showing total costs incurred
- Platinum Partner meeting minimum sales requirement of $250,000 in annual bookings.*
- Go-To-Market (GTM) plan completed with Account Manager and approved by Regional Sales Manager and Channel Marketing Manager.
- Quarter funding request form completed prior to the activity start date.
- Up-to-date with Partner branding requirements.
- In good order (no past due) with Symantec invoices.

*Sales attainment based on Symantec’s fiscal year (April 1 – March 31). Tier requirements are referenced in the Website Security Partner Program Guide.

**Proposal-Based Funds**

Partners that don’t meet Pre-Approved Fund requirements can still receive funding through a proposal-based system. Here, Partners can submit requests for funding for review and approval by their Account Manager and Regional Channel Marketing Manager in their discretion. Proposals will be evaluated based on:

- Partner’s status within Website Security Partner Program.
- 12-month sales history of Website Security solutions and other Symantec products.
- Project details submitted – including campaign start and end dates, program type, brand focus, and sales objectives.

**Proposal-Based Funds Requirements**

- Invoice from a third party vendor showing total costs incurred
- Platinum or Gold Partner in the Website Security Partner Program.
- Quarter funding request form completed prior to the activity start date.
- Up-to-date with the latest partner branding requirements.
- In good order (no past due) with Symantec invoices.

**IMPORTANT NOTE:**

Qualifying activities will be funded at the discretion of the Symantec Channel Marketing Manager. Funding is not guaranteed. Symantec reserves the right to adjust the dollar amount of funding.
5. Approved MDF Activities

Subject to Appendix A – MDF Activity Details, here are some examples of how MDF funding may be used:

API Integration
Application Programming Interface (API) integration into Symantec’s Website Security PartnerCenter.

Lead/Demand Generation Programs
Programs to help Partners create sales leads with the purpose of acquiring new customers, upselling, or cross-selling existing customers for Website Security products.

Marketing Materials
Create co-branded marketing materials, to promote sales and drive Partner success.

Website Development
Enabling a Partner’s website and search marketing programs to accelerate the growth of Website Security products online.

Partner Sales Rep Incentive Programs
Incentive programs designed specifically for the Partner entity’s sales organizations to effectively promote product sales.

Competitive Certificate Replacement Programs
Distinguishing from competitor products by promoting Symantec, GeoTrust, Thawte or RapidSSL solutions.

Certificate Renewal Programs
Partners can use their funds to develop customer retention and renewal programs.

Event Sponsorships
Participation and display of Symantec products at trade shows, to sell Symantec products in conjunction with the Partner’s value add. Up to 50% of the event costs may be shared with the Partner subject to approval. This amount may be reduced if the Partner is also promoting a competitor’s solution at the event. Other restrictions apply.

Partner Training
Programs and events designed to help employees of a Partner’s entity acquire knowledge, skills and competencies.

Other
For activities not defined above, please consult your Partner Success Manager or Channel Marketing Manager.
6. Non-Qualifying MDF Activities

Activities that do not qualify for MDF reimbursement from Symantec include, but are not limited to, the following:

- Discounting Symantec, Thawte or GeoTrust products.
- Equipment for supporting normal business operations.
- Non-Symantec software.
- General purchase of sporting event admission fees.*
- General customer appreciation events or entertainment for end users.
- Partner President’s Clubs.
- Travel expenses to and from Symantec events, unless pre-approved by Symantec.
- Gifts, Gratuities, or Entertainment.
- Costs to develop marketing materials that don't include Symantec products or brands.
- Association membership fees.
- Non-Symantec certification(s) training costs.
- Partner travel costs to attend training events.
- Other sales or technical training courses outside of Symantec partner authorization training.
- Non-Symantec Business Activities, Functions, or Programs.
- Billboard signage.
- Funded employee(s).
- Symantec sponsored conferences – e.g., Symantec VISION.
- Capitalized equipment.
- Events that do not include Symantec business units.
- Fees to attend trade shows where the Partner is not displaying Symantec products.
- Illegal Activities (e.g., Lotteries in Some States).
- Partner’s Business Expenses that Include:
  - Company Business Cards.
  - Company Stationery or Forms.
  - Property Costs.
  - Equipment, Including Hardware or Software unless pre-approved by Symantec.
  - Furniture.
  - Employee Benefits.
  - Employee Taxes.
  - Employee Sales/Training Meetings (Except for Symantec Corporation Competency Training).
  - Other Internal Company Meetings.
  - Donations to Charitable Organizations.
  - Employee Recruitment (e.g., Job Fairs, Help Wanted Ads).
  - Symantec Sponsored Activities such as VISION, Partner Engage and Symantec World Wide Sales Conference.
  - Booth at Symantec Events.
  - Legal, tax consulting, or accounting fees.
  - Telephone expenses/charges.
- Cancellation Expenses as a Result of Non-Execution of the Activity by the Partners.
- Events or sponsorships that include attendees participating in physical activities.

If you have a question regarding MDF qualification criteria for a marketing program, please contact your Partner Success Manager or Channel Marketing Manager.

* Sporting Event Admission Fees and General Appreciation Events will only be Considered as a Qualifying Activity if the Event Includes a Symantec Solution Presentation, End-User Briefing, Partner Training Event, Roundtable Discussion, or any other Pre-Approved Activity.
7. How to Request MDF

To request MDF funding, a Partner must first complete a Quarterly Go To Market Plan. Once the plan is reviewed by the Symantec Account Manager and Regional Marketing Manager, the Partner can proceed using the following steps:

- Access online MDF Request Form at: https://wspp.symantec.com/mdf/us
- Complete forms, and submit your request for review.
- Automated submittal takes place. MDF Request Form is routed to appropriate Symantec Account Manager and Channel Marketing Manager.
- Partner receives a confirmation email that the form has been submitted.
- Partner receives a follow up email from Channel Marketing Manager with details on activity approval and next steps.
## 8. MDF Claims Processing and Timelines

<table>
<thead>
<tr>
<th>QUARTER BEFORE ACTIVITY</th>
<th>QUARTER OF ACTIVITY</th>
<th>QUARTER POST ACTIVITY</th>
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</thead>
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<td><strong>SYMANTEC</strong></td>
<td><strong>PARTNER</strong></td>
<td></td>
</tr>
<tr>
<td>1. Pre-approved MDF Allocated</td>
<td>2. Symantec &amp; Partner Complete Quarterly GTM Plan</td>
<td></td>
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<tr>
<td>4. Request Approved By Symantec</td>
<td>3. Partner Submits MDF Request Form</td>
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<tr>
<td>5. Symantec Opens Purchase Order</td>
<td>6. Marketing Activity Execution</td>
<td></td>
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<tr>
<td>8. Claim Approved</td>
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<tr>
<td>9. MDF Reimbursement</td>
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</tbody>
</table>

- **Symantec**
  - Pre-approved MDF Allocated
  - Symantec & Partner Complete Quarterly GTM Plan
  - Opens Purchase Order
  - Symantec Approves Request
  - Reimbursement

- **Partner**
  - Submits MDF Request Form
  - Marketing Activity Execution
  - Submit Invoice from a third party vendor and proof of performance

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9. Reimbursement Requirements & Proof-of-Performance

Partners will be eligible to receive funds after activity starts. They must submit an invoice from a third party vendor showing total costs incurred along with proof of performance of the activity and the activity results to receive payment.

Step 1 - Once your MDF request is approved, Symantec will open a Purchase Order (PO) for you to invoice against to receive your funds. You will receive an email with detailed instructions and a copy of your PO.

Step 2 - Work with your Channel Marketing Manager to execute the program.

Step 3 - Submit the proof of performance examples to your Channel Marketing Manager.

Step 4 - Submit invoice from a third party vendor showing total costs incurred.

Requirements:

Claims for completed projects must be received by Symantec, along with all required documentation, within 60 days of completing the approved activity for which you are seeking reimbursement. Within 60 days of receipt of a timely, complete, and accurate invoice, and all required supporting documentation, Symantec will reimburse you the approved MDF amount.

For claims received more than 180 days after the end of the Symantec fiscal quarter in which that project or portion thereof was scheduled for completion, the project or portion thereof will be cancelled and no claim for payment thereafter will be accepted by Symantec.

Submission of the required documentation is your responsibility. Reimbursement will not be distributed without complete submission of all relevant materials. Symantec, with sole discretion, may choose not to issue any MDF reimbursement to you if you fail to pay any monies due to Symantec. You are not permitted to offset any MDF claims against monies or other obligations you may owe to Symantec.
Proof of Performance

Subject to **Appendix A – MDF Activity Details**, the following chart shows examples of the proof of performance requirements needed before Symantec will release funds.

<table>
<thead>
<tr>
<th>Activity Type</th>
<th>Supporting Documentation Examples</th>
</tr>
</thead>
</table>
| Application Programming Interface (API) Integration | • Invoice from a third party vendor showing total costs incurred for API integration project required.  
• Screen shots of new SSL web interface post integration. |
| Lead/Demand Generation Programs   | • Invoice from a third party vendor showing total costs incurred for lead/demand gen programs required.  
• Original or photocopy of the marketing piece.  
• Copy of the email.  
• Invoice from third-party agency with description of services provided.  
• Receipts from printing, postage, or other marketing related purchases.  
• Telemarketing script. |
| Marketing Materials               | • Invoice from a third party vendor showing total costs incurred for marketing materials required.  
• Copies of new marketing materials created showcasing the Symantec brands.  
• Invoice from print or direct mail vendor with description of services provided. |
| Website Development               | • Invoice from a third party vendor showing total costs incurred for website development required.  
• Screen shots of before and after pages.  
• Website traffic statistics report comparing results before and after development work. |
| Partner Sales Rep Incentive Programs | • Invoice from a third party vendor showing total costs incurred for Partner Sales Rep inventive Programs.  
• Program/promotion flyer or email announcement used to promote the sales program.  
• Report showing the qualifying sales for the promotion. |
| Competitive Certificate Replacement Programs | • Invoice from a third party vendor showing total costs incurred for competitive certificate replacement program.  
• Copy of the email, web banner image, website screen shot or any other images that highlighted the promotion of the program to customers.  
• Report showing the customer names and associated sales from the promotion. |
| Certificate Renewal Programs      | • Invoice from a third party vendor showing total costs incurred for certificate renewal programs.  
• Copy of the email, web banner image, website screen shot or any other images that highlighted the promotion of the program to customers.  
• Report showing the customer names and associated sales from the promotion. |
| Event Sponsorship                 | • Invoice from a third party vendor showing total costs incurred for event sponsorship.  
• Photo showing Symantec representation at the event, in the booth and on any other promotional items used.  
• Report showing the total amount of contacts/leads captured during the event. |
| Partner Training                  | • Invoice from a third party vendor showing total costs incurred for partner training.  
• List of partner reps who attended the event.  
• Copy of training materials used. |
10. Additional Resources

MDF Request Form - https://wspp.symantec.com/mdf/us

Symantec Accounts Payable Helpdesk Contacts:
APJ: APTeamSingapore@Symantec.com
China: China_Accounting@Symantec.com
India: Indiafinance_Accountspayable@Symantec.com
Mainland Europe: EMEA_AP_Helpdesk@Symantec.com
North America: APHelpdesk@Symantec.com
UK and Ireland: AP_Helpdesk_EMEA@Symantec.com

Question? Contact Us:
Website_Security@symantec.com
Appendix A – MDF Activity Details

ACTIVITY TYPE: Events

Description: Events include activities such as tradeshows, live events and webinars, seminars, and strategic customer events.

Conditions:

- Approved Event activities will need to demonstrate focus on achieving pre-determined business outcomes agreed upon and aligned with the partner’s Partner Success Manager (PSM) and Symantec’s Channel Marketing Manager.
- Hospitality and entertainment, including meals at events, provided to third parties using funds are subject to internal Symantec pre-approval limits (e.g., the Global Travel and Reimbursement Policy) and employee reporting requirements (Office of Ethics & Compliance). This includes hospitality and entertainment provided as part of demand generation. All hospitality and entertainment for the proposed event must meet the following criteria under the Global Anti-Corruption Policy:
  - Business entertainment must be associated with/accessory to a documented Symantec program/event and should NOT be a standalone activity
  - Not intended to bribe, or influence the outcome of a specific transaction, or to create a sense of obligation on the receiver;
  - Does not cause the recipient to be in violation of their own policies;
  - Business entertainment does not involve representatives from public sector or quasi-public sector;
  - Cannot be considered extravagant, excessive or too frequent.
  - Total value of all hospitality and entertainment provided does not exceed the following unless approved by the Office of Ethics and Compliance:
    - Commercial Partners and Customers - $250 USD per person per occasion
    - Non U.S. Public Sector or quasi-public sector - $40 USD or agency limit whichever is lower (hospitality only);
    - U.S. Public Sector - $20 USD or agency limit whichever is lower (hospitality only).

The Channel Marketing Manager should submit a request for pre-approval to Symantec’s Office of Ethics & Compliance via EthicsLine.

- High risk activities such as boat racing, exotic car racing, bungee jumping etc. will require additional pre-approvals from the Risk Management team.
- If the Activity has not been entered and approved prior to execution, it will not be claimable.
- The Event must be a prime opportunity for partners and Symantec to gain exposure and mindshare in front of partner sales representatives, executives and managers.
- Participation and display of Symantec products in trade shows for computer products or related vertical markets for the purpose of selling Symantec products in conjunction with partner’s value add.
### Marketing Development Funds Guidelines & Policies

**What qualifies:**

<table>
<thead>
<tr>
<th>Live Events</th>
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<tbody>
<tr>
<td>• Breakout training sessions</td>
</tr>
<tr>
<td>• Preferred partner tradeshows/vendor demos (does not include the purchase/leasing of equipment)</td>
</tr>
<tr>
<td>• Key speaking opportunities</td>
</tr>
<tr>
<td>• Sponsorships of awards banquets, dinners or luncheons - see third party pre-approval condition above</td>
</tr>
</tbody>
</table>

### Trade Shows

<table>
<thead>
<tr>
<th>Room/booth space rental costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electrical costs and other set-up costs</td>
</tr>
<tr>
<td>Audiovisual costs</td>
</tr>
<tr>
<td>Portable booths</td>
</tr>
<tr>
<td>Refreshments served at seminars</td>
</tr>
<tr>
<td>Trade show Premiums, or fees (per the established Trade Show guidelines)</td>
</tr>
<tr>
<td>Symantec literature costs</td>
</tr>
<tr>
<td>Invitations and postage</td>
</tr>
<tr>
<td>Advertisements for the seminar</td>
</tr>
<tr>
<td>Telemarketing expenses</td>
</tr>
<tr>
<td>Costs associated with speaking engagements &amp; presentations</td>
</tr>
</tbody>
</table>

**What doesn’t qualify:**

| • Capitalized equipment |
| • Attendance only with no participation |
| • Events that do not include Symantec business units or that compete with Symantec |
| • Entertainment expenses (e.g., sporting events) |
| • Gifts (beyond nominal, promotional Symantec branded items) |
| • External conference / events fees, training or travel expenses for partners and end customer (e.g., CloudCon, RSA, etc.) |
| • Construction expenses |
| • Telephone expenses/charges |
| • Fees to attend trade show where partner is not displaying Symantec products |

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### Proof of Performance:

- Invoice from a third party vendor showing total costs incurred required
- If Symantec is the only sponsor of event: Documentation showing what the event will entail. Invoices including line items such as conference room rental fees, cost of production of Symantec banners, and food expenses as applicable.
- If multiple sponsors are involved with event: Documentation showing the offered levels of sponsorship (Platinum, Gold, Silver, etc.) and what that level of sponsorship entails (30 min of presentation time, a booth, and name on banner).
- List of attendees (companies, individuals names and titles as available)
- Pictures of event showing Symantec representation, OR
- Copy of presentations that include Symantec, OR
- Copy of Invite and/or Mailers

### Return on Investment:

- Number of Attendees
- Number of Leads Generated

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ACTIVITY TYPE: Telemarketing

Objectives:
• Lead Generation
• Grow Opportunities
• Impressions

Description: Telemarketing includes activities such as calling campaigns, outreach for promotions, events, etc.

Conditions:
What qualifies: Script development, call fees, list rental costs, outbound fulfillment, lead follow-up (via telemarketing), and agency fees with the following requirements:

• Script must mention Symantec at least once in the introduction and once in the closing
• Must be identified as an authorized Symantec Partner in the introduction
• Limit telemarketing efforts to the Symantec areas you are competent to service
• Services must be rendered by a third-party professional telemarketing agency or the partner’s sales group in compliance with telemarketing laws
• No advance payment for services not yet rendered
• List usage from a third party requires a one-time usage contract

Proof of Performance:
• Invoice from a third party vendor showing total costs incurred required
• Statement of work (include detailed scope of services)
• Target List
• Lead List
• Copy of script
• Call report summary

Return on Investment:
• Number of Targets
• Number of Impressions
• Number of Leads Generated
ACTIVITY TYPE: Advertising

Objectives:
- Impressions
- Lead Generation

Description: Advertising includes activities such as print and online material, including: newsletters, signs, inserts and banners, and non-standard catalogue placements.

Conditions:
What qualifies: Script development, call fees, list rental costs, outbound fulfillment, lead follow-up (via telemarketing), and agency fees with the following requirements:

- Ads must promote the partner and Symantec or Symantec products and partner with non-competitive software and peripheral equipment as a total solution to the end-user’s needs as approved by Symantec.
- Ads must include the appropriate partner logo and have the Symantec logo prominently displayed with correct usage of Symantec trademarks.
- Follow Symantec’s current Marketing & Branding Guidelines. Symantec employees may access the guidelines at: http://syminfo.ges.symantec.com/marketing/globalcommunications/cm-information.asp

Qualifying activities:
Radio
- What’s covered: Media cost (airtime only), production costs, and agency fees for advertisements broadcast.
- Required elements include:
  - Script
  - Location/region the spot will air
  - Date(s) of placement and itemized costs
  - Media Plan

Online Marketing
- What’s covered: Fees associated with creation and delivery of Web marketing and Social media materials.
- Required elements include:
  - Draft of marketing materials showing Symantec and partner logos
  - Locations (advertisement/banner)
  - Date(s) of placement
  - Itemized costs
  - Circulation/Reach
  - Media Plan

Print Ads
- What’s covered: Ad space, production costs and agency fees in daily, Sunday and weekly newspapers qualify. Audited and controlled weekly, monthly or quarterly circulation magazines, trade journals, catalogs, & newsletters
- All print ads will be reviewed by Symantec Channel Marketing Manager and Corporate Branding to ensure messaging is consistent with Symantec’s image
- To complete prior approval, required elements include:
  - Proposed ad with descriptive copy about Symantec products
  - Mock-up of graphics, name of publication
  - Circulation/Reach of Publication

Proof of Performance:
- Invoice from a third party vendor showing total costs incurred required
- Media Plan, OR
- Copy of an ad (print), OR
- Link to ad (online) or banner design in jpeg, gif or other common formats, OR
- Script or recording (radio)

Return on Investment:
- Number of Impressions
- Number of responses/click through
ACTIVITY TYPE: Sales Collateral and Tools

Objectives:
• Impressions

Description: Sales Collateral and Tools such as literature, demo CDs, and newsletters. The collateral and tools must be tied to demand generation activities and not just production of materials.

Conditions:
• Symantec will reimburse for partner-developed product literature, demonstration compact disc, audiotape or videotape that the partner submits for advance approval. The material must demonstrate the partner’s value-added services integrated with Symantec product suite. The material may promote Symantec products and partners with non-competitive software and peripheral equipment that is part of a total solution to the end-user as approved by Symantec. Items must include the appropriate partner logo and Symantec products, along with the partner’s approved value-added solution.
• When developing sales collateral and tools, the partner should coordinate with the Symantec Channel Marketing Manager.

Qualifying activities:
Eligible Media
• Literature
  - What’s covered: Original artwork, production costs and printing
  - To complete prior approval, required elements include:
    - Proposed literature piece and mock-up of graphics
    - Quantity
    - Itemized costs
• Demo CD, Audiotape or Videotape
  - What’s covered: Script development, copywriting, graphics design, production and distribution of CD, audiotape or videotape
  - To complete prior approval, required elements include:
    - Target audience
    - Script/storyboard
    - Distribution plan
    - Quantity
    - Itemized costs
• News Releases
  - What’s covered: Production costs of press releases. Total production costs may not exceed $1,000 USD. Press releases containing insufficient Symantec product content or multiple products will be prorated. Joint press releases or press releases quoting Symantec must be pre-approved by Symantec, in writing, including a representative from Symantec Corporate Communications.
  - To complete prior approval, required elements include:
    - Description of the news release
    - Submit proposed copy and distribution list
    - Itemized costs
• Direct Mail or E-mail
  - What’s covered: Production costs, printing costs, postage costs, collation, mailing list rental (audited circulation) and telemarketing
  - List rental must be verified with one-time usage contract and comply with spam laws
  - To complete prior approval, required elements include:
    - Description of the news release
    - Submit proposed copy and distribution list
    - Itemized costs
• Newsletters
  - What’s covered: Production and postage costs associated with distribution of the newsletter
  - List rental must be verified with one-time usage contract and comply with spam laws
  - To complete prior approval, requirements include:
    - Proposed newsletter and mock-up of graphics
    - Targeted audience
    - Quantity
    - Itemized costs

Proof of Performance:
• Invoice from a third party vendor showing total costs incurred required
• Copy/sample of produced piece(s)

Return on Investment:
• Reach / Coverage (i.e. number of recipients)

ACTIVITY TYPE: Sales Promotions and Incentives

Objectives:
• Lead Generation
• Grow Opportunities

Description: Sales Promotions and Incentives include activities such as Sales Person’s Incentive for Future Sales (“SPIFFS”), contests, and giveaways. SPIFFS are incentive programs designed for a sales organization within a partner company or designed for a group of similarly situated partner companies to effectively promote the product sales of Symantec. A well-planned incentive can increase Symantec and partner sales for a particular Symantec product or product line during a specified timeframe.

Conditions:
• SPIFFS should be outlined in detail and pre-approved by the partner sales and marketing departments, the Symantec sales account and marketing managers, and Symantec Legal Sales or Marketing.
• Funds may only be used by partners to offer to partner’s employed sales individuals or sales teams time limited sales incentives for specific Symantec sales activities in respect of Symantec products/services.
• Funds shall not be used by partners to run external rewards or incentives for partner’s customers. Prizes with an outward appearance of being excessive or lavish, or where applicable program terms are non-compliant with the Symantec Corporate Policies or other compliance requirements will not be approved.
• Partners who will request reimbursement for SPIFF incentives, are wholly responsible for drafting terms and conditions, conducting the incentive for its sales employees and for any tax, legal, and compensation matters resulting from the provision of such incentives for its employees. Such incentive terms must state that Symantec is released from all liability in connection with the incentive, and Symantec cannot be identified in the incentive terms or any Partner collateral as the sponsor or administrator, where Partner will seek reimbursement for its SPIFF incentive covering Symantec products/services. Any partner running an incentive is under strict obligation to comply with all applicable laws and regulations, and any local, state, and federal tax reporting at the conclusion of any such funding or the incentive.
• Conversely, in the case where Symantec is identified as sponsoring or administrating the Partner sales incentive, terms must be reviewed and drafted by Symantec Legal Sales or Marketing, which may be subject to an outside service charge.

Proof of Performance:
• Invoice from a third party vendor showing total costs incurred required
• Copy of Partner SPIFF or Incentive Terms and Conditions
• List of Winners
• Reimbursement Invoice to Symantec
• Photo of event (optional)

Return on Investment:
• Results to target
• Number of leads generated
• Number of leads closed
• Proof of percentage increase in Symantec product sales during incentive period
ACTIVITY TYPE: Purchasing Customer Lists

Objectives:
- Lead Generation

Description: Legally purchasing customer lists to support events and telemarketing activities.

Proof of Performance:
- Third party invoices detailing individual expense line items

Return on Investment:
- Accuracy of List Data (%)
ACTIVITY TYPE: Partner Sales or Technical Training

Objectives:
• Partner Investment
• Partner Enablement

Description: Funds may be used for fee-based sales or technical training on Symantec products or services.

Conditions:
• Partner training must be delivered by Symantec Education Services or an Authorized Symantec Education Center
• Proof of training delivery and attendance must be supplied
• Funding requests proposals for training requires:
  - Description of type of training (specify whether technical or sales, whether requiring hire of third-party local training instructor, whether requiring flying an instructor into country, etc.)
  - A listing of the product categories covered
  - Indication of whether it’s virtual or live instruction
  - Extended travel beyond the dates of the training event are not permitted hospitality/entertainment related expenses (including meals and travel costs) must be submitted to the Office of Ethics & Compliance for pre-approval by a Symantec employee if the total value exceeds the company’s business courtesy limits
  - Where the training includes a final examination, the trainee must pass the exam for the cost of the class to be funded
    - For example, at testing center, funds may cover costs of the certification exam at testing center only if the partner employee passes the exam. The testing center cost receipt and a copy of the exam score is required as documentation to fund the costs
  - Complete attendance throughout the full length of the training --- no shows or incomplete attendance, regardless of reason, will result in denial of funding

Proof of Performance:
• Invoice from a third party vendor showing total costs incurred required
• List of attendees
• Copy of training materials, OR
• Picture of event showing Symantec representation

Return on Investment:
• Number of Attendees
• Pass rate of attendees

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<thead>
<tr>
<th>What qualifies:</th>
<th>What doesn’t qualify:</th>
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<tbody>
<tr>
<td>• Symantec Educational Services courses tuition and training fees</td>
<td>• Other Sales or Technical training courses outside of Symantec Partner</td>
</tr>
<tr>
<td>• Symantec Validation training and exam costs</td>
<td>• No reimbursement for expenses incurred to attend non-Symantec sponsored courses (i.e., third-party software vendor courses)</td>
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<tr>
<td>• Travel costs incurred during the training event</td>
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<tr>
<td>• Refreshments served at session</td>
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<tr>
<td>• Reasonable equipment rental costs</td>
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</table>
ACTIVITY TYPE: Demo and Proof of Concept

Objectives:
- Partner Enablement

Description: Activities to rent or purchase Symantec or third-party hardware/software and augment to the cost of facilities.

Conditions:
- Funds may be used to purchase or rent Symantec or relevant third party demonstration hardware and software. Any third party hardware or software must be used in conjunction with Symantec products and services.
- Funds may be used to create, extend or refurbish demonstration facilities.
- New or improved demonstration facilities must prominently feature the Symantec name and logo. Evidence of this is required as outlined below.
- Hardware must meet the minimum specification recommended by Symantec for each product/solution.
- Invoices for equipment and or refurbishment must be supplied.

Please contact your Channel Marketing Manager to learn more about Symantec appliances purchased for DEMO and Proof of Concept use with MDF monies and the Symantec Partner Hardware Demonstration Unit Program.

Proof of Performance:
- Invoice from a third party vendor showing total costs incurred required
- Copy of proposal (incl. date/time/venue)
- Invoices for equipment and or refurbishment
- Photographs of demo facilities
ACTIVITY TYPE: Symantec Conference Sponsorship

Objectives:
- Partner Enablement

Description: Conference Sponsorship such as a Symantec conference attendee or visit to a Symantec Executive Briefing Center.

Conditions:
Qualifying events include:
- WTS (Worldwide Technical Symposium)
- Vision (Worldwide)
- Partner Engage / Partner Link
- Symantec conference / events fees and / or travel expenses for partner
- Partner travel limited to air-ticket OR hotel accommodations
- Conference registration fees
- Government Symposium requires an additional level of approval

Hospitality/entertainment, including meals at events, provided to third parties using funds are subject to internal Symantec pre-approval limits (e.g., the Global Travel and Reimbursement Policy) and employee reporting requirements (Office of Ethics & Compliance). This includes hospitality and entertainment provided as part of demand generation. All hospitality and entertainment for the proposed event must meet the following criteria under the Global Anti-Corruption Policy.

- Business entertainment must be associated with/accessory to a documented Symantec program/event and should NOT be a standalone activity
- Not intended to bribe, to influence the outcome of a specific transaction, or to create a sense of obligation on the receiver;
- Does not cause the recipient to be in violation of their own policies;
- Business entertainment does not involve representatives from public sector or quasi-public sector;
- Cannot be considered extravagant, excessive or too frequent.
- Total value of all hospitality and entertainment provided does not exceed the following unless approved by the Office of Ethics and Compliance:
  - Commercial Partners and Customers - $250 USD per person per occasion
  - Non U.S. Public Sector or quasi-public sector - $40 USD or agency limit whichever is lower (hospitality only);
  - U.S. Public Sector - $20 USD or agency limit whichever is lower (hospitality only).

The Channel Marketing Manager should submit a request for pre-approval to Symantec’s Office of Ethics & Compliance via EthicsLine.

- High risk activities such as boat racing, exotic car racing, bungee jumping etc. will require additional pre-approvals from the Risk Management team.
- If the Activity has not been entered and approved prior to execution, it will not be claimable.

Proof of Performance:
- Invoice from a third party vendor showing total costs incurred required
- Attendance at the event including registration records

ACTIVITY TYPE: Funded Head

Description: A Funded Head to promote and drive Symantec products and services, sales and opportunities. Please contact your Channel Marketing Manager for more details.
**ACTIVITY TYPE:** Third Party, Partner and Symantec Consulting Services (Technical)

**Objectives:**
- Partner Enablement

**Description:** IT Consulting - When end customers have very large and diverse IT organizations with complex needs, consulting expertise may be required in a pre-sales capacity to provide recommendations on the type and quantity of Symantec products required or a post-sales capacity for successful implementation for the overall solution.

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<tr>
<th>CONDITIONS: What qualifies:</th>
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<tbody>
<tr>
<td>• Pre-sales services engagements:</td>
<td>• Symantec Consulting Services may not be used in any services (whether pre-sales, or post-sales)</td>
</tr>
<tr>
<td>- Health Checks, Proof of Concepts, Penetration Tests, Design and Architecture</td>
<td>• Symantec Business Critical Services</td>
</tr>
<tr>
<td>- NOTE: There can be no connection on pre-sales activity and a potential sale, e.g. Partner cannot require or condition providing pre-sales activity to obtain the sale.</td>
<td>• Services that present a conflict of interest between the bona-fide third party vendor and Symantec are prohibited. Symantec may not engage a vendor/provider affiliated with or owned by a Symantec employee</td>
</tr>
<tr>
<td>• Pre sales services engagements are limited to 3 engagements per quarter at an aggregate value of no greater than $50K.</td>
<td>• Consulting expenses that qualify as third party “intermediary” fees or payments related to business development in support of a particular sales transaction (i.e., paid for business development)</td>
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<tr>
<td>• Partner led training/education</td>
<td>• Partner led post-sales services:</td>
</tr>
<tr>
<td>• Partner led post-sales services:</td>
<td>- Implementation of design and architecture</td>
</tr>
<tr>
<td>- Implementation of design and architecture</td>
<td>- Installation, configuration, rack and stack of appliances</td>
</tr>
<tr>
<td>• Post sales consulting cannot exceed 2% of the actual total sale.</td>
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<tr>
<td>• Customer satisfaction post sales services;</td>
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<tr>
<td>- Must solely be for post sales customer satisfaction issues regarding installation and configuration issues.</td>
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<tr>
<td>• A customer satisfaction issue must be entered via the Technical Support Services.</td>
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<tr>
<td>• Limited to the lesser of $25K or 100 hours per quarter.</td>
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**NOTE:** Partner cannot list any post-sales consulting and customer satisfaction services as a discount to the customer: e.g. Partner will only be eligible for Funds if such post-sales consulting is included at no charge and no value is indicated to the customer. For IT Consulting, the Fund can be used to pay for this outside resource under the following conditions:
- The opportunity must be registered in SFDC and referenced in the claim submission
- The Region/Area (Country) Sales Director must approve bringing in the outside resource

**Proof of Performance:**
- Invoice from a third party vendor showing total costs incurred required
- Statement of Work
- Customer design proposal
- Third party invoices detailing individual expense line items (where applicable)
- Sales Director approval
- Technical Support Incident (for Customer Satisfaction issues)

**Return on Investment:**
- Value of Opportunity
ACTIVITY TYPE: Third Party Consulting Services (Marketing)

Objectives:
- Partner Enablement

Description: Marketing Consulting - Partners may contract with a bona fide third-party vendor consultant or consulting firm to assist with the development, analysis and marketing tools and services for marketing Symantec products and the partner’s added value

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<tr>
<td>• For Marketing Consulting, the proposed services must address a specific and definable Symantec marketing objective, delivered in a specific timeframe. Includes planning and development expenses and vertical marketing development.</td>
<td>• Marketing services may not be used to provide additional support for the partner’s normal marketing functions. Symantec may refuse reimbursement for such expense if it determines in its sole judgment that consulting services is not legitimate.</td>
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<td></td>
<td>• Non-qualifying Expenses:</td>
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<td>• Contracts that extend beyond six months</td>
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<td></td>
<td>• Legal consultation, retainer fees and employee salaries</td>
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<td></td>
<td>• Consultants’ meals, travel and other expenses beyond the approved consulting fee</td>
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<td></td>
<td>• Development of strategic marketing plans not related to a specific marketing event</td>
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<tr>
<td></td>
<td>• Services that present a conflict of interest between the bona fide third-party vendor and Symantec are prohibited. Symantec may not engage a vendor/provider affiliated with or owned by a Symantec employee.</td>
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</table>

Proof of Performance:
- Invoice from a third party vendor showing total costs incurred required
- Marketing plan with specific objectives, OR
- Specific list of deliverables and timeframe for completion of each project, OR
- Proposal prepared by vendor detailing services that will be offered with detailed objectives

Return on Investment:
- Number of leads generated