

## DEAL REGISTRATION POLICY

July 1, 2022 - December 31, 2022

The goal of the deal registration program is to provide premium pricing on Premier Mounts opportunities. Distributors registering the opportunity shall work closely with both the reseller and Premier Mounts throughout the evaluation and sales processes. These solution providers have developed strong relationships, are uncovering new opportunities, and are willing to educate the reseller on the value of Premier Mount's products, services, and people. These are integrators leading with and specifying Premier Mounts' extensive catalog of solutions.

Deal registration is an essential tool for Premier Mounts to manage the purchase process and operations. Premier Mounts can support and service the purchase process to a much greater degree and will provide the opportunity to reward those distributors who drive the business. With greater visibility to the projects, forecasting, and delivery requirements, the services and value of Premier mounts are enhanced for all parties involved.

## GUIDELINES

### ORDER SIZE & ELIGIBILITY

- + The minimum order dollar amount for a single Registration and Purchase Order is:
- + \$10,000 if the opportunity only includes stock Convergent DirectView LED displays
- + \$12,500 if the opportunity consists of other display mounts (Display Mounts, Carts & Stands, Projector Mounts, LMV)
- + Custom projects are not eligible for Deal Registration pricing.

### REGISTRATION

- + Must be an active Premier Mounts distributor in good financial standing.
- + Eligible Premier Mounts distributors must submit a completed Deal Registration Form via the Premier Mounts website.
- + The online form requires the distributor account information, product application, and project details.
- + When a distributor submits a deal registration form, they will receive a notification. Then after review by Premier Mount's internal teams, a notice of approval or non-approval and explanation will typically be received within three business days.
- + Failure to provide a complete list of information will result in the rejection of the request.

**MOUNT UP.**

## GUIDELINES

### TIMING

The Deal Registration form must be submitted to Premier Mounts no less than 30 days prior to the RFP, RFI, RFQ release date, or bid release date; if no RFP is released, deal registration must be submitted 30 days prior to a purchase order date. Registrations are valid for six months from the date of submission. Projects with rollout schedules extending beyond six months should be defined in the registration submittal. A six-month extension can be applied in writing to guarantee registration pricing based on the reseller's ongoing account activity.

### REQUIREMENTS

- + To be eligible for the Deal Registration pricing, the distributor must actively involve Premier Mounts and the reseller throughout the sales process.
- + Active involvement includes at least two of the items below but is not limited to:
  - + Having Premier Mounts products identified as the lead product in the bid specifications.
  - + A joint conference call with the user and a Premier Mounts Regional Sales Manager.
  - + A joint sales call at the user's location with a Premier Mounts Regional Sales Manager, Product Marketer, or Engineer.
- + Presentations made to the user with Premier Mounts sales materials (Premier Mounts Regional Sales Manager must be informed/invited to these presentations)
- + Completion of a detailed project audit
- + Participation in a pilot, demo, or testing program with Premier Mount's equipment (Premier Mounts Regional Sales Manager should be notified prior to placement).
- + Only individual projects can be registered, not an entire company, an entire User or a general contract.
- + As an example: ABC Company as a whole cannot be registered, only projects Y or Z at ABC Company.
- + Projects can be registered by multiple resellers.
- + A distributor may only register one OEM per project. A distributor cannot monopolize the deal registration with multiple OEM partners (i.e., OEM A, OEM B, and OEM C).
- + Distributors with approved Deal Registration pricing may only bid Premier Mounts products for the specific RFP. No other competitive brands may be quoted, with the exception of the case where Premier Mounts does not offer an applicable solution. If the reseller is found to have bid other competitive brands in addition to Premier Mounts products, the deal registration approval will be revoked and provided to another reseller in good standing with Premier Mounts. The reseller in violation of this policy will not be allowed to submit registrations for (6) months.

## GUIDELINES

### TERMS

- + Deal registration pricing will apply only to authorized Premier Mounts distributors in good financial and business standing.
- + Deal registration approval must be granted by Premier Mounts and, is the sole discretion of Premier Mounts.
- + Deal Registration pricing applies only to Premier Mounts equipment and is based on the most current Deal Registration Price List.
- + It is the intention of Premier Mounts to keep all information with respect to registered opportunities in strict confidence. Registered distributors will only have access to their own registered opportunities and this information will not be shared with competing resellers.
- + Unethical business practices, unsatisfactory changes in the distributor's financial or business standing, failure to supply complete project details, or failure to support ongoing project requirements may result in a disqualified Deal Registration.
- + Premier Mounts reserves the right to change or modify this program without notice.

**Questions or need more information?  
No problem, we're here to help!**

call us at, 1.800.368.9700  
or email us at, [ORDERS@PREMIERMOUNTS.COM](mailto:ORDERS@PREMIERMOUNTS.COM)

Visit [PREMIERMOUNTS.COM](http://PREMIERMOUNTS.COM) to see our complete line of AV solutions  
and hang with us on social media at, [@PREMIERMOUNTS](https://www.instagram.com/PREMIERMOUNTS)

We look forward to hanging with you! MOUNT UP.

**PREMIER MOUNTS**  
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