

## 2023 Partner Program Application

### Partners Program

Spectrum Industries recognizes the value of Partners who actively pursue selling efforts to specify Spectrum products, bundle our products with other goods, and merchandise Spectrum brand through web-based marketing, social media, trade shows, and contracts of trade. Therefore, Spectrum is willing to award value added resellers additional discounts, selling tools, and marketing services commensurate with a Partner's commitment.

The 2023 Spectrum Partner Program allows a Partner to make a good faith commitment to purchase \$25,000, \$100,000, or \$250,000 in calendar year 2023. This is not a contractual obligation to buy, but a good faith commitment to sell. Given this good faith commitment, Spectrum in return will offer:

#### 1. Price Discount

Partners will automatically be eligible for an increased discount on all catalog products from 50% off list to 55% off list. On all orders Spectrum standard terms and condition of sales apply. They may be found on our website: [Terms](#)

#### 2. Project Registration

Partners are expected to promote and specify Spectrum products with their customers. Where a Partner creates a specification, Spectrum will allow a project registration which will qualify the Partner for a unique price discount to reward the selling effort. The registration application is initiated by the Partner on the Spectrum website and approved or validated by the Spectrum Territory Manager only after the end user customer verifies the specification.

#### 3. Price Discount on Approved Registered Projects (*Discount is from List*)

Once registered, a Partner's project will be eligible for an additional discount which changes the discount off list from 55% to 61%.

#### 4. Onsite Product & Training Support

The local Spectrum Territory Manager can provide technical support and live demonstrations to improve lead generation. This would include joint sales calls with you at your customer. Samples of furniture can be delivered to your show and booth manning assistance can be provided. Spectrum provides a full line of technical presentations that are appropriate for architects and information technology specialists.

#### 5. Website Technology Links

Spectrum will provide a full range of product technical information via our website available on demand. In addition, Spectrum will provide a portal for partner employees to create and review project registrations 24/7.

#### 6. Eligible for Custom Products

Spectrum designs custom furniture with steel, solid wood, laminates and composite materials. Designs can include built-in millwork. Proprietary designs can be accommodated. Designs are completed in our ISO 9001:2015 facility with full drawings and documentation for repeat orders.

#### 7. Showroom Discount

Entire Spectrum catalog available at 50/30 discount (65% off list). Special orders should be marked "showroom" and shipped to your place of business. One showroom order allowed per calendar year. Multiple showrooms will be considered.

**8. Spectrum Layout Services** *(This is a free service to Silver, Gold & Platinum Partners)*

Our staff can assist your certified designer with floor layouts. A Partner sends in classroom dimensions. Spectrum staff will layout classroom with dimensions and architectural detail noted. Auto CAD drawing delivered to you electronically. These layouts are for general information only. It is not intended for use in construction planning.

**9. Eligible for Registered Project Order Commission**

On new approved projects registered after 1/1/2023, if another Spectrum reseller is awarded the order and Spectrum receives the order from that reseller, Spectrum will pay the Partner a 5% commission on the net product value. Payment will be made at the time Spectrum is paid. Registering partner must complete and submit the Project Registration Commission Form prior to order shipping. The Project Registration Commission Form can be found on the Spectrum Registration Web Portal.

**10. Spectrum Contract Teaming**

Where our Partners hold a contract with federal, state, and local governments, Spectrum will consider proposals to append our catalog to a Partner contract. Team partners are expected to faithfully bid on projects when requested. Please contact Ben Jones at [bjones@spectrumfurniture.com](mailto:bjones@spectrumfurniture.com) or call 1-800-235-1262 to request a reseller authorization letter for your contract.

**11. Volume Discount**

Spectrum encourages Partners aggressive selling efforts on large projects. Spectrum also recognizes the commitment required to position and close these projects. Depending on the product category and volume automatic volume discounts will be applied at time of quotation. However, product must ship at the same time to receive the discount. Please reach out to our team to discuss.

**12. Market Development Fund Eligibility**

Partners, in good standing, committing at a Gold or Platinum level may be eligible for development of joint MDF programs (market development funds). These funds will be directed at specific joint marketing efforts to assist in building demand for Spectrum products and revenue for Partners. Funds can be requested in the form of a marketing plan or during the year as activities or opportunities present themselves. In lieu of developing new MDF programs, Gold and Platinum partners with existing vendor MDF programs, may submit their program(s) to Spectrum for consideration.

**13. Incentive Eligibility**

Partners, in good standing, committing at a Gold or Platinum level may be eligible for incentive programs as determined below:

Gold Partners – eligible for jointly approved VIR and Growth Rebate Programs

Platinum Partners – eligible for jointly approved VIR, Growth Rebate, SPIFF Programs

**14. Signage**

Partners will be provided with a distinguishing signage logo which can be displayed on their website, literature, and places of business; identifying their brand with Spectrum. Spectrum grants each Partner the right to use this signage for the period that this agreement is in force. If the Partnership Agreement is terminated or expired the Partner signage should be deleted at the next reasonable opportunity.



**15. Payment**

The Spectrum Partners Program is available only to resellers who maintain an acceptable payment history.

## Baseline Requirements & Marketing Plan

To be considered for the Spectrum Partners Program partners must provide the below information at time of submission. Gold and Platinum partners must develop a marketing plan (attached document) with their Territory Manager or the Spectrum Marketing team. These activities and timelines will help better prepare the partner organization to sell and promote Spectrum products.

Type	Description	Complete
<b>Contacts</b>	List of sales and marketing contacts including phone, email, and location. We want to be able to communicate and provide updated information on products and programs as well as share leads, and better serve your organization.	
<b>Office Locations</b>	We'd like to make sure our teams connect where you are located	
<b>Organizational Chart</b> (if available)	We want to understand your organization and provide the most help across multiple departments	
<b>Partner Reach</b>	In which states do you actively sell and market products?	
<b>Vertical/Markets</b>	What are markets of focus? - allow us to better help build out programs/training and identify key products position	
<b>Training</b>	How often and when can we present new products to your sales, marketing, and necessary supporting co-workers	

**Marketing Plan Progress Review:** A Spectrum Territory Manager will review progress of the Marketing Plan 90 days after initiation of the Partner Agreement.

### Term and Termination of Agreement

This agreement shall remain in place for 2023. Reseller partners who achieve their sales commitment in 2023 will be automatically renewed into the program for the future year. Partners who exceed their commitment will be eligible for advancement to the next higher appropriate level, Gold or Platinum. Partners who fail to achieve their commitment will be eligible for participation at the lower appropriate level for the following year but must submit written marketing plans to be reinstated. Partners who fail to purchase entirely will be reverted to a reseller with a 50% discount and no additional Partner benefits. Partners who fail to make a reasonable attempt to meet the dates in their written marketing plan may be terminated early.

**PARTNER BUSINESS INFORMATION**

**PARTNER PRINCIPLE BUSINESS**

**MARKETS SERVED**

**CHECK ONE**

- Audio Visual Services
- Information Technology / Computer Services
- Office / School Furniture
- Web Marketer
- Cataloger
- General Contractor

**CHECK ALL THAT APPLY**

- K-12 Education
- Higher Education
- Government (Fed, State, Local)
- Corporate
- Healthcare / Medical
- Other \_\_\_\_\_

	Sales	Install	Contract
AK	_____	_____	_____
AL	_____	_____	_____
AR	_____	_____	_____
AZ	_____	_____	_____
CA	_____	_____	_____
CO	_____	_____	_____
CT	_____	_____	_____
DC	_____	_____	_____
DE	_____	_____	_____
FL	_____	_____	_____
GA	_____	_____	_____
HI	_____	_____	_____
IA	_____	_____	_____
ID	_____	_____	_____
IL	_____	_____	_____
IN	_____	_____	_____
KS	_____	_____	_____
KY	_____	_____	_____

	Sales	Install	Contract
LA	_____	_____	_____
MA	_____	_____	_____
MD	_____	_____	_____
ME	_____	_____	_____
MI	_____	_____	_____
MN	_____	_____	_____
MO	_____	_____	_____
MS	_____	_____	_____
MT	_____	_____	_____
ND	_____	_____	_____
NC	_____	_____	_____
NE	_____	_____	_____
NH	_____	_____	_____
NJ	_____	_____	_____
NM	_____	_____	_____
NV	_____	_____	_____
NY	_____	_____	_____
OH	_____	_____	_____

	Sales	Install	Contract
OK	_____	_____	_____
OR	_____	_____	_____
PA	_____	_____	_____
RI	_____	_____	_____
SC	_____	_____	_____
SD	_____	_____	_____
TN	_____	_____	_____
TX	_____	_____	_____
UT	_____	_____	_____
VA	_____	_____	_____
VT	_____	_____	_____
WA	_____	_____	_____
WI	_____	_____	_____
WV	_____	_____	_____
WY	_____	_____	_____
US TERRITORIES	_____	_____	_____
CANADA	_____	_____	_____
MEXICO	_____	_____	_____

**KEY PERSONNEL CONTACT INFORMATION**

Sales Manager: \_\_\_\_\_ Phone: \_\_\_\_\_ Ext \_\_\_\_\_ Email: \_\_\_\_\_

Installation Services Manager: \_\_\_\_\_ Phone: \_\_\_\_\_ Ext \_\_\_\_\_ Email: \_\_\_\_\_

Bid / Contract Manager: \_\_\_\_\_ Phone: \_\_\_\_\_ Ext \_\_\_\_\_ Email: \_\_\_\_\_

Marketing Manager: \_\_\_\_\_ Phone: \_\_\_\_\_ Ext \_\_\_\_\_ Email: \_\_\_\_\_

Product Manager: \_\_\_\_\_ Phone: \_\_\_\_\_ Ext \_\_\_\_\_ Email: \_\_\_\_\_

Credit/AP Manager: \_\_\_\_\_ Phone: \_\_\_\_\_ Ext \_\_\_\_\_ Email: \_\_\_\_\_

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CHECK ONE	PARTNER LEVEL	ANNUAL PURCHASES
<input type="checkbox"/>	Platinum	\$250,000
<input type="checkbox"/>	Gold	\$100,000
<input type="checkbox"/>	Silver	\$25,000

**Partner**

Company: \_\_\_\_\_

Website: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Signed: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Date: \_\_\_\_\_

By signing this form you are agreeing to the terms of Spectrum Industries, Inc.'s 2023 Partner Program and Spectrum Industries, Inc.'s general Terms & Conditions. Any individual signing this form certifies that they are an officer or executive of the company and/or are authorized to enter into agreements on behalf of the above named Partner.

**Return Instructions:** Please return the signed 2023 Partners Program Participation Form to Spectrum Industries, Inc. via your Territory Manager. If you do not know your Territory Manager please go to our Website Representative Map by using this link: [Rep map](#). Your Territory Manager will review your Marketing Plan with you immediately. If sending via e-mail please scan and attach the form, enter Attn: Partners Program to the Subject line and email to your Territory Managers email address or to [info@spectrumfurniture.com](mailto:info@spectrumfurniture.com).

**Spectrum INTERNAL USE ONLY:**

Partner Type: New \_\_\_\_\_ Current \_\_\_\_\_ (if current include account and revenue history below)

Current Partner Acct No: \_\_\_\_\_

2022: \_\_\_\_\_ 2021: \_\_\_\_\_ 2020: \_\_\_\_\_

Marketing Plan Completed: Yes \_\_\_ No \_\_\_ Partner Business Information Completed: Yes \_\_\_ No \_\_\_

Territory Manager Approval: \_\_\_\_\_ Date: \_\_\_\_\_

Inside Sales Manager Approval: \_\_\_\_\_ Date: \_\_\_\_\_

VP of Sales Approval: \_\_\_\_\_ Date: \_\_\_\_\_



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Spectrum Industries is Certified ISO 9001:2015