



**materialise**  
innovators you can count on



# Deal Registration Program Guide

Materialise Authorized Reseller Partner Program

Version 1 – January 2019

## Introduction

The Materialise Deal Registration Program (“**Deal Registration Program**”) is designed to reward Materialise authorized reseller partners for supporting our products in accordance with the Materialise Authorized Reseller Partner Program.

Materialise realizes that the support offered by Partners for our products is paramount to its success. Partners truly add value by guiding end-customers through the different sales cycles, and providing quality support in this process leads to a more likely purchase by end-customers.

## Eligible Partners

- (i) All Partners ordering through Materialise channel distributors, the so-called Silver / Gold Partners (“**Silver / Gold Partner**”), as well as;
- (ii) Corporate resellers that have a direct corporate reseller agreement with Materialise, the so-called Platinum Partners (“**Platinum Partner**”).

Hereafter each a “**Partner**” and collectively “**Partners**”, are eligible to participate in the Deal Registration Program.

## Eligible Products

The registration of deals by Partners is only possible for Materialise products with the following license types:

- (i) Perpetual licenses without maintenance
- (ii) Perpetual licenses with maintenance
- (iii) Annual licenses (1<sup>st</sup> year only)

All other Materialise products, services, renewals or license types are excluded from this Deal Registration Program.

## Deal Registration – Prospect – Exclusivity – Exclusivity Period

The registration of deals by Partners shall ensure an open communication environment and shall be a useful tool for Materialise to field support for Partners to help them close the deals

Materialise wishes to reward the Partners that inform Materialise about an opportunity and provide support during the deal-making process, by providing such a Partner with a competitive advantage through the registration of a possible deal with a third party (“**Prospect**”). A Prospect can only be registered if it is not already registered by another Partner.

Approved deal registration ensures that the Partner is allotted a three (3) months exclusivity period (“**Exclusivity Period**”) to close the deal with the Prospect. During this Exclusivity Period, the Partner that registered the Prospect shall have exclusivity vis-à-vis other Materialise Partners and Materialise in-house sales teams, who will not be allowed to negotiate a similar deal with that Prospect (“**Exclusivity**”).

## Deal Registration Discount

Materialise will reward its Partners by providing an additional discount (“**Deal Registration Discount**”) on the suggested retail price, to the Partner that submits a Prospect in the Deal Registration Program and successfully closes a deal with that Prospect within the Exclusivity Period.

All registered deals closed by a Partner entitle that Partner to an additional Deal Registration Discount of **15%** on the suggested retail price, which shall be awarded as follows

- For Silver / Gold Partners
  1. Silver/ Gold Partner registers the Prospect on the Portal in accordance with the Workflow (see below)
  2. Silver/ Gold Partner closes a deal with the Prospect within the Exclusivity Period
  3. Silver/ Gold Partner is entitled to the 15%
  4. Distributor will receive the 15% from Materialise for that particular deal with the Prospect

5. Distributor will directly pass on the 15% to the Silver / Gold Partner

- For Platinum Partners
  1. Platinum Partner registers the Prospect on the Portal in accordance with the Workflow (see below)
  2. Platinum Partner closes a deal with the Prospect within the Exclusivity Period
  3. Platinum Partner will receive the 15% directly from Materialise for that particular deal with the Prospect

## Workflow

### 1. Submission of the Deal

1. The Partner shall submit the opportunity for deal registration through the Materialise Partner Portal: <http://mtls.me/Dealregistration>. The Partner must complete all fields in the deal registration form.
2. If multiple Partners submit the same Prospect, the “*first come, first served*” principle shall apply based on the date and time of the submission of the Prospect by the different Partners.
3. Materialise shall not be held accountable for any late, inaccurate or otherwise incomplete opportunity submissions by the Partners.

### 2. Approval or Refusal of the Deal

1. Materialise shall approve or reject the submitted Prospect after review with the Partner. Materialise shall notify the Partner of its decision by email within 5 business days. If the Prospect is rejected, Materialise shall inform the Partner of the reasons for rejection.
2. A Prospect can be rejected due to the following circumstances:
  - The information on the Prospect is incomplete or insufficient.
  - The validation discussion did not provide enough information on the validity of the deal registration.
  - The Prospect has already been registered by another Materialise Partner.
3. All decisions are made by Materialise in its sole discretion and are final.

### 3. Registration of the Deal

1. If the Prospect has been approved, Materialise shall register this Prospect in the Deal Registration Program. The Partner shall be notified of the registration by email. In this notification, Materialise shall state the deal registration reference number and the date of registration. This date shall be the starting point of the Exclusivity Period.
2. When the Exclusivity Period comes to an end, the registration of the Prospect shall expire. Expiration of the Exclusivity Period shall have the effect that the Partner loses Exclusivity regarding this Prospect and that Partner loses the right to receive the Deal Registration Discount from Materialise or Distributor as described in this Deal Registration Program.
3. The Partner can however, re-register the Prospect, and benefit from a new three (3) month Exclusivity Period if the Prospect is re-validated by Materialise.

### 4. Renewal of the Deal Registration

1. In the event the three (3) month Exclusivity Period expires and the Prospect has not ordered (a) Materialise product(s), the Prospect can again be registered through the Materialise Partner Portal: <http://mtls.me/Dealregistration> on the expiry date.
2. The Partner must complete all fields in the deal registration form and select the option “*Renewal*”.
3. Points 1, 2 and 3 detailed above in the workflow will apply.

## Revocation

Materialise reserves the right to revoke the registration of a deal that was previously approved in the event of one of the following conditions:

1. The Prospect record has not been updated for over 45 days.
2. The information used to register the deal is found to be (partly) false, inaccurate, misleading or incomplete.
3. The targeted end-customer notifies Materialise that they no longer are interested in purchasing the applicable Materialise products or that they no longer wish to deal with the Partner that registered the deal.
4. The Partner notifies Materialise of the fact that they can no longer support the deal.

\*

\*

\*