

# Deal Registration Guidelines

- Authorized Channel Partners are eligible to participate in the SEEBURGER deal registration program
- SEEBURGER Deal Registration is not a process to assign accounts
- This process applies to net new sales of SEEBURGER solutions and services
- It does not apply to renewals or support
- Deal Registration requests may only be submitted by completing the Deal Registration Form
  - Submissions to unauthorized SEEBURGER personnel are invalid
  - Incomplete Deal Registration Forms will not be accepted
- Deal Registration approvals are valid for 90 days once notified (“Protection Period”)
  - After 90 days, recognized partners may reregister the opportunity with approval of their SEEBURGER Alliance Manager
- Partners will receive an email confirmation of SEEBURGER’s receipt of the Deal Registration request
- SEEBURGER will use reasonable efforts to provide recognized partners with an approval/denial of the Deal Registration request within 72 hours from SEEBURGER’s receipt of the request
  - All approvals must be provided by the SEEBURGER Alliance Organization to be valid and will be sent via email
  - In the event that a Deal Registration form is denied, it does not mean that the partner cannot still work the opportunity, they simply won’t receive the additional margin
  - The partner will receive the same assistance from SEEBURGER in either scenario
- Multiple opportunities may exist at one end-user organization
  - Partners must complete and submit a separate Deal Registration form for each individual

\*Deal Registration discounts are subject to change