



Channel Partner Marketing Events

Marketing Event

The Level 5 Networks Channel Partner Program is designed for partners who have an established server, cluster, storage, networking, interconnect, or security business and who conduct on-site sales, technical support, and consultation. Level 5 Channel Partners must meet certification criteria, market Level 5 products, and in turn will receive the margin benefits and sales and marketing support as specified in the Level 5 Channel Program Document.

To become a Level 5 Channel Partner you must complete a quarterly marketing event. When applying to be an Level 5 Networks Channel Partner you must submit your Marketing Event on the Level 5 Channel Program Application along with other program requirement information.

Marketing Event Requirements

Marketing events must be pre-approved by Level 5 Networks and must take place quarterly. The marketing event must be for prospective or existing end user customers to learn about Level 5 Networks' products in an interactive session with a Level 5 Networks Channel partner. The events must be exclusive to Level 5 Networks unless previously approved and the events will not include any competing products. All leads generated must be considered Level 5 Networks' leads. Level 5 Networks offers the following marketing and sales support tools in the partner portal of our web site:

- Product Graphics
- Level 5 Networks' Logos
- Sample promotional material for email or direct mail campaigns
- Sample Print Ads
- Product Diagrams and Visio graphic files
- Presentation Materials
- Competitive Information

Marketing Event Process

1. Register as a Level 5 Networks Channel Partner
2. Complete the Level 5 Networks Channel Partner Program certification requirements.
3. Plan your quarterly marketing event with Level 5 Networks one quarter in advance.
4. Submit the Level 5 Networks Channel Partner Program Application with your certification and marketing event information.
5. Upon receipt of the application, Level 5 Networks will verify the program requirements and approve your marketing event. You will be notified via email of your program approval and authorized status.