



Channel Partner Program

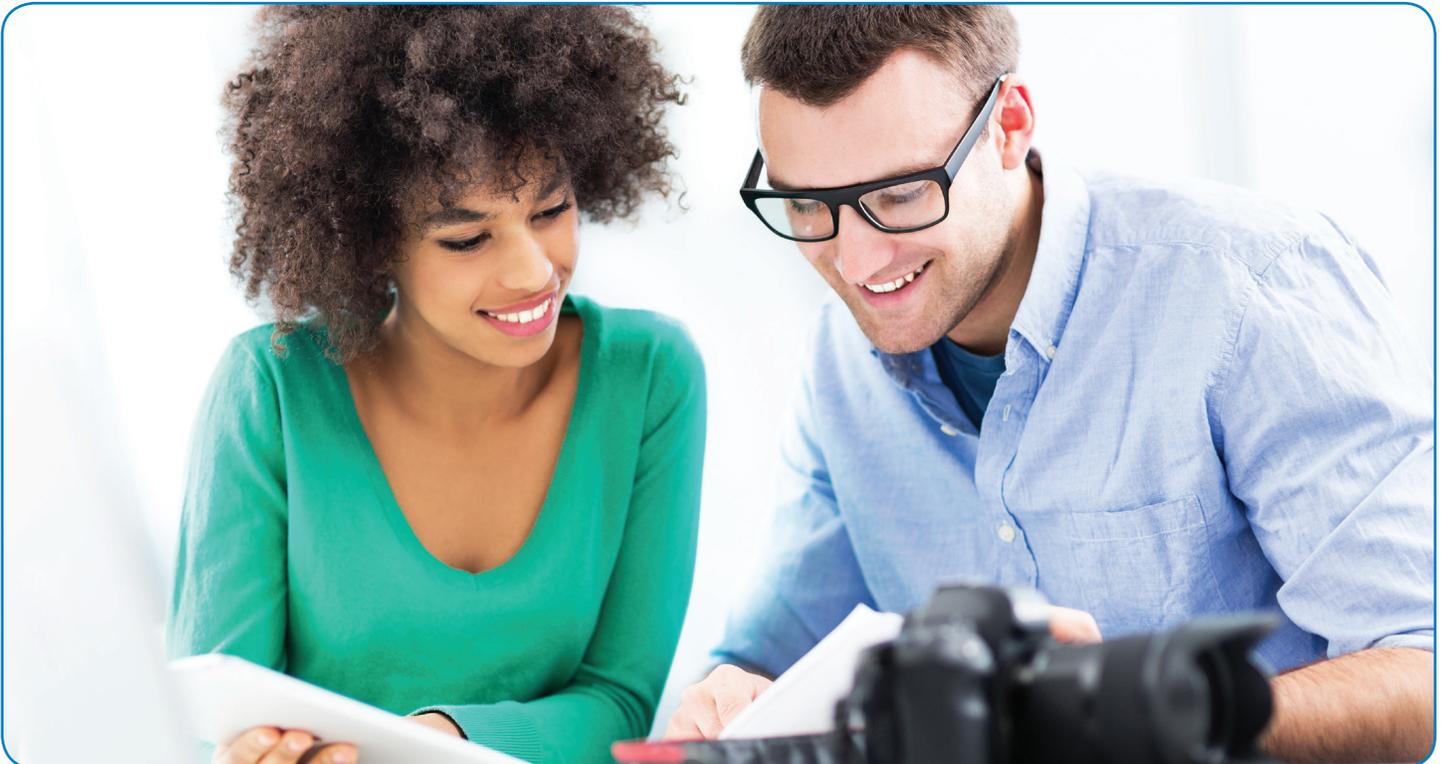
Program Overview



Why VTech

Partnering with VTech means joining forces with a \$1.9 billion company, the world's #1 manufacturer of cordless phones and the go-to expert for enterprise and SMB telephony. It also means having access to products in two brand categories—VTech and AT&T—that together comprise over 50% share in the consumer market.

The result: highly sought-after products and program support that position VTech Channel Partners for continued growth and success.



Channel Partner Program

VTech is committed to nurturing a team approach to success and growth by working closely with our channel Partners to address their sales and marketing needs.

We have created this Channel Partner Program to support VTech's partners focused on selling our business phones portfolio of products. Employing a "channel-first" strategy, the program gives Partners a competitive advantage in the business telephony marketplace to maximize their revenue potential.

The VTech Channel Partner Program offers qualifying Partners access to marketing programs, sales tools, rebates and incentives to help them grow their business by selling telephony products in the VTech Business Product Portfolio. Channel Partner Program members benefit from access to a dedicated Inside Channel Account Manager, free product training, proposal-based marketing development funds, sales promotions and special demo incentives. As a Partner, you will also gain access to Partner news, dedicated Partner sales calls and customizable marketing materials.

Program Feature	Benefit
Sales Support	
Dedicated Inside Channel Account Manager (ICAM)	Each Partner will be assigned to an ICAM focused on helping develop and grow each Partner's VTech Business Phone sales.
Demo Program	VTech offers rebates for Partners purchasing AT&T Synapse® and VTech ErisTerminal™ demo kits and/or products for demo use.
Training	Free online and webinar training to help Partners gain product certification and keep up-to-date on products, market trends and selling skills.
Lead Referrals	VTech participates in industry tradeshows as well as online web searches and advertising campaigns where opportunities for Partner leads are collected.
Sales Promotions	Promotional programs exclusive to the Partner Program are launched throughout the year and designed to help Partners promote and sell VTech Business Phones products.
Communications	Quarterly Partner newsletter, weekly sales calls, quarterly marketing planning sessions
Marketing Support	
Marketing Development Funds (MDF) Program	VTech offers a proposal-based MDF program to support Partner participation in events and lead-generation activities.
Sales & Marketing Collateral	Sales and marketing materials are made available to help Partners promote and sell VTech Business Phones products.
Partner Portal	Coming Fall 2015! Portal will include access to customized sales tools, electronic collateral library and more.

How to Qualify:

To receive the benefits of the VTech Channel Partner program, potential Partners must complete the required registration application and meet the following requirements:

1. Have a prior history of business telephony sales, either of VTech/AT&T or competitive products
2. Have a staff of qualified sales and technical professionals able to act as first-line support for the VTech Business Phones products in pre/post sales as well as technical support
3. Commit to receive ongoing product and technical training
4. Maintain a solid credit line
5. If purchasing through distribution, purchases must be made through a VTech-authorized distributor based in the US or Canada
6. Sell to end users only unless given authorization to do otherwise by a VTech account manager
7. Be able to provide end-user point-of-sale data upon request
8. Have a company-specific URL and email domain
9. Commit to quarterly business planning with assigned ICAM
10. Comply with all other terms and conditions set forth in the VTech Channel Partner Program Guide
11. VTech reserves the right to deny access to the Channel Partner Program to any VTech Partner where other marketing and/or sales programs are already or will be put in place
12. Program open to US and Canada Partners only

Ongoing Membership Requirements:

To maintain program membership, Partners must achieve solid sales performance, display technical and sales competency, and adhere to the guidelines below. ICAMs will conduct ongoing reviews to ensure compliance and will work closely with Partners to ensure their success in the program. VTech reserves the right to remove a Partner from the program for failing to comply with the stated requirements. All Partner memberships will be formally reviewed annually each on the anniversary of enrollment in the program.

Requirement	Description
Achieve minimum 12-month sales goal	To promote sales consistency, Partners must sell a minimum of \$15,000 in net sales of VTech telephony products in a 12-month period.
Active sales	Have active sales a minimum of every 90 days.
Program membership requirements	Maintain requirements outlined in the initial program membership requirement criteria

To learn more about the program or request an application to become a member of the VTech Channel Partner Program, please call or email a VTech Inside Channel Account Manager today:

icams@vtechphones.com or 888-913-2007

¹ Source: VTech 2014 Annual Report

² Must meet membership requirements, complete application form and receive formal approval from VTech

³ VTech Business Product portfolio comprises the following product lines and is subject to changes or modifications: VTech ErisTerminal VTech SIP Phones, VTech ErisStation Conference Phones with Wireless Mics, VTech ErisBusinessSystem 4-Line Office Phones, AT&T Synapse Business Phone System, AT&T Syn248 Business Phone System, AT&T SynJ Phone System, AT&T Business Headsets. A detailed list of included SKUs will be made available upon acceptance into program.

⁴ Registration application can be obtained from a VTech Inside Channel Account Manager icams@vtechphones.com or 888-913-2007.

⁵ Net sales defined as gross domestic sales less physical returns credits.

⁶ VTech Telephony products list found in the Channel Program Guide.

⁷ 12-month period based on date when Partner formally accepted into the program.

⁸ Active sales defined as \$3,500 or more in net sales per quarter.