

EnGenius®
THE LEADER IN LONG RANGE WIRELESS

EnGenius
EliteDealer

2012 Dealer Program



TARGET
DISTRIBUTING

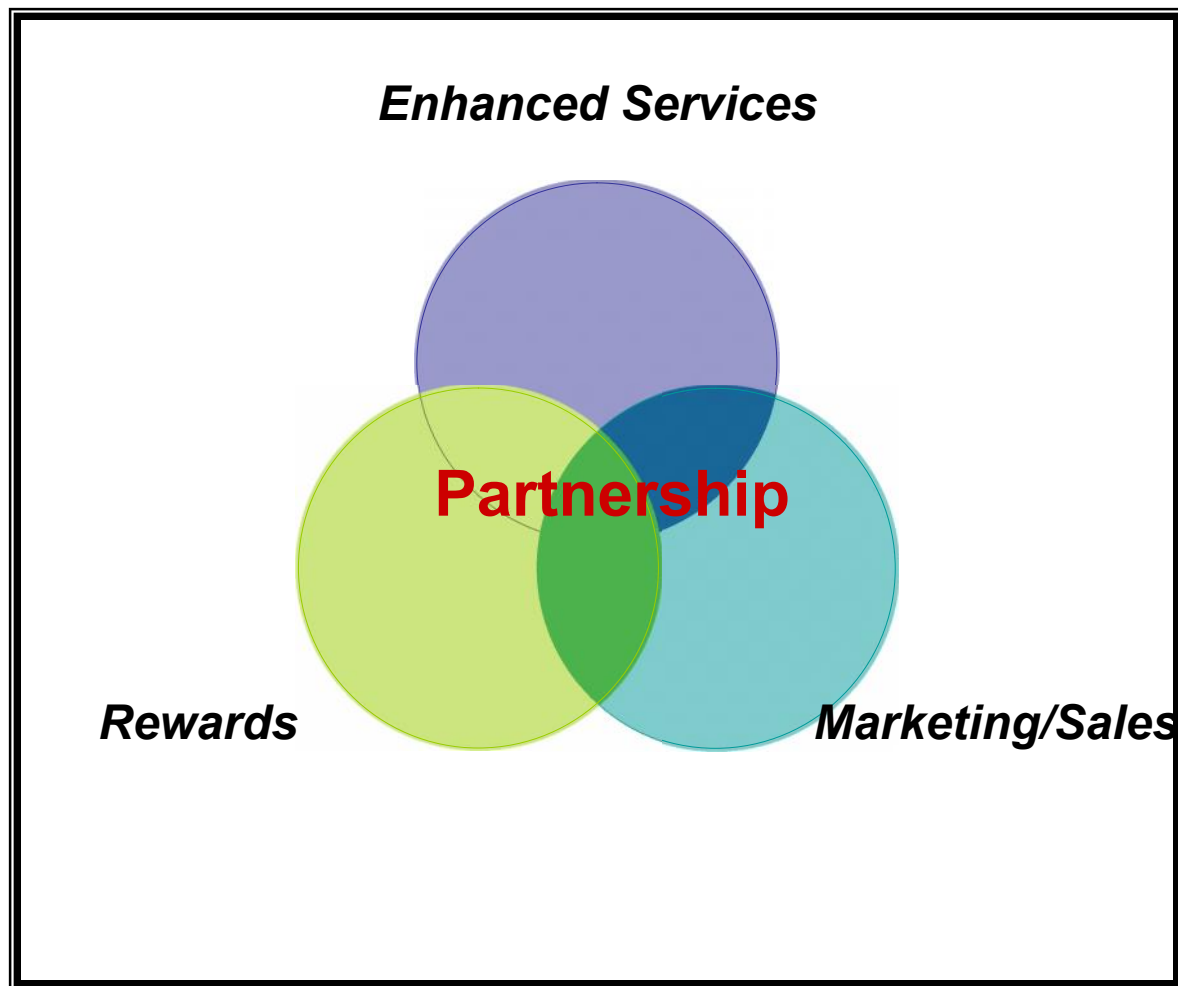
800.873.5528

WWW.TARGETD.COM

EnGenius™

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EnPower *ELITE* Advantage



Program Benefits

Marketing

- Leads
- Marketing Development Funds
- Website Dealer Listing
- Dedicated EnGenius Marketing Liaison
- Promotions
- Dealer Portal Access
- EnPower Elite Dealer Logo

Services

- Priority Repair Service
- Discounted Repair Services
- Online RMA Processing
- Unlimited Staff Technical Training
- Discounted Onsite Field Engineers

Rewards

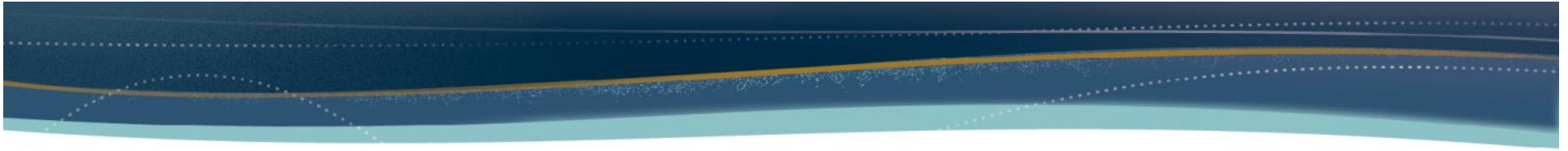
- Quarterly Rebates
- Deal Registration
- Enhanced Maintenance Program (EMP) and VIP Program
- Discounted Demo Kit Pricing

Sales Tools and Training

- Product Roadmap Highlights (NDA)
- Quarterly Business Plans
- Basic and Technical Training
- How-To Videos
- Educational Webinars
- Application Diagrams
- Flash Animation Diagrams
- Online Quizzes

Program Requirements

- No more than 20% of business/sales through e-commerce
- **Must complete EnPower Elite Dealer Application**
- Only resell products to end users of EnGenius products
- **Must have a valid reseller tax identification number**
- Must have a valid account with an authorized distributor
- **Support staff capable of complete setup and installation of EnGenius product**
- Must purchase \$200 of EnGenius Demo Products
- **Must purchase \$3,000 (dealer cost) or more of EnGenius product each quarter from an EnGenius authorized distributor**



ELITE MARKETING BENEFITS

Marketing Programs

- Lead Generation
 - Local area lead generation (calling campaigns)
- Marketing Development Funds (MDF)
 - Up to \$2,000 per quarter, must do \$3,000 per quarter to qualify
- Website Dealer Listing
 - End users can look up Elite dealers in their area on EnGenius website
- Monthly Promotions
- Access to EnGenius Dealer Portal on website
- EnGenius EnPower Elite Dealer logo
- Dedicated Territory Manager
- Dedicated Marketing Liaison



Marketing Development Funds

Log onto EnGenius Website Dealer Portal to Request!



Dealer Marketing Development Fund Program

EnGenius Technologies designed the EnPower Dealer Marketing Development Fund (MDF) program to help our partners grow their business. This program allows you to work with Channel Marketing to plan, develop, and execute marketing activities where you will be requesting MDF. The maximum approved MDF spend per Elite dealer is \$2,000 per quarter and per Authorized dealer is \$1,000 per quarter. All MDF requests must be pre-approved before execution of any programs.

The following are examples of approved uses of MDF. Other creative, effective marketing initiatives are encouraged. It is important to keep in mind that whether partners choose from the following list or otherwise, all activities for which partners will be requesting MDF must be approved by EnGenius in writing prior to commitment, through the EnGenius Approval process described later in this document.

**All requests must be submitted a minimum of four (4) weeks prior to the activity date.
EnGenius reserves the right to approve each MDF request on a case-by-case basis.
There is no guarantee MDF requests will be approved.**

MARKETING PROGRAMS AND MDF ALLOCATION

- ◆ Email Blast without List Purchase - \$100
- ◆ Webinar – \$200
- ◆ Advertisement - \$300
- ◆ Email Blast with List Purchase - \$400
- ◆ Other – Create Your Own Program

By presenting our collaborative products in high quality, focused marketing activities, EnGenius and our Dealers are afforded increased sales opportunities. MDF is just one of the ways in which EnGenius supports our partners.

Monthly Promotions



The screenshot shows the EnGenius website header with the logo and tagline "THE LEADER IN LONG RANGE WIRELESS". The navigation bar includes links for Home, Telephony, Networking, News & Events, Promotions, Support, Dealer Portal, and Corporate. A search bar is also present. The main content area is titled "Promotions" and features a section for "August 2012 Wireless Networking Promotions - August 1 - 31, 2012". This section is divided into "Business Networking" and "Home Networking" categories, each listing specific models and their instant rebates. A disclaimer at the bottom states that no other promotions can be combined with these rebates.

EnGenius®
THE LEADER IN LONG RANGE WIRELESS

Español Português EnGenius Forums Search Keywords..

Home Telephony Networking News & Events Promotions Support Dealer Portal Corporate

Promotions

August 2012 Wireless Networking Promotions - August 1 - 31, 2012

Business Networking:

- EOR7550 Instant Rebate **\$5** per unit
- ENH500 Instant Rebate **\$5** per unit
- ENH202 Instant Rebate **\$5** per unit
- ECB150 Instant Rebate **\$10** per unit
- EAP150 Instant Rebate **\$5** per unit
- EAP9550 Instant Rebate **\$5** per unit
- EUB9603H Instant Rebate **\$10** per unit

Home Networking:

- ESR7750 Instant Rebate **\$10** per unit
- ESR750H Instant Rebate **\$10** per unit
- ESR1221N Instant Rebate **\$5** per unit
- EUB9801 Instant Rebate **\$5** per unit
- EUB9707 Instant Rebate **\$3** per unit

No other promotions, rebates, discounts, or special pricing can be combined with these instant rebates.

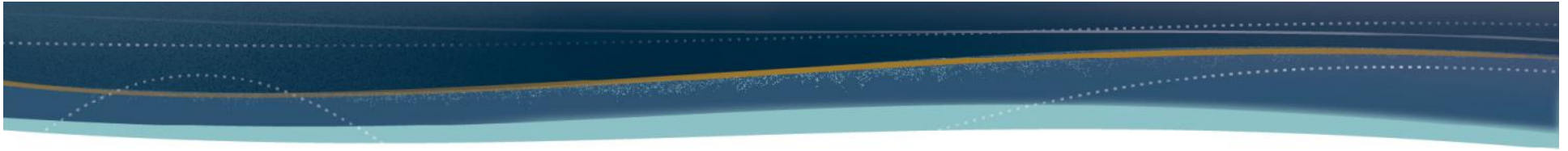
EnGenius Authorized Dealer Logo

<http://www.engeniustech.com/corporate/corporate-logo-and-images/16082-elite-dealer-logo>

Elite Dealer Logo

EnGenius
EliteDealer

Download this logo in the following formats:
72dpi, 150dpi, 300dpi, PSD



ELITE PROGRAM REWARDS

Rewards



- **Dealer Rebate**
 - Special Pricing Rebates
- **Deal Registration**
 - End User/Project Protection
 - Instant discount on dealers over a certain size (one time)
- **Extended Maintenance Program (EMP) and VIP Program**
 - DuraFon Only
 - Dealer/Rep SPIFF
- **Discounted Demo Kit Pricing (not for resale)**
 - Purchase price applies to opening quarter

Quarterly Rebates

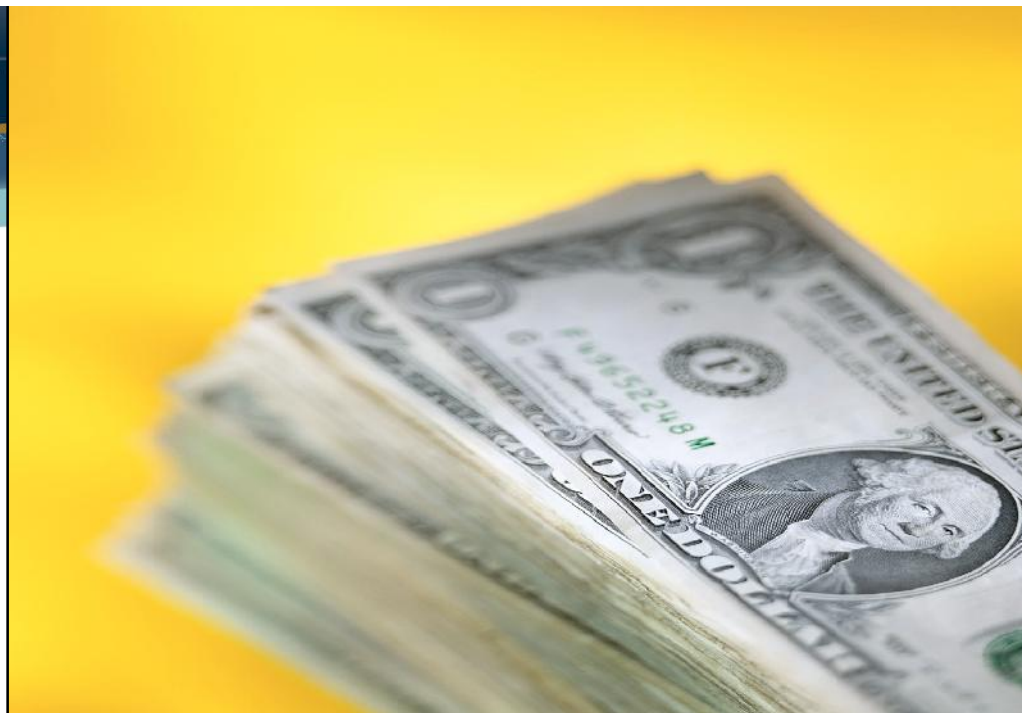
- Elite dealer must achieve \$3,000 in quarterly revenue to qualify for rebates.

- Rebate amount is 3% of net quarterly revenue (based on distributor POS) for the following products:

- DuraFon PRO System
- DuraFon PRO PIA/PIB
- DuraFon PRO Handset
- DuraFon 1X System
- DuraFon 1X Handset
- DuraWalkie
- DuraFon 1X PIDW
- DuraFon 1X VP02 and VP20
- DuraWalkie 1X
- ECB Indoor AP/CB
- EAP Indoor AP/Repeater
- ENH Outdoor AP/CB
- EOA Outdoor AP/CB/Repeater

- Valid on purchase of NEW EnGenius product only.

- Not applicable to product concurrently on promotion or in conjunction with other rebates, discounts, incentives or special pricing.



Quarterly Rebate Payout Process

- Paid off of net purchases shown off POS from authorized distributors
- Channel Marketing emails Elite dealer with qualified quarterly rebate amount
- Elite dealer sends Channel Marketing an invoice
- EnGenius sends Elite dealer a check within six to eight weeks of invoice submission



Elite Dealer Deal Registration Program

Deal Registration

EnPower Elite Program: ■ Exclusive 90-day 5% Price Advantage on ALL your registered Bids over \$5K



Program Details:

- **Qualifying Products:** ALL EnGenius-branded products.
- **Valid Participants:** First EnGenius EnPower-Elite Dealer to register a \$5,000 or more End-User opportunity with EnGenius. EnGenius will arbitrate any possible account claim disputes with regard to this program; EnGenius' decision is final.
- **Minimum Qualifying Purchase:** \$5,000 at Dealer's cost
- **5% discount** on qualifying EnGenius-branded products – 5% discount is off total EnGenius equipment purchase on a single purchase.
- **Protection Time Limit:** 90 days from registration. EnGenius may choose to extend this limit as needed upon proof of progress.
- **Qualifying Customers:** Promotion is ONLY valid for EnPower-Elite Dealer's purchases sold to qualified, registered End-User.

Program Qualifications:

- **How To Register:**
 1. See attached registration form
 2. EnGenius will send confirmation to participating EnPower-Elite Dealer via email. Without valid confirmation approval, discount will not be honored.
- **How To Process:**
 1. EnPower-Elite Dealer submits an Invoice or POS Report showing: Registered Customer Name, Quantity, Item & Date of Sale
 2. Sales must be within Promotion Period & Registration Guidelines.

IMPORTANT:

1. EnGenius products must be invoiced to registered End-User within 90 days of registration.
2. 5% discount ONLY valid for the FIRST EnPower-Elite Dealer to register End-User account with EnGenius.
3. Promo ONLY valid on purchase of a NEW EnGenius systems and NOT applicable to equipment concurrently on promotion or in conjunction with other rebates or incentives.

Program subject to change, modification or cancellation at anytime. EnGenius reserves the right to refuse acceptance of any registration. EnGenius reserves the right to arbitrate any disputes of opportunity ownership.

This rebate promo CANNOT be combined with any other EnGenius rebate or incentive offers!

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Registration form located at www.engeniustech.com – log into dealer portal

Enhanced Maintenance Program (EMP)

Enhanced Maintenance Program (EMP)

- Repair or Replacement for non-intentional damage
- Advanced Replacement for Product (requires pre-approved credit card authorization to secure return of Product)
- Replacement battery at end of Program for each handset
- Replacement Products will be shipped via next business day shipping service
- Pre-paid return shipping label for return of Product to EnGenius Technologies
- EnGenius toll-free technical support via telephone

EnGenius DuraFon EMP Proration Rate for adding New Product					
EMP Contract Month	Price per Serial Number	EMP Contract Month	Price per Serial Number	EMP Contract Month	Price per Serial Number
1st	\$79.00	5th	\$71.00	9th	\$63.00
2nd	\$77.00	6th	\$69.00	10th	\$61.00
3rd	\$75.00	7th	\$67.00	11th	\$59.00
4th	\$73.00	8th	\$65.00	12th	\$57.00

\$\$\$ Get PAID to SELL Services \$\$\$

Enhanced Maintenance Program

Provide your customers with exceptional service and **earn \$10** for each DuraFon serial number your customer registers with the new EMP program.

Accidents happen,

*Drops
Collisions
Spills
Power Surges
Falls
Corrosion
Crushed*



but with the
EnGenius EMP Program

– it's OK.

Program Includes:

- Accidental Damage Coverage
- Advanced Replacement of Product*
- Next Business Day Advanced Replacement Shipping Service
- End of period Replacement Batteries for each Handset
- Pre-paid Return Product Shipment
- Toll-free EnGenius DuraFon Technical Support
- Budgetable Service
- Guaranteed Renewal rate

Overview of Program Requirements:

- Ten (10) serial numbers (Equipment type and serial number)
- Proof-of-Purchase for equipment within 30 days for immediate coverage
- Add new serial number up to nine (9) months old, with a 30-day non-coverage period.

Overview of Program Term and Rates:

- Program term: 12 months
- Continental USA rate: \$89 per serial number (& type)
- USA state or territory outside of continental USA rate: \$99 per serial number (& type)

*Requires preauthorized credit card to secure return product.

Please contact EnGenius at
EMP@engeniustech.com or
call 888-735-7888 x515 for a
EMP agreement or more information.

EnGenius

EMP Program 2011 (v.1)

ETI – Brands that communicate™

888-735-7888

www.engeniustech.com

VIP Maintenance Program

Provide your customers with exceptional service and **earn \$10** for each DuraFon serial number your customer registers with the new VIP program.

Accidents happen,

*Drops
Collisions
Spills
Power Surges
Falls
Corrosion
Crushed*



but with the
EnGenius VIP Program

– it's OK.

Program Includes:

- Accidental Damage Coverage
- Advanced Replacement of Product*
- Next Business Day Advanced Replacement Shipping Service
- End of period Replacement Batteries for each Handset
- Pre-paid Return Product Shipment
- Toll-free EnGenius DuraFon Technical Support
- Budgetable Service
- Guaranteed Renewal rate

Overview of Program Requirements:

- One hundred (100) serial numbers (Equipment type and serial number)
- Proof-of-Purchase for equipment within 30 days for immediate coverage
- Add new serial number up to nine (9) months old, with a 30-day non-coverage period.

Overview of Program Term and Rates:

- Program term: 12 months
- Continental USA rate: \$89 per serial number (& type)
- USA state or territory outside of continental USA rate: \$79 per serial number (& type)

*Requires preauthorized credit card to secure return product.

Please contact EnGenius at
VIP@engeniustech.com or
call 888-735-7888 x839 for a
VIP agreement or more information.

EnGenius

VIP Program 2011 (v.1)

ETI – Brands that communicate™

888-735-7888

www.engeniustech.com

Discounted Demo Kit Purchase

Build your own demo kit – Must total \$200 or more

EnPower ELITE Telecom Demo



Select from:

- DuraFon 1X System w/handset
- DuraWalkie 1X w/handset
- DuraFon PRO System w/handset
- DuraWalkie
- FreeStyl1 System w/handset

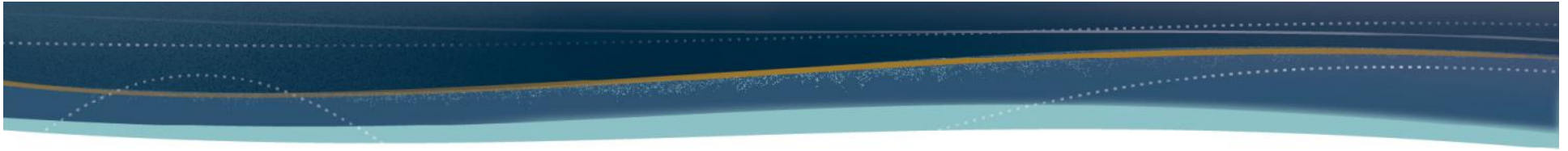
EnPower ELITE Datacom Demo



- Business: EAP, EOC, EOR,
- and ECB
- Consumer: ESR and EUB

** Maximum QTY. Limits of Two Per Product Apply*

Elite Exclusive
Elite Exclusive



ELITE SERVICES OFFERINGS

Enhanced Services

- Priority Repair Services (front of the line repair)
- Discounted Repair Services
- Unlimited Training
- Priority Technical Services
- Discounted Onsite Field Engineers

Customer Support

Direct Access to Customer Support

1-888-735-7888

- Accounts Payable ext. 518
- Credits ext. 856
- Telecom Sales ext. 515
- Telecom Support ext. 514
- Datacom Sales ext. 516
- Datacom Support ext. 517
- Consumer Data Sales ext. 518
- Consumer Data Support ext. 519

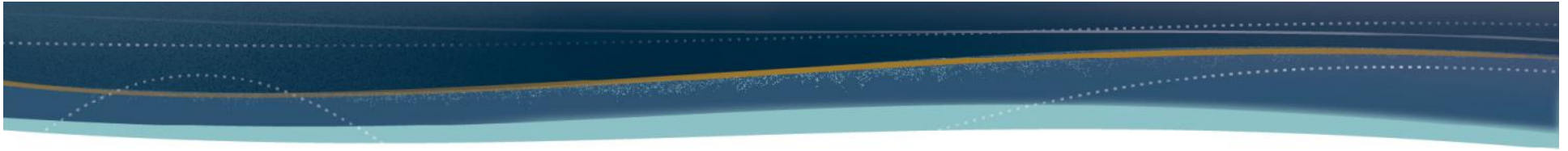
Priority Repair Request

www.engeniustech.com/support/repair-request

ONLINE REPAIR SERVICE REQUESTS (Warranty/Non-warranty):

Company	<input type="text"/>
Contact Name	<input type="text"/>
Email	<input type="text"/>
Phone	<input type="text"/>
Customer Complaint:	<input type="text" value="--None--"/>
Subject	<input type="text"/>
Description	<input type="text"/>
Serial Numbers:	<input type="text"/>

Customer Support hours of operation are 8:00 am to 4:00 pm PDT



ELITE SALES TOOLS & TRAINING


Online Sales Tools

Application Diagrams



Case Studies

EnGenius Case Study




Wireless Network Provides Campus-Wide Access to Internet and Network Resources

The need for a robust wireless infrastructure to provide reliable, secure network connectivity for students and staff across the campus was fulfilled with EnGenius' business-class wireless networking solutions.

Dawson Independent School District

Dawson Independent School District (DISD) is a public school district based in Dawson, Texas. DISD serves southwestern Navarro County in Central Texas, including the unincorporated community of Pardon, Texas. An extremely small portion of the district extends into neighboring Hill County.

DISD has one location that houses three campuses - Dawson Elementary (grades pre-k through 5), Dawson Junior High School (grades 6-8), and Dawson Senior High School (grades 9-12). The school district services 454 students with the support of 90 administrators, faculty, staff, and teachers.



Videos



Webinars



Telecom Training & Product Overview

Presented by Daniel Koczwar

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Online Training/Quizzes

EnGenius Reseller Quiz



This is for NEW U.S. and Canadian dealers ONLY.

Directions and Rules for Online Quiz

1. Take the quiz at www.en-genius.com/resellerquiz
2. Complete the quiz by 11:59 PM on 10/1/13
3. Results will be emailed to you within 5 business days
4. All answers can be found on the EnGenius website at www.en-genius.com
5. Multiple choice questions are 100% correct to be eligible for the prize
6. Prizes will be awarded to the top 10 dealers who score the highest
7. Prizes will be awarded to the top 10 dealers who score the highest
8. Prizes will be awarded to the top 10 dealers who score the highest
9. Prizes will be awarded to the top 10 dealers who score the highest
10. Prizes will be awarded to the top 10 dealers who score the highest

Questions?

Email partners@engeniustech.com

Call 888-735-7888

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