

IBM and Lotus Sales Assistance Program Business Development Funds Claim Form - Advertising

This form can be used to claim Business Development Funds (BDF) for advertising expenses in support of IBM and Lotus software products/services or in support of the IBM and/or Lotus Business Partner relationship.

This form is intended to be used by software program Business Partners at the Advanced level of membership. Premier level members would normally file for expenses using URL for PartnerRewards at www.ibm.com/partnerrewards.

BUSINESS PARTNER NAME: _____ (R)
 INTERNET E-MAIL ADDRESS: _____ (R)
 BUSINESS PARTNER PHONE/FAX: _____ (R)
 BPID: (PROVIDED IN THE WELCOME PACKAGE) _____ (R)
 PLAN YEAR _____ (R)
 ESTIMATED SOFT DOLLAR EARNINGS _____ (R)

DESCRIPTION OF ADVERTISING - SELECT ONE OF THE FOLLOWING AND KEY AMOUNT:

Advertising in "Solutions Now"	_____	\$	_____
Advertising Banner on Showcase Home Page	_____	\$	_____
Advertising Banner on Gold Home Page	_____	\$	_____
Insertion on Gold CD only	_____	\$	_____
Product Showcase entry n Gold Web Site	_____	\$	_____
E-business now Advertising templates	_____	\$	_____

START DATE _____ (R)
 END DATE _____ (R)
 VENDOR NAME _____ (R)
 INVOICE NUMBER _____ (R)
 OBJECTIVE _____
 TARGET AUDIENCE _____
 POTENTIAL REVENUE _____
 DURATION OF ADVERTISEMENT _____
 FREQUENCY OF REPEAT _____
 SIZE OF ADVERTISEMENT _____
 DATE(S) RUN _____
 TIMES RUN _____

Please sign below to indicate that the above expenses are in support of IBM and Lotus marketing related expenses, and that this is the only time that these expenses have or will be submitted to IBM for reimbursement.

 Business Partner Authorized Signature Date

 Printed Name

FOR ADMINISTRATION CENTER USE ONLY:

 Date Received Claim # Log # Administrator

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Qualifying expenses are listed above in the description of advertising. If the specific expense is not listed, it is not eligible for expense reimbursement under the Streamlined Claiming Option. Payment in kind (contra advertising) is an ineligible expense. Advertising must comply with the IBM Business Partner Program Emblem Usage Guidelines. Please refer to the General Guidelines and the Guidelines for Advertising in the PartnerRewards for IBM and Lotus Sales Assistance Program Guide.

Supporting documentation required are the 1) itemized third party invoices for creation, production, and placement, along with 2) full and complete tear sheet, indicating name and date of publication.

Advertising expenses must be completed prior to submitting this form. All advertising expenses must be for advertisements placed during the current year. No multi-year ad campaigns will be reimbursed.

Your participation in the Business Development Funds for the IBM and Lotus Sales Assistance Program, indicated by your first submission of a Business Development Funds for the IBM and Lotus Sales Assistance Program Claim Form or a PartnerRewards for the IBM and Lotus Sales Assistance Program Activity List (PAL) to IBM, shall signify your acceptance of the terms and conditions contained in the Business Development Funds for the IBM and Lotus Sales Assistance Program User Guide.

Please print the form, sign the form, attach the supporting documentation/invoices, and mail the package to:

Maritz Canada
Attn: IBM and Lotus Sales Assistance Program
1900 Minnesota Court, Suite 125
Mississauga, Ontario
L5N 3C9
Canada

This form was last modified on June 23, 1999.