

IBM Point-of-Sale SurePOS 300 Bundle Co-Marketing Campaign

Co-funding is available to the first ten (10) IBM Retail Store Solutions Division (RSSD) Business Partners who execute a demand generation marketing campaign promoting the IBM SurePOS 300 Bundles by May 31, 2004. Direct mail or outbound telemarketing (OTM) campaigns generated by eligible Business Partners will be reimbursed \$4,000 upon receipt of invoices and leads generated.

Terms and Conditions

1. IBM Business Partners that are authorized to sell the IBM SurePOS 300 Point-of-Sale solution are eligible to participate.
2. Funding is available only to the first ten (10) IBM RSSD Business Partners that apply and are approved for demand generation co-funding.
3. The demand generation campaign must promote the IBM SurePOS 300 Bundles (listed below).
4. Execution of the demand generation campaign must be completed by May 31, 2004.
5. Application for approval must be submitted prior to executing campaign.
 - a. Complete IBM SurePOS 300 Bundle Co-marketing Approval Form (below) and submit to Sarah Wind by email to windsar@us.ibm.com
 - b. Approval will be granted based on the above conditions
6. Invoices for expenses and leads generated must be submitted thirty (30) days after execution of the campaign. (A lead generation form is provided.)

Process for campaigns generated using the Campaign Designer Tool

1. Submit SurePOS 300 Bundle Co-marketing Approval Form to Sarah Wind by email to windsar@us.ibm.com.
2. Upon notification of approval, execute campaign with the Campaign Designer team by May 31, 2004.
3. Thirty days after execution of the campaign, send a copy of the invoice(s) for expenses and lead generation form to Sarah Wind.

Process for campaigns generated using Business Partner resources (in house or third party)

1. Submit SurePOS 300 Bundle Co-marketing Approval Form to Sarah Wind by email to windsar@us.ibm.com.
2. If direct mail campaign, submit a PDF of the direct mail piece to Sarah Wind
3. If outbound telemarketing campaign, submit a copy of the OTM script to Sarah Wind
4. Upon notification of approval, execute campaign by May 31, 2004.
5. Thirty days after execution of the campaign, send a copy of the invoice(s) for expenses and lead generation form to Sarah Wind.

Definition of SurePOS 300 Bundles

	Entry	Value	Performance
1 year on-site Warranty	4810-31H 4610-IF6 Cash drawer 15" flat panel PC KYBD	4810-31H 4610-IF6 CANPOS Kybd w/ MSR Cash drawer 15" plat panel	4810-31H 4610-TG4 4820-4FT touch screen w/ MSR Cash drawer
SAP PN	03R6049	03R6050	03R6051
3 year on-site Warranty, SST printer	4810-32H 4610-IF6 Cash drawer 15" flat panel PC KYBD	4810-32H 4610-IF6 CANPOS Kybd w/ MSR Cash drawer 15" flat panel	4810-32H 4610-IF6 4820-4FT touch screen w/MSR Cash drawer
SAP PN	03R6052	03R6053	03R6054
3 year on-site Warranty, DST printer	4810-32H 4610-TG4 Cash drawer 15" flat panel PC KYBD	4810-32H 4610-TG4 CANPOS Kybd w/MSR Cash drawer 15" flat panel	4810-32H 4610-TG4 4820-4FT touch screen w/MSR Cash drawer
SAP PN	03R6055	03R6056	03R6057

SurePOS 300 Co-marketing Lead Response Form

Company Name	
Company Contact	
Company Address	
Contact e-mail address	
Contact Phone Number	
Date Form submitted	

Number of total contacts in campaign:	
Number of responses:	
Number of responses converted to leads:	
Estimated revenue from leads generated:	

I certify by my signature that the information I have entered on this form is accurate and complete.

Signature	Date
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