



ConnectWise Partner Program Rules and Guidelines

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Introduction

These rules and guidelines apply to the business relationship between ConnectWise and all Partners who have been admitted to the ConnectWise Partner Program. This document outlines mutual expectations, ConnectWise's general commitment to our Partners, and the work processes to be adhered to as a member of the program. It is designed to assist Partners to effectively enable your operations, develop your solution sets, and leverage reward and support services for your successful promotion and sales of ConnectWise's products and services.

Partner Program Rules and Guidelines

The ConnectWise Partner Program Rules and Guidelines provides Partners with an overview of the of the Partner Program effective July 1, 2021. The document is divided into clearly defined sections for easy reference. Please note that the ConnectWise Partner Program Rules and Guidelines document supplements your current agreement with ConnectWise, and it may be amended, by ConnectWise, at its sole discretion periodically.

ConnectWise has the right to terminate this Program and/or amend any of its terms, in whole or in part, from time to time as deemed necessary and at its sole discretion. ConnectWise will provide written or email notice to Partners regarding any changes to the ConnectWise Partner Program Rules and Guidelines.

ConnectWise Partner Program Enrollment and Compliance

To join the ConnectWise Partner Program, a Partner must complete a ConnectWise purchase of one or more of the eligible ConnectWise security solutions and accept the terms of the partner portal. Benefits and requirements vary by membership level. Accelerate and Strategic Level Partners will be required to execute a ConnectWise Partner Development Agreement. ConnectWise reviews program compliance at least once a year and reserves the right to re-level Partners that exceed or no longer meet the requirements of their membership level.

Territorial Restrictions, Legal Entity and ConnectWise Partner Program Membership

"Territory" under ConnectWise Partner Program means the country in which the Partner's principal place of business is located. Partners with an operating presence in more than one country must join the Partner Program, purchase an eligible security solution, accept the terms of the portal, and sign a separate Partner Development Agreement if applying for co-managed benefits available within the Accelerate and Strategic partner tiers. Each legal entity or organization that wants to join a ConnectWise Partner Program must satisfy the program membership requirements on its own, and each must execute a separate ConnectWise Partner Agreement specific to the ConnectWise solution area of focus. Parent companies, affiliates, subsidiaries, or acquired companies of a program member are not program members and do not qualify for program benefits unless each individually satisfies the program membership requirements of that given partner level. Company name, DBA (Doing Business As), or AKA (Also Known As), or other naming convention identified by the program member can be used to establish distinct legal status. In the case of acquisitions, mergers, and/or other business combinations,

the existing membership level of the surviving entity and the operating status of the acquired or merged entity, as applicable, shall dictate the membership criteria applicable to the newly formed entity. If for example, a Security Partner at the Accelerate Partner Level is acquired by another Partner type (say a Technology Solution Provider at the Strategic Partner Level), and the acquired company (Security Accelerate Partner) is effectively subsumed entirely within the umbrella of the parent company in terms of ongoing business focus, operations and/or corporate structure, the newly formed entity and its subsidiaries will be held to the membership criteria applicable to the parent company (Strategic Level Partner).

ConnectWise Partner Program Overview

The ConnectWise Partner Program is designed to help ensure a successful partnership with ConnectWise, through offering benefits such as support, enablement, and tools through which partners can develop, promote, and sell Cybersecurity Services. In this Guide, Partners will find a detailed review of the ConnectWise Partner Program, including program benefits, requirements, and important notes on how to take advantage of all the program has to offer.

Target Audience

The ConnectWise Partner Program is created for Technology Solution Providers (TSP) looking to expand or build out their Cybersecurity Services within current service offerings. This program includes TSP's who market themselves as Managed Service Provides, Office Equipment Dealers, Telco Partners, Application Security Partners, Internet Service Providers, Co-location, Hosters, Cloud Providers, DaaS Providers, Disaster Recovery, and Managed Security Partners.

Program Criteria

Eligibility for the ConnectWise Partner Program are Technology Solution Providers currently providing Hosted IT Services looking to build or expand their Cybersecurity practice and have purchased at least one of the eligible ConnectWise security solutions.

Legal Entity

As part of the ConnectWise Partner Program registration, a Technology Solution Provider must list all eligible affiliates which may want to participate in the ConnectWise Partner Program and Program benefits. After the point of initial program authorization, the Technology Solution Provider may add Affiliates only upon written agreement by ConnectWise.

Partner Tiers

The ConnectWise Partner Program has three programmatic membership levels: Registered, Accelerate, and Strategic, with Strategic being the highest level of membership. Program benefits and requirements increase as Partners engage in more complex security services and solutions. All partner levels are required to license at least one of the eligible ConnectWise security solutions in their end-customer security service delivery.

Registered Partner Tier

The "Registered" level of membership is the entry point to the ConnectWise Partner Program. Enrollment occurs when a TSP purchases a ConnectWise security solution for their use. This purchase

unlocks use of both ConnectWise University and the ConnectWise Partner Portal where partners can get access to online training, best practices, and assets to advance their levels of operational maturity.

Accelerate Partner Tier

The “Accelerate” level of membership is the first level of promotion within the ConnectWise Partner Program to recognize and reward partners who are committed to engage their current customer footprint and new accounts with security services powered by ConnectWise. To earn an invitation to the Accelerate Partner Level, the partner will have signed the ConnectWise Partner Development Agreement (PDA) and agrees to meet the qualifications set forth in that agreement which includes access to The IT Nation Certify courses, review of business readiness objectives, and coordinated the necessary resources to drive cybersecurity success.

Strategic Partner Tier

The “Strategic” level of membership is the highest partnership level within the ConnectWise Partner Program. This partnership level is for partners who have demonstrated their business and technical cybersecurity expertise with their current customer base and are now seeking to strategically grow their practice aligned with ConnectWise security solutions. This level is invitation only and is designed for certain strategic partners inside the ConnectWise ecosystem.

ConnectWise Partner Program Benefits and Requirements

To support partners who are members of the ConnectWise Partner Program in the most effective way, ConnectWise Partner Program benefits are tailored for each partnership type. The tables in this section outline the specific program benefits and requirements for Registered, Accelerate and Strategic partner tiers focused on cybersecurity.

Program Benefits	Self-Paced	Guide	
		REGISTERED	ACCELERATE
Account Manager <i>To support your self-managed growth efforts</i>	Y	Y	Y
Partner Portal access to playbooks, toolkits & journeys <i>Saves you time and money, and helps get started quickly</i>	Y	Y	Y
Marketing Automation Platform <i>Use our platform to run pre-built email and social campaigns to drive leads</i>	Y	Y	Y
FREE ITN Certify Fundamentals <i>Owners, Sales, & Engineers</i>	Y	Y	Y
Dedicated Partner Development Manager (PDM) <i>Helps guide growth, access to pre-sales resources</i>		Y	Y
Access to pre-sales engineers, subject matter experts <i>We sell with you and help you win</i>		Y	Y

Marketing Concierge <i>Helps manage campaigns and assets in partner portal</i>		Y	Y
Access to Market Development Funds (MDF) <i>Approved on request to jumpstart marketing</i>		Y	Y
Earn Co-Op Funds based on ACV <i>Funds for approved marketing activities; See program Rules for details</i>		10%	Custom
Opportunity Registration <i>To validate MDF leads; access pre-sales resources</i>		Y	Y
FREE NFRs of key Fortify Solutions <i>Business Technical Readiness!</i>		25	Custom
ITN Secure Peer Group Participation <i>Learn from and share with peers in the program</i>		Y	Y
FREE ITN Secure All Access Virtual Company Pass <i>Saves USD 199 and continue learning with peers</i>		Y	Y
FREE ITN Certify Advanced, & Master courses; <i>Ongoing savings of USD 400 per month!</i>		Y	Y

PARTNER REQUIREMENTS	REGISTERED	ACCELERATE	STRATEGIC
	Enrollment	Purchase any eligible Security Solution from ConnectWise	Meets Requirements
# of Customer Endpoints under Management	0	500	4,000
Minimum Monthly Recurring Security Sales	\$20 USD	\$400 USD	\$25,000 USD
Partner Development Agreement Signed	Not Required	Required	Required
Internal Installation of either ConnectWise Assessment Standard, Cybersecurity Partner Kit Promo or IUL equivalent	Recommended	Required	Required
Internal Security Assessment	Recommended	Required	Required
Complete SOC2, ISO 27001, or Secure MSP accreditation	Not Required	Not Required	Recommended
IT NATION Certify Fundamentals – Owner/Sales	Recommended	Required	Required
IT NATION Certify Fundamentals - Engineer	Recommended	Required	Required
PDM Fast Start Session Training - Owner	N/A	Required	Recommended
PDM Fast Start Session Training - Engineer	N/A	Required	Recommended
PDM Fast Start Session Training - Sales	N/A	Required	Recommended
IT NATION Certify Advanced	Recommended	Recommended	Recommended
Marketing Readiness Assessment	N/A	Required	Required
Selling to Customers Campaign	Recommended	Required	Required
Customer Event	Recommended	Required	Required
Selling to Prospects Campaign	Recommended	Recommended	Required
Prospect Event	Recommended	Recommended	Required

Eligible Security Solutions

The following solutions are part of the eligible security solution stack that we support and enable through the ConnectWise Partner Program.

- ConnectWise Cybersecurity Products
- ConnectWise Perch
- ConnectWise Stratozen

Account Manager

This individual is responsible for maintaining regular proactive contact with your account. They help you identify the ConnectWise resources, services, and programs that will aid you in both overcoming some of your current business challenges and exploiting new business opportunities.

Dedicated Partner Development Manager

This subject matter expert works with the security practice leads of participating partners on the development, support, and execution of both a partner's security services expansion strategy within their existing customer base as well as their security acquisition strategy with net new logos.

Opportunity Registration

The opportunity registration program is designed to reward those authorized resellers who are in good standing and proactively identify new eligible security opportunities within their existing customer base as well as with new customers. Those who obtain approval will receive the benefit of exclusive ConnectWise pre-sales resources on the approved registered customer, sales support from your Partner Development Manager and notification of any future direct ConnectWise inquiry from said registered customer. All other partners are excluded from these benefits.

Sell Through Security Presales Resource

Security Partners at the Accelerate Partner Level and above will gain access to ConnectWise Security Pre-Sales Resources once an opportunity has been registered and approved with ConnectWise. Our Security Presales resources will welcome your technical lead's participation as we support you through the sales cycle from technical discussions through evaluations.

Licenses

Discounted ConnectWise Cybersecurity Internal Use Software (IUL)

Participating partners are expected to invest in improving their security posture by installing the ConnectWise Assessment Standard or IUL equivalent. The installation, assessment, and action plan are the first steps in completing your business readiness

Marketing

Partner Program Portal

All participating partner levels will have access to the ConnectWise partner portal containing all the assets, toolkits, and playbooks to jumpstart your cybersecurity journey. This portal will also provide partners at the Accelerate Level and greater visibility into their program incentives and will be a central

point of collaboration with your Partner Development Manager regarding leads, opportunities, and business plans.

Marketing Automation Platform

Participating partners at all program levels will get access to our marketing automation platform. This platform will provide participating partners with quick visibility into the success of their campaigns and will integrate into most CRM platforms such as ConnectWise Manage.

Marketing Concierge

Participating partners at the Accelerate and Strategic Partner Level get access to a marketing resource who will support or supplement your demand generation efforts in areas such as profiling the ideal prospects, launching campaigns, and supporting other demand generation events.

Proposal MDF

The ConnectWise Cybersecurity Market Development Fund (MDF) benefit is eligible to all Accelerate Tier Partners. ConnectWise will provide eligible partners up to \$1,500 USD to invest in approved marketing activities designed to build awareness of security solutions within their client base, drive leads and win new business. Since this benefit is proposal based, partners must complete a Cybersecurity MDF request within the Partner Program Portal and submit any supporting documentation for both approval and reimbursement. Approval for MDF will be based on the projected ROI and available marketing budget for any given quarter.

Eligible Marketing Activities

In person or virtual customer/prospect lead gen events including:

- 1) Lunch and learns
- 2) Office events
- 3) Round table dinners
- 4) Workshops
- 5) Conference sponsorship inclusive of booth and breakout sessions
- 6) Appointment setting services

Conditions for partner participation

- 1) Partner must be in good financial standing and meet the minimum partner program requirements
- 2) Partner must have updated their website with information about their cybersecurity offerings and have an active landing page to collect leads
- 3) Partner must have sent out initial awareness campaign to clients
- 4) Partner follows ConnectWise brand guidelines located at <https://www.connectwise.com/corporate-brand-guidelines/logos/corporate>
- 5) Partner agrees to promote activity across multiple channels, starting at least 2 weeks prior to the activity, including but not limited to:
 - a) Sending at least two invitations to clients and prospects prior to the event
 - b) Promoting events on social media
 - c) Provide a follow up communication
 - d) Share resulting leads with your Partner Development Manager so we can support winning business
- 6) Partner to target a minimum of 15 attendees, with a goal of 25

- 7) Partner will load attendee list into the partner portal
- 8) Partner to submit initial MDF request at least 60 days prior to the activity
- 9) Partners to make best effort to exceed a projected ROI of 15:1 on pipeline generation and a 5:1 ROI on Closed Won Business within 3 months after event
- 10) MDF Process
 - 1) MDF requests must be submitted within the ConnectWise Partner Portal
 - 2) Approvals will be determined within 5 working days from submission
 - 3) Approvals are subject to projected ROI and remaining funds available
 - 4) If approved, ConnectWise will provide an approval notification and a purchase order # to reference on your invoice via the Partner Program Portal
 - 5) If declined, ConnectWise will provide you notification via the Partner Program Portal on what information, timeframe, and/or ROI is required for approval
 - 6) Funds will be paid promptly to partner after marketing activity is executed, proof of performance provided, and invoice remitted within the Partner Program Portal

Co-Op Marketing Funds

Cooperative marketing (co-op) incentive is a benefit you earn through the ConnectWise Partner Program at the Accelerate and Strategic Partner Program levels. Co-op funds are designed to enable you to conduct marketing activities to increase brand awareness and drive sales pipeline.

How to Enroll

Accelerate and Strategic Partner levels are auto enrolled in the Co-Op Incentive via the partner's acceptance to the Partner Development Agreement.

How co-op funds are calculated

ConnectWise calculates your co-op marketing funds for security solutions by multiplying your co-op percentage rate by the contract value of following two eligible transaction types.

1) New Contract

New contract value is calculated by taking the total contract value of the minimum spend commit of ConnectWise security solutions divided by the contract term multiplied by 12 months.

Example – New ConnectWise Endpoint Contract for 250 endpoints

24 Month Contract with a minimum monthly spend commit of \$200 in first 3 months and a \$500 minimum monthly spend commit on balance of the contract. New Contract Value equals \$5,550 based on a total contract value of \$11,100 divided by 24 months multiplied by 12 months. Co-op Marketing funds would equal \$555 based on multiplying \$5,500 by 10% marketing co-op rate.

2) Amendment Contract

Amendment contract value is calculated by taking the new contract value of existing term less previous billed amount.

Example – Contract amendment for an additional 250 endpoints

The total value of the committed minimum spend of this amendment is \$20,000. Total billed amount to partner for existing contract term totals \$8,000. The amendment contract value is \$12,000 based on new contract valued at \$20,000 less the \$8,000 in previous billed amounts. Co-op marketing funds due is \$1,200 based on multiplying the amendment valued at \$12,000 by the co-op percentage of 10%.

Stratozen Solutions

ConnectWise calculates your co-op marketing funds by multiplying your co-op percentage rate by the Annual Recurring Revenue of new customer work orders

Example #1 – Stratozen Partner procures devices for a new customer during the earning quarter

Existing Stratozen partner places work order for 10 devices for a new customer equal to \$4,200 in annual revenue. Co-op marketing funds due is \$420 based on multiplying \$4,200 by the co-op percentage of 10%.

Perch Solutions

ConnectWise calculates your co-op marketing funds by multiplying your co-op percentage rate by the new contracted bookings in your current earning period for Perch Solutions.

Example # 1 – Perch Partner adds users to a new or existing customer site during the earning quarter

On the last business day of the previous quarter, a partner’s ARR for their 35 User is \$10,080 for their Perch licenses. Partner adds an additional 20 Users during the next quarter bringing their Perch ARR to \$15,600 on their licensing. The ARR difference between \$10,080 and \$15,600 is \$5,520. Co-op marketing funds due is therefore \$552 based on multiplying \$5,520 by the co-op percentage of 10%.

When do you see accrued co-op incentives

10 business days following the end of a calendar quarter, ConnectWise will send a notification of available funds to all those eligible partners that qualify. Co-op funds will be labeled by the quarter by which they were earned. These accrued marketing funds will be available for the next 6 months until they expire.

When to claim your funds

Funds can be claimed on a quarterly basis. The three-month period during which you accrue your earnings becomes your **Earning period**. You must use these earnings at some point during the following six-month **Usage period**. If you do not use your earnings by the end of the usage period, you will forfeit them. The **Claiming period** is the 60 day period during which you can claim reimbursement for your program activities. ConnectWise reserves the right to request original proof of execution (PoP) documents.

The table below shows the different earning, usage, and claiming periods. Unless otherwise noted, periods extend from the first day of the first month to the last day of the last month.

Earning/Accrual Period	Calendar Year	Usage Period	Claiming Period
January – March 2021	Q1 FY21	April – September 2021	October – November 2021
April – June 2021	Q2 FY21	July – December 2021	January – February 2022
July – September 2021	Q3 FY21	October – March 2021	April – May 2022
October – December 2021	Q4 FY21	January – June 2022	July – August 2022

How to claim your funds

During your usage period, partners must submit their request for funds within the Partner Portal for approval. The ConnectWise Partner Program Office will review and issue you a ConnectWise PO # once

the claim complies within eligible activities. You can initiate an incentives claim from within the Partner Portal under your co-op funds section. Claims must comply with approved activities and core requirements as outlined in Exhibit A.

Manage your claims

You can see all the activity within the co-op funds section within the ConnectWise Partner Program Portal such as your claim's status as it moves through the approval and payment process. If your claim is missing some of the core requirements, you may be required to provide additional documentation or proof of performance (PoP).

Core requirements for Co-Op Claims

Each type of activity for which you submit an incentives claim has core requirements. You need to demonstrate that you have met these requirements in your proof of performance documents. Some activities also require specific communication types and metrics as well. Please refer to Exhibit A for the core requirements for each of the accepted activities.

TRAINING ACCREDITATION / CERTIFICATION

IT Nation Certify Fundamentals

Available to sales, owners, and engineers at no cost, these courses are a requirement of the Accelerate, and Strategic Partner Levels. During this full-day training event you will learn about foundational cybersecurity, including industry frameworks and standards, risk assessment best practices, and navigating the ecosystem of security products, as well as role-specific segments tailored specifically for MSP sales professionals and MSP engineers.

IT Nation Certify Advanced

This 12-month program is a requirement of the Accelerate and Strategic Partner Levels. This course provides in-depth insights into implementing a strong cybersecurity posture inside your business and reliably extending that same level of protection to your clients. With the MSP+ Cybersecurity Framework as its foundation, this program teaches competencies necessary to build a credible cybersecurity practice.

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EXHIBIT A - COOPERATIVE MARKETING FUNDS ACCEPTED ACTIVITIES & CLAIM REQUIREMENTS

Print advertising

Core Requirements	ConnectWise powered security services content
Communications Requirements	Copy of final communication piece (based on advertising) showing program-specific core requirements
Metrics	Estimated customer (or partner) reach
Eligible Expenses	1.) Third-party media placement 2.) Printed material 3.) Fee-agency marketing and creative services including agency fees

Digital advertising

Core Requirements	ConnectWise powered security services content
Communications Requirements	Screenshot of digital advertisement URL of landing page, showing program-specific core requirements
Metrics	Summary of results (such as click-through report)
Eligible Expenses	1) Third-party media placement 2) Fee-agency marketing and creative services including agency fees

Direct mail, email, and short message service (SMS)

Core Requirements	ConnectWise powered security services content
Communications Requirements	1) Copy of final communication piece showing program-specific core requirements 2) Proof of distribution can include postmarked shipping envelope or other proof of mailing (direct mail), final email showing dated header or other proof of emailing (email), or photo of phone message (SMS)
Metrics	Estimated customer (or partner) reach
Eligible Expenses	1) Database acquisition 2) Printed material 3) Postage 4) Fee - agency: Marketing and creative services, including agency fees

Partner website and search engine

Core Requirements	ConnectWise powered security services content
Communications requirements	1) URL and/or screenshots of site page(s) showing URL 2) Statement of work or service agreement for SEO project (SEO activity only)
Metrics	Summary of results (such as click-through report)
Eligible expenses	1.) Fee - agency: Marketing services, including agency fees 2.) Programming/development: Programming and development fees 3.) Fee - SEO: Optimization and maintenance fees

Multi-touch digital campaign

Core Requirements	ConnectWise powered security services content
Communications requirements	All Proof of Performance as detailed in the applicable activity page is required 1.) Digital advertising 2.) Direct email 3.) Partner website and search engine optimization 5.) Telemarketing
Metrics	NA
Eligible expenses	1.) Third-party media placement 2.) Fee - agency: Marketing and creative services, including agency fees 3.) Database acquisition 4.) Programming/development: Programming and development fees 5.) Fee - SEO: Optimization and maintenance fees 6.) Fee - Third-party call center charges

Telemarketing and expositions

Core requirements	ConnectWise powered security services content must be included in the telesales script, ConnectWise content
Communications requirements	Copy of script
Metrics	Summary of results (number of calls and number of successful contacts)
Eligible expenses	1.) Fee - agency: Marketing services, including agency fees 2.) Fee - Third-party call center: charges 3.) Database acquisition

Customer seminars and boot camps

Core requirements	ConnectWise powered security services content
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Communications requirements	<ol style="list-style-type: none"> 1.) Event invitation and agenda/program 2.) Event photos 3.) Presentation materials if event invitation and agenda do not meet core requirements
Metrics	Number of registered guests
Eligible expenses	<ol style="list-style-type: none"> 1.) Signage / display / printed materials 2.) Giveaways 3.) Fee - agency: Marketing services, including agency fees 4.) Fee – registration 5.) Fee - external speaker 6.) Fee - facility and equipment rental including Surface devices owned and managed by a third party 7.) Catering (excluding alcohol)

Tradeshows and exhibitions

Core requirements	ConnectWise powered security services content
Communications requirements	<ol style="list-style-type: none"> 1.) Event invitation and agenda/program 2.) Photo showing event participation (for example, photo of booth, photo of presentation, etc.)
Metrics	Estimated number of attendees or booth visitors
Eligible expenses	<ol style="list-style-type: none"> 1.) Signage / display / printed materials 2.) Giveaways 3.) Fee - agency: Marketing services, including agency fees 4.) Fee – registration 5.) Fee - external speaker 6.) Fee - facility and equipment rental 7.) Catering (excluding alcohol)

Internal incentives and SPIFFs

Core requirements	Internal contest rules driving new security contracts
Communications requirements	Show offer with terms and conditions. Actual costs up to 25% total of earned co-op funds per usage period.
Metrics	Summary of results
Eligible expenses	<p>Actual costs up to 25% total of earned co-op funds per usage period for:</p> <ol style="list-style-type: none"> 1.) Signage, display, printed materials 2.) Giveaways 3.) Fee - agency: Marketing services, including agency fees

ConnectWise exams and tuition

Core requirements	Course code/exam code on ConnectWise Learning
Communications requirements	Invoice with exam code and date of completion
Metrics	Attendee list and per person cost
Eligible expenses	<p>1.) Fee - exam: ConnectWise exam fees for certifications and competencies</p> <p>2.) Fee - training / tuition: ConnectWise tuition fees for certifications and competencies, including on-demand training expenses</p> <p>3.) Third-party ISV solution training - tuition expenses for training on third-party solutions that can be demonstrated to leverage or reside on ConnectWise platforms</p> <p>4.) Fee - ConnectWise Certified Trainer fee (no metric required)</p>

ConnectWise hosted conferences

Core requirements	ConnectWise-hosted conferences. Airfare/hotel expenses are capped up to USD 5,000 per person per conference, limited to 3 attendees, with a total cap of USD 45,000 for airfare/train fare/hotel expenses per period per program. Hosting may have different allowances.
Communications requirements	<p>1.) Copy of conference/event invitation or registration confirmation showing evidence that conference is hosted by ConnectWise</p> <p>2.) Transportation itinerary with travel dates (Travel - airfare expenses only)</p>
Metrics	NA
Eligible expenses	<p>1.) Fee - Registration: for up to 3 attendees per conference</p> <p>2.) Travel - Airfare/Hotel: Transportation (airfare or train fare and applicable taxes) and hotel (room rate only and applicable taxes)</p> <p>Note: Travel - Airfare/hotel expenses are capped up to USD 2,000 per person per conference, limited to 3 attendees, with a total cap of USD 6,000 for airfare/train fare/hotel expenses per period per program. Hosting may have different allowances.</p>