

CITIZEN

Citizen Systems America
Synergy Club Partner Program
Benefits Guide 2023

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North America

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What is the Citizen Synergy Club?

The Citizen Synergy Club is our premier partner loyalty program. It provides value and the highest level of benefits to channel partners when they purchase Citizen products through the approved distribution channel.

The Citizen Synergy Club replaced the Citizen CONNECTION partner program on Jan 1, 2020.

Basic Requirements

An approved VAR, ISV, Systems Integrator or National-VAR/E-Tailer that meets the following criteria are eligible to be a member of the Citizen Synergy Club.

- Minimum purchasing volumes
- Company support metrics

Both of these will be detailed in the following pages of this document.

See Appendix B for Citizen Synergy Club Program registration form.

Citizen Synergy Club Criteria Level

Annual purchase revenue volume commitment:

Inside Program Level: \$25,000+

Metrics & Benefits

What is required to become a member?

Key company financial commitment and metrics:

- Annual purchase revenue commitment at a minimum of **\$25,000**.
- Company support metrics:
 - Active and updated Web-Site inclusive of Citizen Systems products
 - Must have technical support capability on all Citizen printer products.

Benefits of being a Citizen Synergy Club member:

- Potential Citizen Synergy Club tiered pricing benefit
- Sales and technical level training from Citizen Systems America

- Ability to register deals with Citizen Systems America
- Invitation to any Citizen Systems America exclusive partner events
- Maximum engagement with a Citizen Systems America BDM
- Additional warranty benefits (terms and conditions apply)
- Marketing development funding (MDF):
 - Annual marketing funds based on 3% of previous year’s results, IF minimum of \$25,000 is reached at standard or Automatic P/E pricing.
 - If pricing exceeds 49% discount from MSRP, marketing funds will not be allocated to this revenue.

Tiered Pricing Benefits

Citizen Synergy Club partners will be given a tiered pricing benefit when buying product through approved Citizen Synergy Club distribution partners.

Citizen 2023 Tiered Pricing Model	Discount Guidance for VAR/ISV/S-I
Inside of Program	46% off of MSRP
Out of Program	44% off of MSRP
Deal Registration Automatic P/E*	49% off of MSRP
Demo unit discount for inside of program**	60% off of MSRP
*Additional P/E % <u>may</u> be approved pending analysis of business case. **Subject to restrictions and single unit volume with deal registration. ***Deal registration does NOT automatically imply price exception (P/E).	
Deal Registration Minimums	Quantity in Units
Point-of-Sale printers	100
Barcode printers	50
Mobile printers	50

Product Warranty Benefits

Standard Product Warranty:

POS Product Warranty STD – 3 years

Barcode Product Warranty STD – 2 years

Mobility Product Warranty STD– 1 years

Warranty benefit can increase to the following. Terms and conditions apply (Noted below).

POS Product Warranty STD – 4 years

Barcode Product Warranty STD – 3 years

Mobility Product Warranty STD– 2 years

Appendix A: Program Details, Terms & Conditions

- All Citizen Synergy Club partners must sign a minimum advertised price (MAP) Agreement and adhere to its rules.
 - MAP is set at 44% of MSRP
 - Failure to comply means removal from club and all pricing exception benefit and marketing funds granted by Citizen Systems America.
- ALL benefits of this program are subject to approval and may be reviewed in a case by case basis.
- Citizen reserves the right to remove Partners from the program at any time.
- Kiosk/mechanism sales do not apply to this partner program.
- It is at the discretion of Citizen Systems America if any compensation, not detailed in this document, shall be granted to our active program partners.
- Citizen Systems America reserves the right to alter or change program details and awards at any time, for any reason. All partners will be notified in writing of any program changes.
- Program is only valid for Value Added Resellers, National VAR/E-tailers or ISV's who buy through authorized distribution partners. Any purchases of Citizen product through any other entity shall not count toward Citizen Synergy Club rewards.
- Mid-Year sign-ups will be accepted.
- Citizen Synergy Club partner sign-ups must first be approved by Citizen Systems America prior to receiving benefits from program.
- Additional warranty benefit requires registration of product when sold by Synergy partner. This will also include the need for specific information to be shared with Citizen Systems America, including but not limited to: Date of sale, SKU of product, Product S/N, Product MFG date, Distributor purchased through. This information is required for administration.
- Demo unit discount of 60% is for a single demo printer and must be accompanied by a valid deal registration.
- Tiered pricing is provided as suggested guidance and is not guaranteed. Citizen cannot guarantee pricing provided by distribution partners to VAR/ISV/S-I/E-tailer partners.
- Enrollment into this program will be reviewed annually.

Appendix B: Citizen Synergy Club Enrollment Form

***Citizen Synergy Club* PARTNER PROGRAM**

Check One: ISV VAR N-VAR/E-tailer S-I

Company Name:
Address:
Address:
City:
State / Province:
Zip / Postal Code:
Phone 1:
Phone 2:
Website address:
Email address:
Business Specialty/ Target Market(s) Served:
Number of Locations (including city):
Do you sell Point-of-Sale, Mobility or Barcode printers now? Who are the primary manufacturers you work with?
Total Number of Employees: # of Service and support technicians: # of Outside sales:
Years in Business:

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Print Name:
Title:
Signature:
Date:
Secondary Business Contact:

Please send completed forms to: asnowden@citizen-systems.com