



## Vanderbilt's Aspire Partner Program

Advancing security through cutting-edge partnerships

### ? What is Aspire?

Aspire's key theme is about a healthy and mutually rewarding partnership between Vanderbilt and its customers. The partner loyalty program is aimed at helping installers and distributors perform more efficiently against today's market demands.

### Who is eligible?

The program is open to installers, system integrators, distributors and wholesalers that do business directly with Vanderbilt. The program also accepts indirect customers buying from a registered Vanderbilt distributor.



### ✓ What are the benefits?

The program has three membership levels, Registered, Silver, and Gold. Each comes with a higher level of benefits. The benefits of the Aspire program are two-fold: support your daily business through sales advantages and online tools and resources but also create the chance for personal contact and networking opportunities.



## How does it work?

Vanderbilt is continuously developing its training tools and enhancing the quality and capabilities of its support to serve installers better every day. On the distribution side, providing efficient marketing and sales support, plus extended technical and engineering support aims to give customers an edge over their competition.



## Why should you join?

we are one of the only players in the market that can offer technology from access control, intruder detection, transmission and connectivity disciplines on a global basis.

## How to sign up?

Signing up is easy. Just visit the website and click **“Register today”** on the **Loyalty Program page** to join, or click here: [www.vanderbiltindustries.com/partners/loyalty-program](http://www.vanderbiltindustries.com/partners/loyalty-program).

| PARTNER BENEFITS   | Registered  | Silver     | Gold    |
|--|-------------|------------|---------|
| <b>Sales Support</b>   |             |            |         |
| Lead sharing   |             | ✓          | ✓       |
| Discounted demo equipment (higher than current 20%)                              | 20%         | 40%        | 60%     |
| Enhanced sales margin  |             |            | ✓       |
| Extended payment terms   |             | 30/45 days | 60 days |
| Project registration   |             |            | ✓       |
| <b>Marketing Support</b>   |             |            |         |
| Welcome kit and partner recognition certificate                                  | ✓           | ✓          | ✓       |
| Customized product literature (part of partnerperks)                             |             |            | ✓       |
| Automatic listing on “Where to buy” section of website                           | ✓           | ✓          | ✓       |
| VI Global Partner Conference   |             |            | ✓       |
| <b>Training/Qualification/Certification</b>                                      |             |            |         |
| Product training for advanced qualification                                      |             |            | ✓       |
| Sales training courses   | Recommended | ✓          | ✓       |
| Webinars, tutorials, FAQs  | ✓           | ✓          | ✓       |
| <b>Technical Support</b>   |             |            |         |
| Priority hotline for partners*   |             |            | ✓       |
| Priority online support  |             |            | ✓       |
| Extended hotline support*  |             |            | ✓       |
| <b>Partner Perks - Target Dependant*</b>   |             |            |         |
| Digital Media Pack   |             | ✓          | ✓       |
| Training days (1 for Silver 2 for Gold)  |             | ✓          | ✓       |
| Trade Show support, use of our stand for meetings                                |             |            | ✓       |
| Logo & Contact Details added to marketing material upon request                  |             |            | ✓       |
| Upon Request Provide Vanderbilt Roll-ups with Customer Logo & Partner logo Added |             |            | ✓       |

\*Partner agreements & terms apply.

For more information on the partner loyalty program, visit [www.vanderbiltindustries.com/partners/loyalty-program](http://www.vanderbiltindustries.com/partners/loyalty-program)

# VANDERBILT

# What is the Aspire Digital Media Pack?

## Gold Partners

### 1 Online advertising of Case Studies:

- ✓ Online advertising of a partner's case study on the Vanderbilt website
- ✓ On one of the following channels: Facebook, Twitter, LinkedIn, or AdWords
- ✓ Targeted audience: The partner's preferred region & language
- ✓ The optimized landing page will include the partner's contact details



### 4 Be part of our *Ready for any Challenge* campaign

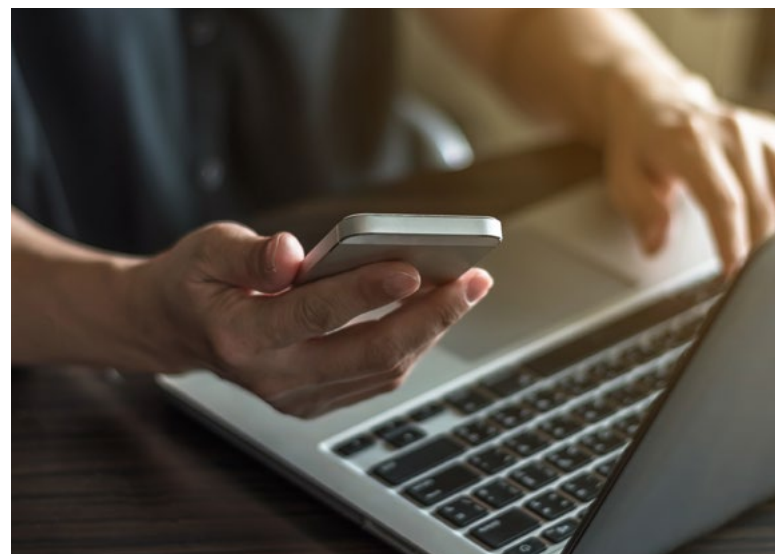
- ✓ Unlimited submissions of images and videos to the new **#ReadyForAnyChallenge** section of the Vanderbilt website
- ✓ **Eligible content:** product/installation images, and video content such as Vanderbilt products, how-to, and other relevant interactive content to highlight the products in use
- ✓ Link to dedicated partner's page on the Vanderbilt website

### 2 Dedicated Partner page:

- ✓ A new enhanced partner page on the Vanderbilt website
- ✓ Includes business description, image, location, and contact details
- ✓ Plus **2** hyperlinks to the partner's website

### 3 Social Media mentions:

- ✓ **3** mentions of the partner's page on Vanderbilt's social media channels





## Silver Partners

### 1 Case studies – organic posting

- ✓ Publication of a partner's case study on Vanderbilt website
- ✓ Sharing on Vanderbilt's social media channels
- ✓ Optimized landing page to include Partner's contact details

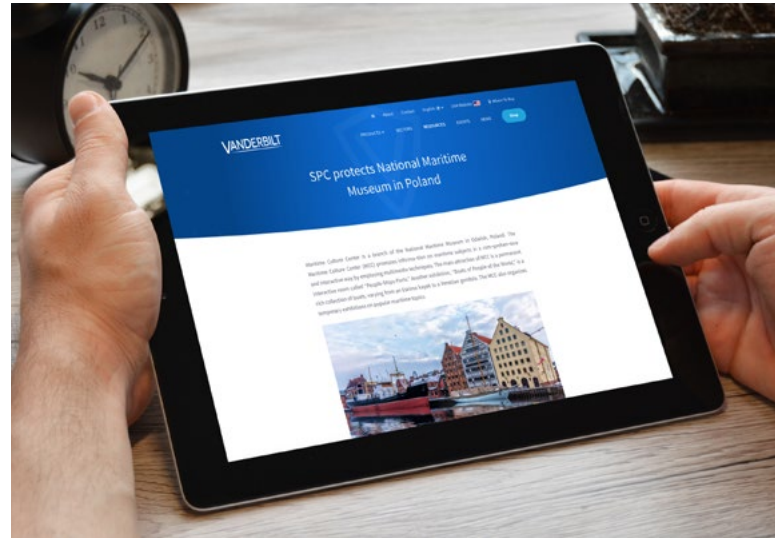


### 2 Dedicated Partner page

- ✓ New enhanced partner page on the Vanderbilt website
- ✓ Includes business description, image, location, and contact details
- ✓ Plus 1 hyperlink to the partner's website

### 3 Social Media mentions

- ✓ 1 mention of the partner's page on Vanderbilt's social media profiles



### 4 Be part of our *Ready for any Challenge* campaign

- ✓ Unlimited submissions of images and videos on the **#ReadyForAnyChallenge** section of the Vanderbilt website
- ✓ **Eligible content:** product/installation images, and video content such as Vanderbilt products, how-to, and other relevant interactive content to highlight the products in use
- ✓ A dedicated link to the partner's page on the Vanderbilt website



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