



Vanderbilt & ComNet 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 & ComNet 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 & ComNet. The program also accepts indirect customers buying from a registered Vanderbilt & ComNet distributor.



✓ What are the benefits?

The program has four membership levels, Registered, Silver, Gold and Diamond. 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 & ComNet 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.

PARTNER BENEFITS	Registered	Silver	Gold	Diamond
Sales Support				
Lead sharing		✓	✓	✓
Discounted demo equipment		✓	✓	✓
Extended payment terms		30 days	60 days	60 days
Advanced project and tender support			✓	✓
Marketing Support				
Official partner certificate		✓	✓	✓
Customized product literature		✓	✓	✓
Listed on the website - where to buy		✓	✓	✓
ACRE global partner conference			✓	✓
ACRE Aspire council			✓	✓
Case stories & testimonials		✓	✓	✓
Quarterly Aspire newsletter	✓	✓	✓	✓
Training/Qualification/Certification				
Product training for advanced qualification		✓	✓	✓
Sales training courses	Recommended	✓	✓	✓
Webinars, tutorial, FAQ & E-learning platform available	✓	✓	✓	✓
Technical Support				
Priority hotline free phone number for partners	**	✓	✓	✓
Priority online support			✓	✓
Extended technical support* conditions apply			✓	✓
Partner Perks - Target Dependant*				
Digital Media Packs standard & advanced		Standard	Advanced	Advanced
Training days		1 Basic course	2 basic courses or 1 advanced	2 basic courses or 1 advanced
Trade Show support, use of our stand for meetings			✓	✓
Logo & contact details added to marketing material upon request			✓	✓
Upon request V&C designed roll-ups with customer & partner logos added			✓	✓

* Partner Perks are target dependant and must be claimed and used the following BY. Yearly validation is required.

* Additional extended technical support may be requested for more complex projects, subject to approval. Please speak with your account manager.

** Registered partners could be eligible for the free phone hotline if adequate advanced training has been completed.

For more information on the partner loyalty program, visit www.vanderbiltindustries.com/partners/loyalty-program

What is the Aspire Digital Media Pack?

Advanced Digital media pack

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

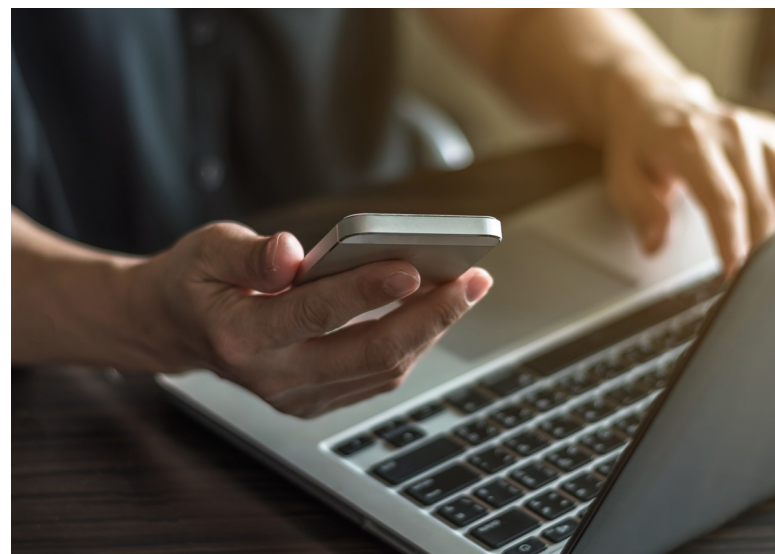
- ✓ Unlimited submissions of images and videos to the new **#ReadyForAnyChallenge** section of the Vanderbilt website
- ✓ **Eligible content:** product/installation images, and video content such as Vanderbilt products, how-to, and other relevant interactive content to highlight the products in use
-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



Standard Digital media pack

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



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

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



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