



Channel Program Overview

Are you interested in opening new markets, expanding your product line and creating new revenue streams? If so, then you need to talk to Symon!

Symon Communications, Inc., a leading provider of visual communications solutions, is seeking to increase its base of authorized resellers. If your company would like to enhance its position within this multi-billion dollar market, then you may qualify to participate in one of Symon's three reseller programs:

- **Strategic Reseller Program:** This program is designed for reseller candidates with at least \$20 million in annual revenue and that possess offerings, that when combined with Symon's, create new and unique synergies that open new markets to both companies.
- **Tactical Reseller Program:** This program is designed for reseller candidates with at least \$10 million in annual revenue that are looking to expand their existing portfolio of solutions and are equipped to actively build at least a \$500 thousand sales pipeline of Symon opportunities and resell at least four Symon digital signage solutions annually.
- **Opportunistic Reseller Program:** This program is designed for those candidates that wish to participate in the sale of Symon's digital signage products but are not equipped or prepared to meet the requirements of Symon's Strategic or Tactical Reseller programs. For Opportunistic Program candidates, Symon offers two options:
 - **20/20 Option:** This option allows program participants to resell Symon's solutions without going through Symon's Strategic or Tactical reseller application and approval processes.
 - **Referral Option:** This option allows program participants to identify and refer valid opportunities to Symon and to collect a referral fee after the opportunity closes and the revenues are collected.

How Does The Process Work? The first step in becoming a Symon reseller is to meet with a Symon representative who will work with you to determine the reseller program that yields a best fit for both parties. If it is determined that the Strategic or Tactical reseller program is a best fit, then you will be asked to sign a mutual non-disclosure agreement. Once the NDA is signed, you will be referred to a Symon Indirect Channel Manager who will work with you to consummate the appropriate approvals and agreements. Once the requisite approvals and agreements are in place, the Symon Direct (inside sales) team will work with you to develop and manage the on-going relationship between the two companies.

If it is determined that the Opportunistic Reseller Program is a best fit, then no other actions are required until you identify the first high-potential sales opportunity. When that opportunity is identified, you will be asked to sign a non-disclosure agreement and then be guided by your Symon representative through the formal agreement and relationship development process.

For more information, contact Loretta Rederscheid at (516) 358-1252 or at lrederscheid@symon.com.