



CINCINNATI GOLD PARTNER PROGRAM

PROGRAM DESCRIPTION

The Cincinnati Gold Partner Program is voluntary cooperative partnerships between Cincinnati Incorporated and 3rd party software suppliers. The primary purpose is to create additional sales for Cincinnati Incorporated and our Gold Partners. Benefits include greater product appeal, reduced burden on company resources, faster product development and greater market reach.

Customers benefit by having more software choices for programming Cincinnati machines, validated 3rd party post-processors for Cincinnati machines, the ability to purchase programming software for various brand equipment and improved access to the latest software features and products and features.

Suppliers become Cincinnati Gold Partners by meeting minimum requirements and receiving formal approval from Cincinnati Incorporated Product Manager.

CINCINNATI®

Gold Partner Program Requirements

- Develop products that operate at an exceptional level with Cincinnati products
- Demonstrate working products in Cincinnati showroom to Cincinnati Marketing personnel
- Introduce and demonstrate products to Cincinnati Sales via web meeting
- Provide sales leads to Cincinnati
- Maintain confidentiality on sales leads received from Cincinnati
- Provide latest products on consignment for Cincinnati Applications personnel
- Train Cincinnati Applications personnel
- Support Cincinnati Applications with laser time studies
- Support Cincinnati machine demonstrations at Cincinnati in person or web-based interactive meeting
- Support Cincinnati Field Sales in person or web-based interactive meeting
- Support Cincinnati Field Sales with marketing collateral such as photos, videos, literature, reference lists, etc.
- Provide product sales through Cincinnati Incorporated at same price as additional distribution channels
- Accept Purchase Orders from Cincinnati Incorporated for end users with pass-through warranty
- Provide user training for new orders
- Provide application support to end users and Cincinnati product personnel
- Maintain product to work seamlessly with Cincinnati machines
- Promote Cincinnati Incorporated in marketing collateral-including banner ad on website
- Attend semi-annual product review meeting with Cincinnati Product, Applications, Service, Engineering

Cincinnati Commitment to Gold Partners

- Assign single point contact
- Educate Cincinnati Salesmen on the program purpose, partnership requirements and customer benefits
- Provide sales leads to Gold Partner
- Maintain confidentiality on leads provided by Gold Partner
- Provide development support in final development stage
- Allow access to Cincinnati showroom machines for product testing
- Promote Gold Partner in marketing collateral-including banner ad on website
- Host semi-annual product review meeting