



# Americas Partner Co-Marketing Funds FY16 Program Toolkit

The Partner Co-Marketing Toolkit is a guide for Cisco internal and external Partner communities. Please use this Toolkit for your FY16 business planning as well as your quarterly planning of initiatives and activities aligned with the Cisco Partner Co-Marketing Programs.

## Overview

The Partner Co-Marketing Program (PCMP) is intended to provide Cisco authorized channel partners ("Partners") with tools and resources to market their companies, the Cisco® product and services they sell, and to help increase bookings through approved co-marketing initiatives. The PCMP is designed to distribute available Cisco Joint Marketing Funds (JMF) based on the maximum expected return on investment. Cisco allocates the funding, and reviews and approves payments to Partners, based on meeting pre-established "Proof-of-Performance" (PoP) criteria. See [Activity List & PoP](#) for complete approved activities list and claim requirements. See [Appendix A](#) for additional terms and conditions applicable to all activities under the PCMP.

By participating in the PCMP, Partners agree to all terms and conditions set forth in this document.

These PCMP Requirements set forth guidance for Partners to follow in order to request and receive JMF from Cisco. Joint Marketing Funds are managed and distributed through *Partner Marketing Central*. Partners must conform to specific rules and requirements, which may vary by country.



## General Requirements

- Public statements must not imply that the Partner is Cisco Systems Corporation, or any subsidiary of Cisco. Marketing Activities must not be misleading or deceptive, nor may they violate country, state or local regulations. Programs must be in good taste and reflect favorably on Cisco. Cisco discourages any negative sales or marketing activity. All registered marks, trademarks, copyrights and disclaimers of Cisco Systems must be properly used as described in the trademark usage available on Cisco.com.
- Cisco requires Partners who receive Joint Marketing Funds (JMF) to request a Full-Service Activity (FSA) or submit a Customized Marketing Activity (CMA) application prior to the activity taking place. All JMF must be approved by Cisco in advance of the activity start date.
- JMF is managed based on the Cisco fiscal calendar and is available on a quarterly basis. Cost for an activity must have incurred within the quarter it is funded and the activity start date determines the funded quarter attachment. Cisco fiscal year 2016 quarters are:
  - Q1: July 26, 2015 – October 24, 2015
  - Q2: October 25, 2015 – January 23, 2016
  - Q3: January 24, 2016 – April 30, 2016
  - Q4: May 1, 2016 – July 30, 2016
- Claims submitted for reimbursement cannot exceed the approved co-marketing program request amount and must be supported by the appropriate Proof-of-Cost (PoC) and Proof-of-Performance (PoP) requirements outlined in [Activity List & PoC/PoP](#).
- Funds from Cisco will be disbursed after claims have been submitted and approved. Payouts for claims may be less than the approved JMF amount, at Cisco's discretion, depending upon the PoP received supporting each claim request.
- All CMA reimbursements will be paid directly to the Cisco partner company aligned to the CMA application. CMA reimbursement cannot be paid to a 3<sup>rd</sup> party vendor. (See [Program Payment Policy](#) for more information.)
- Partners will be responsible for reimbursing Cisco for all deposits for cancelled activities or activities that do not fall within these PCMP Requirements.
- Cisco will not reimburse:
  - Alcohol/liquor
  - Payment to Cisco (or a 3rd party acting on behalf of Cisco) for sponsorship or attendance fees for Cisco hosted events
  - Learning Credits from Cisco or to purchase Cisco Learning Credits from a Learning Partner
  - Cisco products and services
- Cisco does not allow, as part of company sponsored / hosted meetings or events, any activities with risk to the personal safety of an attendee. Examples of out-of-policy / non-allowable high-risk activities are:
  - Alpine skiing, snowmobiling, horseback riding, water skiing, jet skiing, white water rafting, scuba diving, power boat rides, hang gliding, rock climbing, sky diving, zip-lining, bungee jumping, mechanical bull, parasailing, hot air balloon rides, helicopter tours, piloting/flying aircraft, airboat or alligator tours, air tunnel flights, Segways, ATV's/three-wheelers/quads, vehicle racing of any kind including cars, motorcycles, dune buggies, go-carts, boats, etc.
  - The use of guns of any kind, including rifles, hand guns, paintball, shooting range, etc.
  - As a general rule, if a waiver of liability is required to be signed (by the company or an individual) before participating in an activity, and it is not listed above, clearance from Risk Management is required before that activity can be included in the meeting or event.
- Meetings or events requiring travel to destinations that pose a safety or security risk to attendees are to be avoided (as defined by Cisco Global Protective Services as High Risk, Extreme Risk or Prohibited Destination).

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## Funding

All funding amounts are provided in U.S. dollars. Any local currency conversions used for planning purposes against Cisco-provided funding should be based on the budget foreign currency exchange rate established by Cisco at the beginning of each fiscal year. If offered by Cisco at its discretion for a particular program, Partners may elect to receive payments in local currency. However, if the Partner does choose this option, the Partner will assume the risk associated with the fluctuation of the current local currency and the Cisco budget foreign currency exchange rate.



## Program Types

There are generally two program types offered by Cisco: Full-service activities (FSA) and Customized Marketing Activity (CMA) requests.

FSA's are prepackaged joint marketing activities created by Cisco in which certain Partners may participate following appropriate requests and approvals within [Partner Marketing Central](#). Full-service activities have specific Cisco approved vendors associated with them; and may or may not require additional levels of approval by Cisco. Partners are not required to submit claims for Full service activities.

CMA requests include activities or proposals that originate by the Partner and are not Full-service activities. These requests require additional review and approval by Cisco prior to execution. Upon completion of the customized activities, a claim must be submitted by the Partner along with itemized Proof-of-Cost (PoC) and Proof-of-Performance (PoP) for the activity type. A claim against a CMA is not dispersed until Cisco approval is granted through the claim and PoP review process.

## Cancellation Process for Customized Marketing Activity Requests

A Partner may cancel a CMA request at any point as long as a claim has not been submitted against the application. Partners enter into agreements directly with the third party vendors of their choice for the execution of CMA requests. Cisco has no obligation under the agreement between the Partner and third party vendor. If there has been some level of engagement with the vendor, either between Cisco or the Partner, and costs have been incurred, the Partner will be held responsible for any costs associated with the cancelled activity. The Partner may not use PCMP funds to cover these expenses, but must take full responsibility for these costs.

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## Cancellation Process for Full-service Programs

A Partner may request that an activity be cancelled if the activity has not yet taken place. If there has been no engagement with the vendor and no costs have been incurred, such activity may be removed from the Partner's list of activities in [Partner Marketing Central](#).

When there has been some level of engagement with the vendor and costs have been incurred, Cisco will deduct the funding to cover any outstanding vendor expense from the amount originally granted to the Partner.

An order may be cancelled at any time; however, it is only eligible for a refund if cancelled within five calendar days of placing the order in [Partner Marketing Central](#). Funds will then be returned to the original funding source. If the five-day grace period has passed and/or the funded quarter has ended, a cancellation can still be requested but no refunds will be issued. Cancellations may be initiated by Cisco or the partner.

## Customized Marketing Activity Funding Expiration

If the Partner executes an activity in the timeframe specified on the CMA request, the partner has until the last day of the following quarter to submit a claim, and then an additional 30 days to submit the PoP to support the claim. If these timelines are not met, the approved CMA request for funding will expire and the associated funding will be forfeited. The Partner will be responsible for any payments owed to vendors for activities associated with expired applications.

## Activity List with Required Proof-of Cost and Proof-of-Performance

The following section details activities currently eligible for JMF funding consideration. These activities are grouped into the following categories:

### Advertising:

- Broadcast Media (Radio/ Television/ Video)
- Outdoor Advertising/ Digital Signage
- Print Advertising
- Web Advertising

### Business Intelligence:

- Customer Intelligence/Analytics

### Collateral:

- Collateral

### Communications:

- Web Newsletters & E-Mail

### Customer Information:

- List Purchase/Rental for Direct Marketing (Including E-Mail Marketing)

### Events:

- Participation in 3rd Party Events (Trade Shows, Vendor Days, Seminars)
- Pre-Event Planning
- Sales Meeting
- Seminars and Events with External Audience
- Seminars and Events with Internal Audience
- Webinars

### Infrastructure:

- Funded Heads (Product Champion, Product Specialist)

### Localization:

- Translation and Localization

### Merchandising:

- Merchandising

### Sales Incentives:

- Cash Incentives
- Non-Cash Incentives

### Search Engine Marketing:

- Search Engine Optimization / Paid Search

### Social Media:

- Social Media and Social Selling

### Telemarketing/Direct Mail:

- Direct Mail
- Telemarketing

### Training:

- Certification Training
- Sales & Marketing Training

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Category and Activity Type	Definition	Reimbursable Expenses	Required Proof-of-Cost and Proof-of-Performance
Advertising: Broadcast Media (Radio/ Television/ Video)	<p>Advertising placement within broad-based, digitally distributed media, but excluding Web/Online Advertising. Please note that Web/Online Advertising is treated as a separate category (see below).</p> <p>Includes all forms of TV, radio, and video advertising including co-branded videos at events, etc.</p>	<ul style="list-style-type: none"> <li>• Development and Production Costs - Includes valid third-party agency fees and expenses related to the creation, design and production of marketing materials. - Includes valid third-party agency fees and expenses related to the creation, design and production of marketing materials.</li> <li>• Advertising Media Placement Costs - Includes valid third-party print publication, radio, television, online/Web, or other media costs associated with running an advertisement within a particular media vehicle.</li> </ul>	<ul style="list-style-type: none"> <li>• Either a Third-Party Invoice or a Breakdown of Internal Costs on Partner Company's Letter-Headed Stationary reflecting the full cost of the activity And</li> <li>• Proof-of-Performance of Broadcast Media (Includes television, radio and digital video) - Verification of all final-produced broadcast media assets must be submitted in digital format (digital file or URL link to final produced version of the file). Full media schedule (including start and end dates and stations Web sites, or events where the broadcast media ran) must also be provided. If the produced asset contains text, it must be legible. If the produced asset contains a hyperlink to a Web (landing) page, the full URL and access to the live Web page must be provided. All PoP must reflect the appropriate Cisco Representation and include Proof of Activity Start and Completion Date.</li> </ul>
Advertising: Outdoor Advertising/ Digital Signage	<p>Advertising via printed billboards or digital signage within a targeted geographic area.</p> <p>Includes: outdoor billboards, interior or exterior signage, moving billboards (posted on vehicles), indoor signage, printed banners, posters and advertising on LCD/plasma screens.</p>	<ul style="list-style-type: none"> <li>• Development and Production Costs - Includes valid third-party agency fees and expenses related to the creation, design and production of marketing materials. - Includes valid third-party agency fees and expenses related to the creation, design and production of marketing materials.</li> <li>• Advertising Media Placement Costs - Includes valid third-party print publication, radio, television, online/Web, or other media costs associated with running an advertisement within a particular media vehicle.</li> </ul>	<ul style="list-style-type: none"> <li>• Either a Third-Party Invoice or a Breakdown of Internal Costs on Partner Company's Letter-Headed Stationary reflecting the full cost of the activity And</li> <li>• Proof-of-Performance of Printed Marketing (Includes all print advertising, collateral, outdoor, signage, direct mail, merchandising) - Verification of all final-produced marketing materials must be submitted in digital format (photograph, scanned copy of original, or PDF file). If applicable, full media schedule (including start and end dates and stations Web sites, or events where the materials were used) must also be provided. If the produced asset contains text, it must be legible. If the produced asset contains a hyperlink, the full URL and access to the live Web (landing) page must be provided. All PoP must reflect the appropriate Cisco Representation and include Proof of Activity Start and Completion Date.</li> </ul>

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Category and Activity Type	Definition	Reimbursable Expenses	Required Proof-of-Cost and Proof-of-Performance
Advertising: Print	<p>Refers to advertising that uses physically printed media, such as magazines and newspapers, to reach consumers, business customers and prospects.</p> <p>Includes display advertising and paid editorial placed within newspapers, trade magazines, business journals, and other published media vehicles.</p>	<ul style="list-style-type: none"> <li>• Development and Production Costs - Includes valid third-party agency fees and expenses related to the creation, design and production of marketing materials. - Includes valid third-party agency fees and expenses related to the creation, design and production of marketing materials.</li> <li>• Advertising Media Placement Costs - Includes valid third-party print publication, radio, television, online/Web, or other media costs associated with running an advertisement within a particular media vehicle.</li> </ul>	<ul style="list-style-type: none"> <li>• Either a Third-Party Invoice or a Breakdown of Internal Costs on Partner Company's Letter-Headed Stationary reflecting the full cost of the activity</li> <li>And</li> <li>• Proof-of-Performance of Printed Marketing (Includes all print advertising, collateral, outdoor, signage, direct mail, merchandising) - Verification of all final-produced marketing materials must be submitted in digital format (photograph, scanned copy of original, or PDF file). If applicable, full media schedule (including start and end dates and stations Web sites, or events where the materials were used) must also be provided. If the produced asset contains text, it must be legible. If the produced asset contains a hyperlink, the full URL and access to the live Web (landing) page must be provided. All PoP must reflect the appropriate Cisco Representation and include Proof of Activity Start and Completion Date.</li> </ul>
Advertising: Web	<p>Refers specifically to the subset of Internet advertising that entails the use of banner and other advertising and/or paid editorial content or content syndication on specific Web sites. Please note that Search Engine Marketing and Social Media are treated as separate categories (see below)</p> <p>Includes all forms and sizes of Web banner advertising (banner, sidebar, pop-ups and full-page ads), Web collage, campaign website content.</p>	<ul style="list-style-type: none"> <li>• Development and Production Costs - Includes valid third-party agency fees and expenses related to the creation, design and production of marketing materials. - Includes valid third-party agency fees and expenses related to the creation, design and production of marketing materials.</li> <li>• Advertising Media Placement Costs - Includes valid third-party print publication, radio, television, online/Web, or other media costs associated with running an advertisement within a particular media vehicle.</li> <li>• Content Development and Content Syndication Costs</li> </ul>	<ul style="list-style-type: none"> <li>• Either a Third-Party Invoice or a Breakdown of Internal Costs on Partner Company's Letter-Headed Stationary reflecting the full cost of the activity</li> <li>And</li> <li>• Proof-of-Performance of Digital Marketing (Includes Web and e-mail marketing) - Verification of all final-produced Web pages, content, banners, emails and other digital assets must be submitted in digital format (screen capture, digital file, URL link to live page or PDF file). Full media schedule (including start and end dates and stations Web sites, or events where the broadcast media ran) must also be provided. If the produced asset contains text, it must be legible. If the produced asset contains a hyperlink to a Web (landing) page, the full URL and access to the live Web page must be provided. All PoP must reflect the appropriate Cisco Representation and include Proof of Activity Start and Completion Date.</li> </ul>

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Category and Activity Type	Definition	Reimbursable Expenses	Required Proof-of-Cost and Proof-of-Performance
Business Intelligence: Customer Intelligence/Analytics	<p>Customer (either existing or prospective) information and insight derived from customer data collected and analyzed from both internal and external sources.</p> <p>Includes purchase, rental or subscription of customer intelligence and/or analytics, including any consulting efforts focused on customer profiling and propensity to buy.</p>	<ul style="list-style-type: none"> <li>• Data Mining, Analysis and Consulting Costs - Includes valid third-party costs surrounding customer data collection, business analytics and consulting engagement.</li> </ul>	<ul style="list-style-type: none"> <li>• Either a Third-Party Invoice or a Breakdown of Internal Costs on Partner Company's Letter-Headed Stationary reflecting the full cost of the activity</li> <li>And</li> <li>• Proof-of-Performance of Consulting Services - The final version of the Statement-of-Work (SOW) for the service must be provided. The SOW must outline the scope and purpose of the services performed as well as the consulting engagement start and completion date. In some cases, the invoice will contain the breakdown of the costs and will therefore serve as an acceptable SOW. All PoP must reflect the appropriate Cisco Representation and include Proof of Activity Start and Completion Date.</li> </ul>
Collateral	<p>Refers to a broad range of printed material or digital files used to support sales/marketing of a Partner's Cisco solutions.</p> <p>Includes Cisco-centric sales brochures, product guides, data sheets, visual aids, white papers, promotional flyers, success stories, testimonials, reference guides and other visual aids. May also include electronic (DVD) toolkits or other kits used as informational giveaways or sales support resources.</p>	<ul style="list-style-type: none"> <li>• Development and Production Costs - Includes valid third-party agency fees and expenses related to the creation, design and production of marketing materials. - Includes valid third-party agency fees and expenses related to the creation, design and production of marketing materials.</li> <li>• Postage/Delivery Costs - Refers to the actual cost of postal services, including government carriers or non-government operated delivery services, where necessary and reasonable.</li> </ul>	<ul style="list-style-type: none"> <li>• Either a Third-Party Invoice or a Breakdown of Internal Costs on Partner Company's Letter-Headed Stationary reflecting the full cost of the activity</li> <li>And</li> <li>• Proof-of-Performance of Printed Marketing (Includes all print advertising, collateral, outdoor, signage, direct mail, merchandising) - Verification of all final-produced marketing materials must be submitted in digital format (photograph, scanned copy of original, or PDF file). If applicable, full media schedule (including start and end dates and stations Web sites, or events where the materials were used) must also be provided. If the produced asset contains text, it must be legible. If the produced asset contains a hyperlink, the full URL and access to the live Web (landing) page must be provided. All PoP must reflect the appropriate Cisco Representation and include Proof of Activity Start and Completion Date.</li> </ul>

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Category and Activity Type	Definition	Reimbursable Expenses	Required Proof-of-Cost and Proof-of-Performance
Communications: Web Newsletters & E-Mail	<p>Refers to e-mail or Web-based publications providing a sales/marketing message to a targeted list of recipients. Please note that printed newsletters should be submitted as Direct Mail (see below).</p> <p>Includes E-Mail and Web-based newsletters and e-mails focused on a Cisco technology, promotion, product/service, solution or event.</p>	<ul style="list-style-type: none"> <li>Development and Production Costs - Includes valid third-party agency fees and expenses related to the creation, design and production of marketing materials. - Includes valid third-party agency fees and expenses related to the creation, design and production of marketing materials.</li> <li>Advertising Media Placement Costs - Includes valid third-party print publication, radio, television, online/Web, or other media costs associated with running an advertisement within a particular media vehicle.</li> <li>Marketing Program and Sponsorship Costs - Includes valid third-party costs associated with participation in an activity or coordinated set of activities designed to achieve specific marketing objectives.</li> <li>Postage/Delivery Costs</li> </ul>	<ul style="list-style-type: none"> <li>Either a Third-Party Invoice or a Breakdown of Internal Costs on Partner Company's Letter-Headed Stationary reflecting the full cost of the activity</li> <li>And</li> <li>Proof-of-Performance of Digital Marketing (Includes Web and e-mail marketing) - Verification of all final-produced Web pages, content, banners, emails and other digital assets must be submitted in digital format (screen capture, digital file, URL link to live page or PDF file). Full media schedule (including start and end dates and stations Web sites, or events where the broadcast media ran) must also be provided. If the produced asset contains text, it must be legible. If the produced asset contains a hyperlink to a Web (landing) page, the full URL and access to the live Web page must be provided. All PoP must reflect the appropriate Cisco Representation and include Proof of Activity Start and Completion Date.</li> </ul>
Customer Information: List Purchase/Rental for Direct Marketing (Including E-Mail Marketing)	Purchase, rental or subscription of contact lists used for development of client base, event attendance generation, and so on.	<ul style="list-style-type: none"> <li>Mailing List Procurement and Subscription Costs - Includes all fees and costs related to the procurement/rental of mailing lists, subscription fees for valid third-party marketing distribution programs.</li> </ul>	<ul style="list-style-type: none"> <li>Either a Third-Party Invoice or a Breakdown of Internal Costs on Partner Company's Letter-Headed Stationary reflecting the full cost of the activity</li> <li>And</li> <li>Proof-of-Performance of List Purchase/Rental - The final version of the Statement-of-Work (SOW) for the service must be provided. The SOW must indicate the number of names purchased or rented, specific data attribute fields purchased (e.g. name, address, email,...), geography and customer segment. In some cases, the invoice will contain the breakdown of the costs and will therefore serve as an acceptable SOW. Additional documentation that outlines the scope of the activity (what the list was used for) and start and end date must be provided. All PoP must reflect the appropriate Cisco Representation and include Proof of Activity Start and Completion Date.</li> </ul>

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Category and Activity Type	Definition	Reimbursable Expenses	Required Proof-of-Cost and Proof-of-Performance
Events: Participation in 3rd Party Events (Trade Shows, Vendor Days, Seminars)	<p>This activity refers to participation and inclusion in various events that are NOT owned or driven by the Partner or by Cisco. In other words, these events are owned and executed by third parties. There should be a strong promotional benefit to Cisco.</p> <p>Includes participation in conferences, trade shows, seminars, vendor days, floor shows, launch events, exhibitions and other Cisco business-oriented activities held at a physical location.</p>	<ul style="list-style-type: none"> <li>● Development and Production Costs - Includes valid third-party agency fees and expenses related to the creation, design and production of marketing materials. - Includes valid third-party agency fees and expenses related to the creation, design and production of marketing materials.</li> <li>● Event Costs (Excludes Alcohol) - Includes expenses associated with the planning and implementation of a Cisco-focused event. Includes event location rental, speaker fees (for third-party speaker), customer ticket and sponsorship purchase, food and non-alcoholic drinks, audio/visual and broadcast fees, event related equipment rental (excluding demo equipment purchase), event planning, Cisco co-branded merchandise with the authorized Cisco Partner relationship logo and/or co-branded with the Partner company logo.</li> <li>● Marketing Program and Sponsorship Costs - Includes valid third-party costs associated with participation in an activity or coordinated set of activities designed to achieve specific marketing objectives.</li> </ul> <p>Note: Excludes Alcohol and Other Non-Reimbursable Expenses</p>	<ul style="list-style-type: none"> <li>● Either a Third-Party Invoice or a Breakdown of Internal Costs on Partner Company's Letter-Headed Stationary reflecting the full cost of the activity And</li> <li>● Proof-of-Performance of Event (Includes internal and external events, event sponsorships and Webinars) - Adequate supporting documentation of the event must be provided including: copy of the invitation, event audience and number of attendees, event description (including Cisco involvement), event agenda, copy of the presentation(s), (if live event) photo or event recording or (if online Webinar) screen capture or event recording. All PoP must reflect the appropriate Cisco Representation and include Proof of Activity Start and Completion Date.</li> </ul>
Events: Pre-Event Planning	<p>This activity refers specifically to event-related deposit fees required to secure event location, speakers, equipment, etc., prior to actual event date. This activity type is NOT intended to cover the full cost of event and does not include the purchase of demo equipment.</p>	<ul style="list-style-type: none"> <li>● Event Deposit Costs - Includes pre-event deposit fees for location, speakers and event equipment rental (A/V equipment, furniture). Does NOT include costs of purchasing demo equipment).</li> </ul> <p>Note: Excludes Alcohol and Other Non-Reimbursable Expenses</p>	<ul style="list-style-type: none"> <li>● A Third-Party Invoice issued to the Partner reflecting the cost of the deposit. And</li> <li>● Proof-of-Performance of Pre-Event Planning (Refers solely to the Pre-Event Planning activity) - The final version of the Statement-of-Work (SOW) for the event deposit from the third-party vendor must be provided. The SOW must indicate the start and end date of the event. In some cases, the invoice for the event deposit will contain the breakdown of individual costs covered by the deposit and will therefore serve as an acceptable SOW.</li> </ul>

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Category and Activity Type	Definition	Reimbursable Expenses	Required Proof-of-Cost and Proof-of-Performance
Events: Sales Meetings	Partner events focused on sales strategy, review and future goals where there is a strong Cisco advertising element (Non-training event).	<ul style="list-style-type: none"> <li>Marketing Program and Sponsorship Costs - Includes valid third-party costs associated with participation in an activity or coordinated set of activities designed to achieve specific marketing objectives.</li> </ul> <p>Note: Excludes Alcohol and Other Non-Reimbursable Expenses</p>	<ul style="list-style-type: none"> <li>Either a Third-Party Invoice or a Breakdown of Internal Costs on Partner Company's Letter-Headed Stationary reflecting the full cost of the activity</li> <li>And</li> <li>Proof-of-Performance of Event (Includes internal and external events, event sponsorships and Webinars) - Adequate supporting documentation of the event must be provided including: copy of the invitation, event audience and number of attendees, event description (including Cisco involvement), event agenda, copy of the presentation(s), (if live event) photo or event recording or (if online Webinar) screen capture or event recording. All PoP must reflect the appropriate Cisco Representation and include Proof of Activity Start and Completion Date.</li> </ul>
Events: Seminars and Events with External Audience	Partner hosted event with formal presentations. Partner-led event in which end customers are invited to hear a subject matter expert speak to a Cisco related topic.	<ul style="list-style-type: none"> <li>Event Costs (Excludes Alcohol) - Includes expenses associated with the planning and implementation of a Cisco-focused event. Includes event location rental, speaker fees (for third-party speaker), customer ticket and sponsorship purchase, food and non-alcoholic drinks, audio/visual and broadcast fees, event related equipment rental (excluding demo equipment purchase), event planning, Cisco co-branded merchandise with the authorized Cisco Partner relationship logo and/or co-branded with the Partner company logo.</li> </ul> <p>Note: Excludes Alcohol and Other Non-Reimbursable Expenses</p>	<ul style="list-style-type: none"> <li>Either a Third-Party Invoice or a Breakdown of Internal Costs on Partner Company's Letter-Headed Stationary reflecting the full cost of the activity</li> <li>And</li> <li>Proof-of-Performance of Event (Includes internal and external events, event sponsorships and Webinars) - Adequate supporting documentation of the event must be provided including: copy of the invitation, event audience and number of attendees, event description (including Cisco involvement), event agenda, copy of the presentation(s), (if live event) photo or event recording or (if online Webinar) screen capture or event recording. All PoP must reflect the appropriate Cisco Representation and include Proof of Activity Start and Completion Date.</li> </ul>

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Category and Activity Type	Definition	Reimbursable Expenses	Required Proof-of-Cost and Proof-of-Performance
Events: Seminars and Events with Internal Audience	Partner hosted event with formal presentations. Partner-led event in which internal (sales) teams are invited to hear a subject matter expert speak to a Cisco related topic.	<ul style="list-style-type: none"> <li>Event Costs (Excludes Alcohol) - Includes expenses associated with the planning and implementation of a Cisco-focused event. Includes event location rental, speaker fees (for third-party speaker), customer ticket and sponsorship purchase, food and non-alcoholic drinks, audio/visual and broadcast fees, event related equipment rental (excluding demo equipment purchase), event planning, Cisco co-branded merchandise with the authorized Cisco Partner relationship logo and/or co-branded with the Partner company logo.</li> </ul> <p>Note: Excludes Alcohol and Other Non-Reimbursable Expenses</p>	<ul style="list-style-type: none"> <li>Either a Third-Party Invoice or a Breakdown of Internal Costs on Partner Company's Letter-Headed Stationary reflecting the full cost of the activity</li> <li>And</li> <li>Proof-of-Performance of Event (Includes internal and external events, event sponsorships and Webinars) - Adequate supporting documentation of the event must be provided including: copy of the invitation, event audience and number of attendees, event description (including Cisco involvement), event agenda, copy of the presentation(s), (if live event) photo or event recording or (if online Webinar) screen capture or event recording. All PoP must reflect the appropriate Cisco Representation and include Proof of Activity Start and Completion Date.</li> </ul>
Events: Webinars	Refers to any Cisco-focused presentation, lecture, workshop or seminar that is transmitted over the Web.	<ul style="list-style-type: none"> <li>Development and Production Costs - Includes valid third-party agency fees and expenses related to the creation, design and production of marketing materials. - Includes valid third-party agency fees and expenses related to the creation, design and production of marketing materials.</li> <li>Event Costs (Excludes Alcohol) - Includes expenses associated with the planning and implementation of a Cisco-focused event. Includes event location rental, speaker fees (for third-party speaker), customer ticket and sponsorship purchase, food and non-alcoholic drinks, audio/visual and broadcast fees, event related equipment rental (excluding demo equipment purchase), event planning, Cisco co-branded merchandise with the authorized Cisco Partner relationship logo and/or co-branded with the Partner company logo.</li> <li>Marketing Program and Sponsorship Costs - Includes valid third-party costs associated with participation in an activity or coordinated set of activities designed to achieve specific marketing objectives.</li> </ul> <p>Note: Excludes Alcohol and Other Non-Reimbursable Expenses</p>	<ul style="list-style-type: none"> <li>Either a Third-Party Invoice or a Breakdown of Internal Costs on Partner Company's Letter-Headed Stationary reflecting the full cost of the activity</li> <li>And</li> <li>Proof-of-Performance of Event (Includes internal and external events, event sponsorships and Webinars) - Adequate supporting documentation of the event must be provided including: copy of the invitation, event audience and number of attendees, event description (including Cisco involvement), event agenda, copy of the presentation(s), (if live event) photo or event recording or (if online Webinar) screen capture or event recording. All PoP must reflect the appropriate Cisco Representation and include Proof of Activity Start and Completion Date.</li> </ul>

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## Activity List with Required Proof-of Cost and Proof-of-Performance

ALL ACTIVITIES REQUIRE: 1) PROOF-OF-COST AND 2) PROOF-OF-PERFORMANCE (including Proof of Cisco Representation, if applicable), *AS NOTED BELOW*. (Refer to the [Glossary of Terms](#) and [Logo Guidelines](#) (contained within this document) for details.

Category and Activity Type	Definition	Reimbursable Expenses	Required Proof-of-Cost and Proof-of-Performance
Infrastructure: Funded Heads (Product Champion, Product Specialist)	<p>Individual employed by Partner to direct, promote, and sell Cisco products.</p> <p>Please note: In Cisco EMEAR sales region, all funded heads are required to be temporary workers hired through a third-party agency.</p> <p>Includes Cisco sales specialists (also know as product champions or product specialists), business development managers focused on Cisco and Cisco-focused engineers.</p>	<ul style="list-style-type: none"> <li>Salary of Funded Head - Limited to the pre-approved amount submitted by the Partner and agreed to by Cisco.</li> </ul>	<ul style="list-style-type: none"> <li>Either a Third-Party Invoice or a Breakdown of Internal Costs on Partner Company's Letter-Headed Stationary reflecting the full cost of the activity And</li> <li>Proof-of-Performance of Infrastructure/Headcount (Refers solely to Funded Headcount) - Verification of details of the funded headcount, must be provided in the form of a Statement-of-Work (SOW) and/or letter from the a company official on Partner's letter-headed stationary. Documentation must include name of employee, job description, date range, funding amount, salary, and goals. All PoP must reflect the appropriate Cisco Representation and include Proof of Activity Start and Completion Date. Note: SOW and/or company letter must indicate prior written approval and agreement by a Cisco representative and Partner.</li> </ul>
Localization: Translation and Localization Costs	<p>Includes any efforts around modifying content to make it usable for a new locale. Usually includes translating the text (also know as "copy") to local language, but may also includes modifying country-specific references, images and jargon.</p>	<ul style="list-style-type: none"> <li>Translation and Localization Costs - Includes valid third-party agency fees and expenses related to the translating text (also know as "copy") to a local language, plus any costs related to modifying country-specific references, images and jargon within marketing materials to make it suitable for use in a new locale.</li> </ul>	<ul style="list-style-type: none"> <li>Either a Third-Party Invoice or a Breakdown of Internal Costs on Partner Company's Letter-Headed Stationary reflecting the full cost of the activity And</li> <li>Proof-of-Performance of Translation/Localization Services - The final version of the Statement-of-Work (SOW) for the service must be provided. The SOW must indicate which languages the marketing materials were localized to and the completion date of the localization services. In some cases, the invoice will contain the breakdown of the costs and will therefore serve as an acceptable SOW. Electronic copies of both the original and the final translated document must also be provided. All PoP must reflect the appropriate Cisco Representation and include Proof of Activity Start and Completion Date.</li> </ul>

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## Activity List with Required Proof-of Cost and Proof-of-Performance

ALL ACTIVITIES REQUIRE: 1) PROOF-OF-COST AND 2) PROOF-OF-PERFORMANCE (including Proof of Cisco Representation, if applicable), *AS NOTED BELOW*. (Refer to the [Glossary of Terms](#) and [Logo Guidelines](#) (contained within this document) for details.

Category and Activity Type	Definition	Reimbursable Expenses	Required Proof-of-Cost and Proof-of-Performance
Merchandising	Refers to any Cisco and Partner co-branded materials and items. Must include either 1) the appropriate Cisco Partner Relationship logo, or 2) the appropriate Cisco Partner Relationship logo along with the individual Partner's own company logo. Merchandise must be intended to support a specific Cisco program or event.	<ul style="list-style-type: none"> <li>Development and Production Costs - Includes valid third-party agency fees and expenses related to the creation, design and production of marketing materials.</li> <li>Includes valid third-party agency fees and expenses related to the creation, design and production of marketing materials.</li> </ul>	<ul style="list-style-type: none"> <li>Either a Third-Party Invoice or a Breakdown of Internal Costs on Partner Company's Letter-Headed Stationary reflecting the full cost of the activity</li> <li>And</li> <li>Proof-of-Performance of Printed Marketing (Includes all print advertising, collateral, outdoor, signage, direct mail, merchandising) - Verification of all final-produced marketing materials must be submitted in digital format (photograph, scanned copy of original, or PDF file). If applicable, full media schedule (including start and end dates and stations Web sites, or events where the materials were used) must also be provided. If the produced asset contains text, it must be legible. If the produced asset contains a hyperlink, the full URL and access to the live Web (landing) page must be provided. All PoP must reflect the appropriate Cisco Representation and include Proof of Activity Start and Completion Date.</li> </ul>
Sales Incentives: Cash Incentives	<p>Contest, incentive and promotion activity that targets eligible sales individuals within the Partner organization. Awarded in the form of cash or cash equivalent.</p> <p>Includes sales SPIFs or other sales incentives paid in the form of cash or cash equivalent (gift cards redeemable for cash - i.e., AMEX, Visa, Master Card gift cards)</p>	<ul style="list-style-type: none"> <li>Contest and Administration Fees - Includes reasonable and pre-approved fees charged by the Partner or third-party program administrator to cover costs of sales incentive contest promotion and administration, prize procurement and reporting.</li> <li>Incentives and Prizes Awarded Costs - Refers to the actual cash value of awarded incentives and prizes.</li> </ul>	<ul style="list-style-type: none"> <li>Either a Third-Party Invoice or a Breakdown of Internal Costs on Partner Company's Letter-Headed Stationary reflecting the full cost of the activity</li> <li>And</li> <li>Proof-of Performance of Sales Incentive Program (includes cash and non-cash incentives) - Verification of completion of the incentive program, including documentation of the incentive description and objective, incentive program eligibility and rules, list of winners, itemized list of prizes and quantities, start and end date. All PoP must reflect the appropriate Cisco Representation and include Proof of Activity Start and Completion Date.</li> </ul>

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## Activity List with Required Proof-of Cost and Proof-of-Performance

ALL ACTIVITIES REQUIRE: 1) PROOF-OF-COST AND 2) PROOF-OF-PERFORMANCE (including Proof of Cisco Representation, if applicable), *AS NOTED BELOW*. (Refer to the [Glossary of Terms](#) and [Logo Guidelines](#) (contained within this document) for details.

Category and Activity Type	Definition	Reimbursable Expenses	Required Proof-of-Cost and Proof-of-Performance
Sales Incentives: Non-Cash Incentives	<p>Contest, incentive and promotion activity that targets eligible sales individuals within the Partner organization. Awarded in the form of prizes or other non-cash payouts.</p> <p>Includes sales contests or other sales incentives paid in the form of non-cash rewards, prizes or giveaways including product gift cards that are not redeemable for cash - i.e. restaurant gift cards, retail store credit gift cards, etc.</p>	<ul style="list-style-type: none"> <li>Contest and Administration Fees - Includes reasonable and pre-approved fees charged by the Partner or third-party program administrator to cover costs of sales incentive contest promotion and administration, prize procurement and reporting.</li> <li>Incentives and Prizes Awarded Costs - Refers to the actual cash value of awarded incentives and prizes.</li> </ul>	<ul style="list-style-type: none"> <li>Either a Third-Party Invoice or a Breakdown of Internal Costs on Partner Company's Letter-Headed Stationary reflecting the full cost of the activity</li> <li>And</li> <li>Proof-of Performance of Sales Incentive Program (includes cash and non-cash incentives) - Verification of completion of the incentive program, including documentation of the incentive description and objective, incentive program eligibility and rules, list of winners, itemized list of prizes and quantities, start and end date. All PoP must reflect the appropriate Cisco Representation and include Proof of Activity Start and Completion Date.</li> </ul>
Search Engine Marketing: Search Engine Optimization / Paid Search	<p>Aims to increase visibility of your company website in search engine results.</p> <p>Includes search engine optimization and paid search results in common search engines such as Google, Yahoo!, and MSN Live Search.</p>	<ul style="list-style-type: none"> <li>Marketing Program and Sponsorship Costs - Includes valid third-party costs associated with participation in an activity or coordinated set of activities designed to achieve specific marketing objectives.</li> </ul>	<ul style="list-style-type: none"> <li>A Third-Party Invoice issued to the Partner reflecting the full cost of the activity.</li> <li>And</li> <li>Proof-of-Performance of Search Engine Marketing - Adequate supporting documentation of the campaign must be provided including: full list of key words/ad words purchased, screen capture of search engine web results including date of screen capture, the full URL and access to the Web (landing) page, start and end date of campaign (if applicable). All PoP must reflect the appropriate Cisco Representation and include Proof of Activity Start and Completion Date.</li> </ul>

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## Activity List with Required Proof-of Cost and Proof-of-Performance

ALL ACTIVITIES REQUIRE: 1) PROOF-OF-COST AND 2) PROOF-OF-PERFORMANCE (including Proof of Cisco Representation, if applicable), *AS NOTED BELOW*. (Refer to the [Glossary of Terms](#) and [Logo Guidelines](#) (contained within this document) for details.

Category and Activity Type	Definition	Reimbursable Expenses	Required Proof-of-Cost and Proof-of-Performance
Social Media: Social Media and Social Selling	<p>Management and development of content used in social media marketing. Includes both direct and indirect advertisements.</p> <p>Includes marketing via social media such as Twitter, Facebook, LinkedIn, YouTube, and tools used for Social Media in various countries.</p>	<ul style="list-style-type: none"> <li>• Development and Production Costs - Includes valid third-party agency fees and expenses related to the creation, design and production of marketing materials. - Includes valid third-party agency fees and expenses related to the creation, design and production of marketing materials.</li> <li>• Advertising Media Placement Costs - Includes valid third-party print publication, radio, television, online/Web, or other media costs associated with running an advertisement within a particular media vehicle.</li> <li>• Marketing Program and Sponsorship Costs - Includes valid third-party costs associated with participation in an activity or coordinated set of activities designed to achieve specific marketing objectives.</li> </ul>	<ul style="list-style-type: none"> <li>• Either a Third-Party Invoice or a Breakdown of Internal Costs on Partner Company's Letter-Headed Stationary reflecting the full cost of the activity And</li> <li>• Proof-of-Performance of Digital Marketing (Includes Web and e-mail marketing) - Verification of all final-produced Web pages, content, banners, emails and other digital assets must be submitted in digital format (screen capture, digital file, URL link to live page or PDF file). Full media schedule (including start and end dates and stations Web sites, or events where the broadcast media ran) must also be provided. If the produced asset contains text, it must be legible. If the produced asset contains a hyperlink to a Web (landing) page, the full URL and access to the live Web page must be provided. All PoP must reflect the appropriate Cisco Representation and include Proof of Activity Start and Completion Date.</li> </ul>
Telemarketing/Direct Mail: Direct Mail	<p>Production and delivery of printed marketing material to a targeted list of recipients via postal mail. Please note that this activity includes mailing list procurement/rental when directly part of the direct mail campaign.</p> <p>Includes the design and development of collateral and the distribution of direct physical mail pieces.</p>	<ul style="list-style-type: none"> <li>• Development and Production Costs - Includes valid third-party agency fees and expenses related to the creation, design and production of marketing materials. - Includes valid third-party agency fees and expenses related to the creation, design and production of marketing materials.</li> <li>• Postage/Delivery Costs - Refers to the actual cost of postal services, including government carriers or non-government operated delivery services, where necessary and reasonable.</li> </ul>	<ul style="list-style-type: none"> <li>• Either a Third-Party Invoice or a Breakdown of Internal Costs on Partner Company's Letter-Headed Stationary reflecting the full cost of the activity And</li> <li>• Proof-of-Performance of Printed Marketing (Includes all print advertising, collateral, outdoor, signage, direct mail, merchandising) - Verification of all final-produced marketing materials must be submitted in digital format (photograph, scanned copy of original, or PDF file). If applicable, full media schedule (including start and end dates and stations Web sites, or events where the materials were used) must also be provided. If the produced asset contains text, it must be legible. If the produced asset contains a hyperlink, the full URL and access to the live Web (landing) page must be provided. All PoP must reflect the appropriate Cisco Representation and include Proof of Activity Start and Completion Date.</li> </ul>

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## Activity List with Required Proof-of Cost and Proof-of-Performance

ALL ACTIVITIES REQUIRE: 1) PROOF-OF-COST AND 2) PROOF-OF-PERFORMANCE (including Proof of Cisco Representation, if applicable), *AS NOTED BELOW*. (Refer to the [Glossary of Terms](#) and [Logo Guidelines](#) (contained within this document) for details.

Category and Activity Type	Definition	Reimbursable Expenses	Required Proof-of-Cost and Proof-of-Performance
Telemarketing/Direct Mail: Telemarketing	Outbound telephone calling campaigns.	<ul style="list-style-type: none"> <li>• Call Center or Direct Response Agency Charges - Includes costs incurred from using a third-party (outsourced) call center.</li> <li>• Development and Production Costs - Includes valid third-party agency fees and expenses related to the creation, design and production of marketing materials. - Includes valid third-party agency fees and expenses related to the creation, design and production of marketing materials.</li> </ul>	<ul style="list-style-type: none"> <li>• Either a Third-Party Invoice or a Breakdown of Internal Costs on Partner Company's Letter-Headed Stationary reflecting the full cost of the activity</li> <li>And</li> <li>• Proof-of-Performance of Telemarketing Campaign - Verification of completion of the telemarketing campaign must be provided, including: copy of script (must reference Cisco products, solutions or technologies), number our outbound calls performed. All PoP must reflect the appropriate Cisco Representation and include Proof of Activity Start and Completion Date.</li> </ul>
Training: Certification Training	Cisco Certification/Specialization Courses and Boot Camps	<ul style="list-style-type: none"> <li>• Course and Certification Costs - Includes the actual costs charged for individuals taking the course or certification. May also include events costs if the Partner or third-party employed by the Partner is administering the event.</li> </ul> <p>Note: Excludes Alcohol and Other Non-Reimbursable Expenses</p>	<ul style="list-style-type: none"> <li>• A Third-Party Invoice issued to the Partner for the full cost of the activity.</li> <li>And</li> <li>• Proof-of-Performance of Training - Verification of completion of the training activity must be provided, including: documentation that outlines the specific training/specialization name and level achieved, objective/purpose of the training, overview of training material (needs to be training on Cisco content), full list of participants, start and end dates. All PoP must reflect the appropriate Cisco Representation and include Proof of Activity Start and Completion Date.</li> </ul>

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## Activity List with Required Proof-of Cost and Proof-of-Performance

ALL ACTIVITIES REQUIRE: 1) PROOF-OF-COST AND 2) PROOF-OF-PERFORMANCE (including Proof of Cisco Representation, if applicable), *AS NOTED BELOW*. (Refer to the [Glossary of Terms](#) and [Logo Guidelines](#) (contained within this document) for details.

Category and Activity Type	Definition	Reimbursable Expenses	Required Proof-of-Cost and Proof-of-Performance
Training: Sales & Marketing Training	Refers to activities with Sales or Marketing focus . Includes sales and technical "deep-dive" trainings. There should be a strong potential bookings benefit to Cisco.	<ul style="list-style-type: none"> <li>• Course and Certification Costs - Includes the actual costs charged for individuals taking the course or certification. May also include events costs if the Partner or third-party employed by the Partner is administering the event.</li> <li>• Event Costs (Excludes Alcohol) - Includes expenses associated with the planning and implementation of a Cisco-focused event. Includes event location rental, speaker fees (for third-party speaker), customer ticket and sponsorship purchase, food and non-alcoholic drinks, audio/visual and broadcast fees, event related equipment rental (excluding demo equipment purchase), event planning, Cisco co-branded merchandise with the authorized Cisco Partner relationship logo and/or co-branded with the Partner company logo.</li> </ul> <p>Note: Excludes Alcohol and Other Non-Reimbursable Expenses</p>	<ul style="list-style-type: none"> <li>• Either a Third-Party Invoice or a Breakdown of Internal Costs on Partner Company's Letter-Headed Stationary reflecting the full cost of the activity</li> </ul> <p>And</p> <ul style="list-style-type: none"> <li>• Proof-of-Performance of Training - Verification of completion of the training activity must be provided, including: documentation that outlines the specific training/specialization name and level achieved, objective/purpose of the training, overview of training material (needs to be training on Cisco content), full list of participants, start and end dates. Must reflect the appropriate Cisco Representation and include Proof of Activity Start and Completion Date.</li> </ul>

## Activity List with Required Proof-of Cost and Proof-of-Performance (Continued)

### Glossary of Terms

**Advertising Media Placement Costs** - Includes valid third-party print publication, radio, television, online/Web, or other media costs associated with running an advertisement within a particular media vehicle.

**Alcohol and Other Non-Reimbursable Expenses:** Alcohol, demo equipment purchase, cancellation fees, personal lodging/accommodation, personal travel, personal expenses and anything not allowed under the Cisco Meetings and Events Policy.

Per Cisco Meeting and Events Policy - Cisco does not allow, as part of company sponsored / hosted meetings or events, any activities with risk to the personal safety of an attendee.

Examples of out-of-policy / non-allowable high-risk activities are: Alpine skiing, snowmobiling, horseback riding, water skiing, jet skiing, white water rafting, scuba diving, power boat rides, hang gliding, rock climbing, sky diving, zip-lining, bungee jumping, mechanical bull, parasailing, hot air balloon rides, helicopter tours, piloting/flying aircraft, airboat or alligator tours, air tunnel flights, Segway's, ATV's/three-wheelers/quads, vehicle racing of any kind including cars, motorcycles, dune buggies, go-carts, boats, etc. Finally, the use of guns of any kind, including rifles, hand guns, paintball, shooting range, etc. is not allowed.

**Breakdown of Internal Costs on Partner Company Letter-Headed Stationary** - In the event that a Partner is executing the activity in-house (i.e. not working with a third party agency to plan/implement the activity), the Partner must submit an itemized breakdown internal charges on the Partner's letter-headed stationary. This document must include the date (or dates) on which the activity (or activities) were completed.

**Call Center or Direct Response Agency Charges** - Includes costs incurred from using a third-party (outsourced) call center.

**Cisco Representation** - All produced marketing materials (including both printed and digital assets) need to include appropriate Cisco representation, including Cisco partnership logo (co-branding) usage. All funded activities must reference Cisco products, services, solutions and/or technologies.

**Content Development and Content Syndication Costs** - Includes valid third-party online content development and content syndication (also know as "Web feeds" or "subscription usage") costs.

**Contest and Administration Fees** - Includes reasonable and pre-approved fees charged by the Partner or third-party program administrator to cover costs of sales incentive contest promotion and administration, prize procurement and reporting.

**Course and Certification Costs** - Includes the actual costs charged for individuals taking the course or certification. May also include events costs if the Partner or third-party employed by the Partner is administering the event.

**Data Mining, Analysis and Consulting Costs** - Includes valid third-party costs surrounding customer data collection, business analytics and consulting engagement.

**Development and Production Costs** - Includes valid third-party agency fees and expenses related to the creation, design and production of marketing materials. May include writing (also called "copy writing"), layout/design, printing and artwork-related (photography/usage) fees.

**Event Costs (Excludes Alcohol)** - Includes expenses associated with the planning and implementation of a Cisco-focused event. Includes event location rental, speaker fees (for third-party speaker), customer ticket and sponsorship purchase, food and non-alcoholic drinks, audio/visual and broadcast fees, event related equipment rental (excluding demo equipment purchase), event planning, Cisco co-branded merchandise with the authorized Cisco Partner relationship logo and/or co-branded with the Partner company logo.

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## Activity List with Required Proof-of Cost and Proof-of-Performance (Continued)

### Glossary of Terms

**Event Deposit Costs** - Includes pre-event deposit fees for location, speakers and event equipment rental (A/V equipment, furniture). Does NOT include costs of purchasing demo equipment).

**Incentives and Prizes Awarded Costs** - Refers to the actual cash value of awarded incentives and prizes.

**Mailing List Procurement and Subscription Costs** - Includes all fees and costs related to the procurement/rental of mailing lists, subscription fees for valid third-party marketing distribution programs.

**Marketing Program and Sponsorship Costs** - Includes valid third-party costs associated with participation in an activity or coordinated set of activities designed to achieve specific marketing objectives. Includes costs to secure a booth for tradeshow and for Cisco Connect.

**Network Assessment Services Costs** - Includes consulting and services fees from approved third-party vendors.

**Postage/Delivery Costs** - Refers to the actual cost of postal services, including government carriers or non-government operated delivery services, where necessary and reasonable.

**Proof of Activity Start and Completion Date** - In order to qualify for funding reimbursement, activities must be approved by Cisco in advance of the activity start date. Additionally, reimbursement requires that the marketing activity be completed (cost for an activity must have been incurred) within the fiscal time period in which it was approved (activity start and completion date). Approved activities that do not occur within of the designated time period will result in the approval being withdrawn.

**Proof-of Performance of Sales Incentive Program** (includes cash and non-cash incentives) - Verification of completion of the incentive program, including documentation of the incentive description and objective, incentive program eligibility and rules, list of winners, itemized list of prizes and quantities, start and end date.

**Proof-of-Performance (PoP)** - The partner must provide required proof-of-performance (PoP) and supporting documentation for each marketing activity to validate that the activity has taken place and that Cisco was represented.

**Proof-of-Performance of Broadcast Media** (Includes television, radio and digital video) - Verification of all final-produced broadcast media assets must be submitted in digital format (digital file or URL link to final produced version of the file). Full media schedule (including start and end dates and stations Web sites, or events where the broadcast media ran) must also be provided. If the produced asset contains text, it must be legible. If the produced asset contains a hyperlink to a Web (landing) page, the full URL and access to the live Web page must be provided.

**Proof-of-Performance of Consulting Services** - The final version of the Statement-of-Work (SOW) for the service must be provided. The SOW must outline the scope and purpose of the services performed as well as the consulting engagement start and completion date. In some cases, the invoice will contain the breakdown of the costs and will therefore serve as an acceptable SOW.

**Proof-of-Performance of Digital Marketing** (Includes Web and e-mail marketing) - Verification of all final-produced Web pages, content, banners, emails and other digital assets must be submitted in digital format (screen capture, digital file, URL link to live page or PDF file). Full media schedule (including start and end dates and stations Web sites, or events where the broadcast media ran) must also be provided. If the produced asset contains text, it must be legible. If the produced asset contains a hyperlink to a Web (landing) page, the full URL and access to the live Web page must be provided.

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## Activity List with Required Proof-of Cost and Proof-of-Performance (Continued)

### Glossary of Terms

**Proof-of-Performance of Event** (Includes internal and external events, event sponsorships and Webinars) - Adequate supporting documentation of the event must be provided including: copy of the invitation, event audience and number of attendees, event description (including Cisco involvement), event agenda, copy of the presentation(s), (if live event) photo or event recording or (if online Webinar) screen capture or event recording.

**Proof-of-Performance of Infrastructure/Headcount** (Refers solely to Funded Headcount) - Verification of details of the funded headcount, must be provided in the form of a Statement-of-Work (SOW) and/or letter from the a company official on Partner's letter-headed stationary. Documentation must include name of employee, job description, date range, funding amount, salary, goals

Note: SOW and/or company letter must indicate t indicate prior written approval and agreement by a Cisco representative and Partner.

**Proof-of-Performance of List Purchase/Rental** - The final version of the Statement-of-Work (SOW) for the service must be provided. The SOW must indicate the number of names purchased or rented, specific data attribute fields purchased (e.g. name, address, email,...), geography and customer segment. In some cases, the invoice will contain the breakdown of the costs and will therefore serve as an acceptable SOW. Additional documentation that outlines the scope of the activity (what the list was used for) and start and end date must be provided.

**Proof-of-Performance of Network Assessment** (Refers solely to approved Network Assessments) - Verification of completion of the network assessment must be submitted in the form of an invoice from third-party company. Invoice must specify number of network assessments conducted along with a summary of the results specific to Cisco product and services opportunities.

**Proof-of-Performance of Pre-Event Planning** (Refers solely to the Pre-Event Planning activity) - The final version of the Statement-of-Work (SOW) for the event deposit from the third-party vendor must be provided. The SOW must indicate the start and end date of the event. In some cases, the invoice for the event deposit will contain the breakdown of individual costs covered by the deposit and will therefore serve as an acceptable SOW.

**Proof-of-Performance of Printed Marketing** (Includes all print advertising, collateral, outdoor, signage, direct mail, merchandising) - Verification of all final-produced marketing materials must be submitted in digital format (photograph, scanned copy of original, or PDF file). If applicable, full media schedule (including start and end dates and stations Web sites, or events where the materials were used) must also be provided. If the produced asset contains text, it must be legible. If the produced asset contains a hyperlink, the full URL and access to the live Web (landing) page must be provided.

**Proof-of-Performance of Search Engine Marketing** - Adequate supporting documentation of the campaign must be provided including: full list of key words/ad words purchased, screen capture of search engine web results including date of screen capture, the full URL and access to the Web (landing) page, start and end date of campaign (if applicable).

**Proof-of-Performance of Telemarketing Campaign** - Verification of completion of the telemarketing campaign must be provided, including: copy of script (must reference Cisco products, solutions or technologies), number our outbound calls performed, outbound call campaign start and end dates.

**Proof-of-Performance of Trainings** - Verification of completion of the training activity must be provided, including: documentation that outlines the specific training/specialization name and level achieved, objective/purpose of the training, overview of training material (needs to be training on Cisco content), full list of participants, start and end dates,

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## Activity List with Required Proof-of Cost and Proof-of-Performance (Continued)

### Glossary of Terms

**Proof-of-Performance of Translation/Localization Services** - The final version of the Statement-of-Work (SOW) for the service must be provided. The SOW must indicate which languages the marketing materials were localized to and the completion date of the localization services. In some cases, the invoice will contain the breakdown of the costs and will therefore serve as an acceptable SOW. Electronic copies of both the original and the final translated document must also be provided.

**Salary of Funded Head** - Limited to the pre-approved amount submitted by the Partner and agreed to by Cisco.

**Third-Party Invoice** - A dated invoice from the company supplying/performing the activity that is issued to the partner for the full amount of the activity, less any discounts. Must list (be addressed to) the Partner company as the recipient of the goods/services and list an itemized breakdown of the charges.

**Translation and Localization Costs** - Includes valid third-party agency fees and expenses related to the translating text (also known as "copy") to a local language, plus any costs related to modifying country-specific references, images and jargon within marketing materials to make it suitable for use in a new locale.

## Activity List with Required Proof-of Cost and Proof-of-Performance (Continued)

### Logo guidelines

When co-branding collateral, use your company logo and your Cisco partner logo.



Note: The Cisco corporate logo cannot be used without specific, prior written permission from Cisco. Use of the Cisco corporate logo by a partner is rarely approved. Exceptions are made only when there is a compelling business reason for Cisco to do so. See this page for more info: [Logo and Copyright Permission Requests](#).

- If the partner logo cannot be reproduced effectively (size limitation or material limitation) you may use the text "Cisco Partner" or if space allows, list your specific partner designation (such as "Cisco Gold Certified Partner") to replace your partner logo.
- The text can be in any font or color that is readable.
- Do not try to copy the font or color from the Cisco logo.
- When using a Cisco partner logo, you must comply with the [Partner Logo Usage Guidelines](#).
- For more information visit [Partner Logos](#).



# Americas Partner Co-Marketing Program FY16 Calendar

## FIRST QUARTER

AUGUST							
SU	M	T	W	TH	F	S	
JUL 26	27	28	29	30	31	1	
AUG 2	3	4	5	6	7	8	
9	10	11	12	13	14	15	
16	17	18	19	20	21	22	

  

SEPTEMBER							
SU	M	T	W	TH	F	S	
AUG 23	24	25	26	27	28	29	
SEP 30	31	1	2	3	4	5	
6	7	8	9	10	11	12	
13	14	15	16	17	18	19	

  

OCTOBER							
SU	M	T	W	TH	F	S	
SEP 20	21	22	23	24	25	26	
OCT 27	28	29	30	1	2	3	
4	5	6	7	8	9	10	
11	12	13	14	15	16	17	
18	19	20	21	22	23	24	

## SECOND QUARTER

NOVEMBER							
SU	M	T	W	TH	F	S	
OCT 25	26	27	28	29	30	31	
NOV 1	2	3	4	5	6	7	
8	9	10	11	12	13	14	
15	16	17	18	19	20	21	

  

DECEMBER							
SU	M	T	W	TH	F	S	
NOV 22	23	24	25	26	27	28	
DEC 29	30	1	2	3	4	5	
6	7	8	9	10	11	12	
13	14	15	16	17	18	19	

  

JANUARY							
SU	M	T	W	TH	F	S	
DEC 20	21	22	23	24	25	26	
JAN 27	28	29	30	31	1	2	
3	4	5	6	7	8	9	
10	11	12	13	14	15	16	
17	18	19	20	21	22	23	

## THIRD QUARTER

FEBRUARY							
SU	M	T	W	TH	F	S	
JAN 24	25	26	27	28	29	30	
FEB 31	1	2	3	4	5	6	
7	8	9	10	11	12	13	
14	15	16	17	18	19	20	
21	22	23	24	25	26	27	

  

MARCH							
SU	M	T	W	TH	F	S	
FEB 28	29	1	2	3	4	5	
MAR 6	7	8	9	10	11	12	
13	14	15	16	17	18	19	
20	21	22	23	24	25	26	

  

APRIL							
SU	M	T	W	TH	F	S	
MAR 27	28	29	30	31	1	2	
APR 3	4	5	6	7	8	9	
10	11	12	13	14	15	16	
17	18	19	20	21	22	23	
24	25	26	27	28	29	30	

## FOURTH QUARTER

MAY							
SU	M	T	W	TH	F	S	
MAY 1	2	3	4	5	6	7	
8	9	10	11	12	13	14	
15	16	17	18	19	20	21	
22	23	24	25	26	27	28	

  

JUNE							
SU	M	T	W	TH	F	S	
MAY 29	30	31	1	2	3	4	
JUN 5	6	7	8	9	10	11	
12	13	14	15	16	17	18	
19	20	21	22	23	24	25	

  

JULY							
SU	M	T	W	TH	F	S	
JUN 26	27	28	29	30	1	2	
JUL 3	4	5	6	7	8	9	
10	11	12	13	14	15	16	
17	18	19	20	21	22	23	
24	25	26	27	28	29	30	

 Proof-of-Cost (PoC) and Proof-of-Performance (PoP) due for previous quarter claims\*

 Cisco Holiday

 Cisco fiscal quarter close; Claims due for previous quarter applications\*

 Unused marketing funds may be pulled and reallocated

 Last day to order Full-Service Activities or submit Customized Marketing. Activity applications. Unused funds within Partner wallets will be removed and funding forfeited

 Please note that in Q3 (April 30, 2016) and in Q4 (July 30, 2016), the last day to provide Proof-of-Cost (PoC) and Proof-of-Performance (PoP) due for previous quarter claims and the last day to provide claims for previous quarter applications will occur on the same day.

\*Applications, Claims, and Proof-of-Cost/Proof-of-Performance not submitted within the required timeframe will expire and funds will be forfeited

## General Information

Partner Marketing Central: [www.cisco.com/go/partnermarketing](http://www.cisco.com/go/partnermarketing)

Click on Training and Support from the PMC home page for additional resources and on-line training.

## Contact Us

Cisco Partner Marketing Central Help Desk

- Phone: 866-298-1415
- Email: [cisco@ansira.com](mailto:cisco@ansira.com)
- Hours of Operation: 8:00 AM -6:00 PM (CST)



## Appendix A

## Additional Terms and Conditions

### 1. Background.

The Cisco Partner Co-Marketing Program described in this document ("Program") provides participating Cisco authorized channel partners ("Partners") with tools, services and other resources to help them market and promote their products, services and solutions. Approved Partners will have an opportunity to work with Cisco or its designated marketing vendors to develop and design campaigns around Cisco products or services, with a portion of the approved costs to be funded by Cisco. For the avoidance of doubt, Cisco reserves the right to approve funding or payments related to the Program at its discretion.

### 2. Program Rules.

As a condition to participating in the Program and receiving any funds from Cisco, Partner agrees to comply with all terms and conditions of this Partner Co-Marketing Program Requirements document, including the Terms and Conditions set forth in this Appendix A (collectively, the "Requirements"). Cisco may update the Requirements from time to time; all such changes to the Requirements are binding on Partner. Cisco will exercise commercially reasonable efforts to advise Partner of material changes to the Requirements. These Requirements cover all aspects of Partner's participation in the Program and remain in effect even if Partner leaves the Program.

### 3. Partial Funding and Liability.

At its discretion, Cisco will determine the proposed Partner marketing activities to receive Program funding and the amount of funding. All funds remain the property of Cisco until paid. Amounts approved for any Program activity may be reduced or revoked at Cisco's discretion and Partner is liable for any balance due. To receive funding, all approved marketing activities must be completed before the expiration of any schedule set by Cisco. Partner is solely liable for any cost, fee or other liability assumed under any agreement entered into between Partner and any third party vendor associated with the Program. Partner acknowledges and agrees that Cisco is not a surety or guarantor of Partner's payment or performance under any third party agreement.

### 4. Program Limitations.

Participation in the Program is at Partner's sole risk. CISCO DISCLAIMS ALL PROMISES OR GUARANTEES THAT ANY MARKETING CAMPAIGN OR OTHER PROGRAM ACTIVITY WILL BE SUCCESSFUL OR OTHERWISE LEAD TO AN INCREASE IN SALES OR PROFITS, IMPROVE GROWTH OR ACHIEVE ANY OTHER DESIRED RESULT CONTEMPLATED BY THE PARTNER.

### 5. Resale Agreement; Order of Precedence.

As a condition to participating in the Program, all Partners must have in place an agreement with Cisco authorizing the resale of Cisco products or services (a "Resale Agreement"), which may be a Systems Integrator Agreement, an Indirect Channel Partner Agreement, or another similar agreement; and the participating Partner agrees that all of the terms of such Resale Agreement (including all terms relating to compliance with global anti-corruption terms and applicable laws) apply to all of Partner's activities under the Program. In the event of a conflict between the terms of a Resale Agreement and these Requirements, the terms of the Resale Agreement will control.

### 6. Hiring.

Partner agrees that under no circumstances shall any employees or contractors hired as a result of the PCMP Requirements, or the funding provided hereunder, be deemed to be employees or contractors of Cisco and Partner agrees to defend and indemnify Cisco against any and all such claims, howsoever arising.

### 7. Compliance with Global Anti-corruption Terms.

In addition to compliance with all anti-corruption terms set forth in the Resale Agreement, Partner represents and agrees that:

(a) it shall only use the Program funding or other resources made available under the Program for lawful purposes, consistent with Cisco's Anti-corruption Policy (posted at [http://www.cisco.com/web/about/doing\\_business/legal/anti\\_corruption.html](http://www.cisco.com/web/about/doing_business/legal/anti_corruption.html)) and solely as approved by Cisco; and

(b) before receipt of any particular funding from Cisco under the Program, at least one of Partner's representatives who supports Partner's business with Cisco has taken, within the last twelve (12) months, Cisco's online anticorruption training (free of charge), available at: [http://www.cisco.com/web/learning/le36/learning\\_partner\\_e-learning\\_connection\\_tool\\_launch.html](http://www.cisco.com/web/learning/le36/learning_partner_e-learning_connection_tool_launch.html) [Note: You may use your Cisco Partner Cisco.com ID and password to launch into such training website. Once in the site, you will be directed to the Cisco Partner Education webpage, where you can use the "Search" box (top right) to find the "Anti-corruption" training. This training is available in various languages that you can select: English, Chinese, French, German, Italian, Japanese, Spanish, Polish, and Portuguese. Contact [publicsectorcompliance@cisco.com](mailto:publicsectorcompliance@cisco.com) if you have questions regarding this training.]

Continued 

## Appendix A

## Additional Terms and Conditions

### 8. Program Payment Policy

8.1. Cisco will make Program Payments only to those Partners with whom Cisco has a valid contract. A valid contract is defined as a signed agreement between Cisco and the Partner, including but not limited to an Indirect Channel Partner Agreement (ICPA), Systems Integrator Agreement (SIA), Global Reseller Agreement, Distributor Agreement, or any other agreement that authorizes the purchase of Cisco products and/or services for resale or managed services (collectively "Agreement"). In addition, the Partner must accept all applicable program terms and conditions for each Partner Program in which it wishes to participate.

#### 8.2. Payment Location for Program Payments

8.2.1. One or more Partner legal entities may execute the Agreement.

8.2.2. Cisco assigns each entity that executes an Agreement to a Country Group. Country Groups may consist of a single or multiple countries. Cisco, in its discretion, maintains the Country Group mappings. Some Cisco programs apply Program Payments at the Country Group level, while others apply Program Payments at the country level.

8.2.3. Cisco makes Program Payments based on the country of the Partner Program agreement (or Program Terms and Conditions, as applicable) or the Partner's assigned Country Group, if applicable.

8.2.4. For each Country Group, one of the Partner legal entities that executed the Agreement must accept Partner Program Terms and Conditions for that Country Group.

8.2.4.1. Partner must select a legal entity located in one of its authorized Territories in the Country Group as the entity and location for payment. The beneficiary of the payment must be the entity identified by the Partner when accepting the terms and conditions of the Partner Program.

8.2.5 For Program Payments earned at the Country Group level, all Program Payments will be made only to a bank account in the country selected by the Partner for the receipt of Program Payments. The country of the bank account must be located within the Country Group.

8.2.6. For Program Payments earned at the country level, all Program Payments will be made only to the bank account in the country associated with the Partner Program terms and conditions.

8.2.7. Partners operating in the CANSAC region, India, and Ukraine must follow the additional payment restrictions identified in Table 1.

8.2.8 The beneficiary of the payment must be the entity identified by Partner when accepting these Partner Program Terms and Conditions

8.2.9. The Program Payment location must remain constant for the duration of the Partner Program period.

### 8.3 Beneficiary, Banking and Contact Policy

8.3.1 Partners may not nominate third parties to receive Program Payments directly from Cisco on behalf of the Partner.

8.3.2 Partner payments to a payment aggregator will not be allowed.

8.3.3 Individuals may not receive payments. Only corporate entities may receive payments..

Table 1

Location of Sales Related to Program Payment	Country Group Assigned by Cisco	Where Rebate Must be Paid
CANSAC	CANSAC	All Incentive and Rebate Payments earned in CANSAC will be paid to the mainland country identified by Partner. If no incentives are earned in mainland countries, payments may be made to the authorized Territory in an island country (Anguilla, Antigua and Barbuda, Aruba, Bahamas, Barbados, Belize, Bermuda, Cayman Islands, Dominica, Dominican Republic, Grenada, Guadeloupe, Jamaica, Martinique, Montserrat, Netherlands Antilles, Puerto Rico, Saint Kitts and Nevis, Saint Lucia, Saint Vincent and the Grenadines, Trinidad and Tobago, Turks and Caicos Islands, Virgin Islands, British, Virgin Islands, U.S.) in CANSAC.
India	India Sub-Continent	All Incentive and Rebate Payments earned in the India Subcontinent country group will be paid in India. If no incentives were earned in India, payments will be made to the authorized territory within India Subcontinent country group.
Ukraine	Europe East	All payments earned in the Europe East Country Group will be paid to the Partner entity in Ukraine if any incentive is earned there. If no incentives are earned in Ukraine, payments will be made to the authorized Territory within Europe East.



**Americas Headquarters**  
Cisco Systems, Inc.  
San Jose, CA

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at [www.cisco.com/go/offices](http://www.cisco.com/go/offices).

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**Europe Headquarters**  
Cisco Systems International BV Amsterdam,  
The Netherlands

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