



D&R Basic Partner Program

OBJECTIVE

The D&R Partner Program aims at promoting the partner product on D&R website. A D&R partner can benefit from the advantages and privileges stated below.

PARTNER PROGRAM BENEFITS

1. **Leads** - If a user looking at a product in D&R catalogs is interested in a partner product and clicks on a hyperlink to the partner product datasheet, the partner will receive named lead. The leads are sent out in real time by email and summary report (excel spread sheet) is also sent out on a regular basis (weekly, bi-weekly, monthly).
2. **Press Releases / Industry articles** – Your press releases and industry articles are posted on D&R web site and are also sent to 30,000+ D&R SoC News Alert Subscribers (D&R reserves the right to reject some materials).
3. **New Products Announcements** – Your new products are announced in the corresponding section of D&R home page and of D&R SoC News Alert (limitation of one product per week, D&R reserves the right to reject some materials)
4. **IP Analytics** – You get access to a unique place to analyze at a glance the IP attractiveness in D&R catalogs.
5. **B2B** - The partner can reply to customer's requests both for the "IP Search/Find Club" and the "Design Service Marketplace". His offer will be transferred to the potential customers.
6. **Partner Highlight** -The partner's company name shows up in "D&R Partner / Welcome to ..." section on the right side of D&R website homepage for 4 weeks. A link to the company's profile is established.
7. **Support** - Our Support team provides applications engineering support to help you populate your catalog, keep your listing up to date or address any other questions you may have.
8. **Banner Ads** -The partners have access to the advertisement program of D&R at a discounted price.
9. **Affiliate Network Exposure** - Expand your exposure to worldwide through our extensive web network. Your IP will be visible visitors to sites including FSA (GSA) (USA), Electronics Express (Japan), CSIP (China).

ANNUAL PARTNERSHIP FEES

The annual partnership fee for joining D&R basic partner program is based on the total revenues of the company:

Current annual fees for members with annual revenues of less than \$1 million	\$1 000,00
Current annual fees for members with annual revenues between \$ 1-2 millions	\$2 000,00
Current annual fees for members with annual revenues between \$ 2-5 millions	\$5 000,00
Current annual fees for members with annual revenues between \$ 5-10 millions	\$7 500,00
Current annual fees for members with annual revenues of more than \$10 millions	\$10 000,00



D&R Preferred Partner

OBJECTIVE

Preferred partners are partners who benefit from the advantages of the basic partnership and subscribe in addition to a package of advertisement items for the year covered by their partnership. They get priority with regards to any other client for buying an advertisement item from D&R.

PREFERRED PARTNER ADVANTAGES

1. All the advantages that are part of the D&R Basic Partner Program
2. The company logo will appear on the home page in the "Welcome to Preferred Partner" section on the home page and in the "D&R Partner Spotlight" box available on the IP catalog home page (see <http://www.us.design-reuse.com/sip/>).
3. Priority is given to Preferred partners for product ranking in D&R catalogs.
4. Free leaderboard banners will be granted for a minimal duration corresponding to 50.000 impressions during the year of their partnership (a \$4K value in the D&R partner advertisement program).
5. Mailing advertisement is granted through a top right sponsor message for 4 weeks in the IP/SoC New Alert (a \$2K value in the D&R partner advertisement program).
6. Leads generated in D&R catalogs can be populated into salesforce.com or any other Customer Management System.

PRICING OF PREFERRED PARTNERSHIP

Current annual fees for members with annual revenues less than \$5 millions	\$7 000,00
Current annual fees for members with annual revenues between \$ 5-10 millions	\$10 000,00
Current annual fees for members with annual revenues of more than \$10 millions	\$15 000,00

INSTRUCTIONS for adherence to the D&R Partner Program

Complete the coupon below and send it by email to partnership@design-reuse.com or by fax to +33 826 33 56 59 (efax) or to +33 476 49 00 52. Within 24 hours, you will receive the notification that your account has been successfully set up. Should you not receive such notification thanks for contacting us using the online form at www.design-reuse.com/contact/

My company adheres to D&R Partner Program and selects the option:	
<input type="checkbox"/>	Basic
<input type="checkbox"/>	Preferred
Annual fees corresponding to your company: _____	
Company:	_____
Address:	_____

Tel:	_____
Fax:	_____
E-mail:	_____
Name (print):	_____
Title:	_____
Date:	_____
Signature:	_____
VAT No. (European Company only): _____	

Instructions: D&R Partner Program/Setting Up a Protocol

The standard D&R partner program set-up procedure is as follows,

1. The company signs up the relevant D&R Partner Program sheet and faxes it back to D&R.
2. The company sends to support@design-reuse.com a high resolution version of your company logo and the following contact information:
 - recipient name(s) and email address(es) for receiving leads from D&R;
 - name of the main contact person responsible for the relationship between the company and D&R;
 - name of an authorised uploader in the partner company (This person will be responsible for uploading/modifying the partner company's product description at the D&R web portal. Please notice that this uploader needs to register first as a D&R user (<http://www.design-reuse.com/users/signup.php>)).
3. Payment Issue: Upon receiving the signed partnership sheet from the company, D&R will send back an invoice and trigger the lead-forward process. Payment for this invoice shall be immediate. If the payment is not cleared within 1 month after the effectiveness of the partnership, the lead-forward is to be stopped and a recovery process will be started.

*** For technical support, please contact support@design-reuse.com.