

# OnPoint

## Partner Program

### Crispin Corporation

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**Welcome.**

Our new **OnPoint Partner Program** invites you to become a part of the Crispin Corporation sales & support network and enjoy solid success in the rapidly expanding field of broadcast automation.

**Participants.**

This dual-tiered Partner Program is aimed towards qualified Value Added Dealers, System Integrators, System Builders and partner OEMs across the USA and adjoining regions.

**The Program.**

The goal of the **OnPoint Partner Program** is to provide you with substantial sales support, smart marketing resources and serious bargaining power to help you confidently and competitively sell Crispin software automation systems, supporting hardware and service training plans to your broadcast customers.

**The Players.**

**Crispin OnPoint Partner Program** allows ONLY authorized dealers to receive membership benefits based on capacity, level of participation and commitment to the sales of Crispin products. Once you sign up to this program, you become a Crispin Certified Dealer / Partner and are assigned either **Gold** or **Platinum** status. Each level provides substantial discounts, tangible incentives & regular sales reward programs that put real dollars in your pocket and add to the strength of your business.

**The Results.**

The program sets out to help you identify customer needs, create powerful well defined project parameters, succinct quotes and estimates and the ability to close the deal quickly and effectively with the peace of mind that the Crispin team is constantly providing unrivaled customer service and support well beyond the sales and installation process. At Crispin we back-up everything with our unique Crispin4 Life support plan that ensures a long-lasting, well managed commitment to your customers on-going support needs.

**Win-win situation.**

At Crispin we're about providing **Automation with a Human Touch**. We gravitate towards quality operators that enjoy developing a successful business by working up-close and personal with their customers. In the end, we want to make you look like a star player to your clients by providing not only great products and support but a stress free and enjoyable experience from the first point of contact - and well beyond.

**Get OnPoint today with Crispin.**



Program Benefits	GOLD	PLATINUM
Certified Dealer Contract	1 year	1 year
Dealer Discounts	25%	30%
Demo Price break	-	1 per annum
Bonus Training Days	-	1 per annum
OnPoint Sales Pro-Packaging	Yes	Yes
FREE Technical training seminars	Yes	Yes
OnPoint Dealer Retreat - Invitation Only	Yes	Yes
OnPoint Dealer Lounge (Online)	Yes	Yes
Exclusive leads from Crispin website	Yes	Yes
Trade Show Program	Yes	Yes
Dealer show support	Yes	Yes
Product literature/sales tools	Yes	Yes
Pre-notification of new product launches	Yes	Yes
OnPoint Dealer e-newsletter	Yes	Yes
DVD Releases	Yes	Yes
OnPoint Web-builder	-	Yes
Online Web-Ex Demos	Yes	Yes

Your Crispin **OnPoint Partner Program** status is negotiated and set at the time of signing the Crispin Broadcast Software Representative Agreement.

Our tiered Partner Discount is our way of giving you incentive to sell our entire range of Crispin products regardless of whether you are a solo operator, mid-size systems integrator or a large multi-office franchise dealer.

**How it works.**

The Partner Contract is negotiated and status set as of 1st April each year. Depending on sales capacity and history you are appointed either GOLD or PLATINUM status. At the end of each contract term we review your annual performance and results and your status either remains on-par or is upgraded for the following year.

**ASV (Annual Sales Volume)**

Sales Target	GOLD	PLATINUM
Gross Annual Sales	\$125K	\$250K

Dealers within a consortium fall under one master contract. Targets apply as a collective.



**Automation with a Human Touch**



## Program Benefits

### **CrispinOnPoint Dealer Discount Tiered Discounts**

We want to create a selling environment that gives you bargaining power to win the deal. Crispin offers significant discounts to both GOLD & PLATINUM levels of **OnPoint** Dealers. Your discount is calculated and applied on a project by project basis. Percentages can be used to clinch a deal by passing on savings to the customer or to increase your own profit margin.

### **CrispinOnPoint Demo Pricebreak Additional 5% Discount to Agreed Demonstration Installations**

Product demonstrations increase sales - it's that simple. To encourage you to have live product at hand, Crispin extends a special **Demo Price break** to all Crispin **OnPoint** Dealers. An **additional 5% discount** is applied to the sale of a system into a new facility that agrees to allow Crispin to access the installation as a demonstration and reference site. This gives you the ability to offer select customers a reduced priced in return to have their facility made available for future demonstrations to other customers you may have in the region. Crispin PLATINUM status dealers are allocated **ONE Demo Price break** to apply to a customer of choice.

### **CrispinOnPoint Bonus Training Day Additional FREE Training Day**

We provide customer focused incentives to give you a real deal-breaker boost. Additional training day give PLATINUM status dealers **ONE FREE ADDITIONAL TRAINING DAY**. How it works - An additional training day is ADDED to a training program that has been sold to a customer. The FREE Additional Training day cannot be taken as a standalone training session - it must be applied to a pre-sold training package. This FREE Bonus Training Day does not include additional travel or accommodation costs. This is a powerful tool and a generous incentive bonus - You can pass it on to your customer or on-sell it as you see fit.

### **CrispinOnPoint Pro-Packaging Professionally Packaged Detailed Proposals**

As a Crispin **OnPoint Dealer** you'll love this the most. We help put together the whole sales proposal package for your customer by working closely with you. First step we provide you with the **Crispin Device Questionnaire**. The Device Questionnaire is a tool dealers can use to obtain specific equipment requirements from their end user. This simple interactive form asks the questions for you, so you don't have to be an automation expert to get the answers you need to help your customer. With the proper information, your dedicated Crispin associate will provide a detailed proposal and technical drawings to ensure no pieces of the automation system are overlooked. We then work the numbers through with you and package up all the quote, documentation and supporting materials into a professional bundle ready to be delivered direct to you client on your behalf or hand it over for you to take it from there. This special **OnPoint** initiative cuts out a huge amount of time, stress and administration on your side and is a prime example of what we mean Automation with a Human Touch.

### **CrispinOnPoint FREE Solution Training Seminars Intensive In-house Product Training**

As a Crispin **OnPoint Dealer** we want you to be up-to-date on all our products and new updates. We never want to hear "...gee, I didn't know you guys could do that" from any of our quality dealers. So as a part of the dealer program we conduct open house training sessions that cover automation basics through to hands on product training, empowering you with the information you need to confidently sell Crispin Automation Products into an elaborate technical environment. To **OnPoint Dealers** training is **FREE**. You cover the flight to the Crispin Headquarters (NC) and we cover the rest. You will be advised well in advance of Training Seminar dates via the regular **OnPoint Dealer Newsletter** as well as via the **Online Dealer Lounge**. Sessions are limited and places will be allocated on a first apply first appointed system.

### **CrispinOnPoint Exclusive Dealer Retreat Intensive Off-site Partner Training - Platinum Status Only**

As an integral extension of Crispin Corporation, our OnPoint Partners are invited to an exclusive Dealer Retreat held at a high-end, secluded off-site facility over a two day period. Everything from State of the Union discussions with Crispin's upper management team to business and sales strategy discussions to customer acquisition workshops, product training, engineering and marketing management presentations - all mixed in with a whole lot of fun social activities. Our exclusive dealer retreat is a sensational way to network, learn and provide feedback that will ultimately enhance every business opportunity. By invitation only.

### **CrispinOnPoint Interactive Web-Ex Demos Live online product demonstrations**

At Crispin we have a policy that we will always travel to see a prospective client. However to help expedite the sales process quickly and efficiently we conduct Web-ex Online Product Sessions wherein you the dealer and your customer join the Crispin appointed sales manager and a high level Crispin technical officer in a live interactive demonstration of any component of Crispin Software. This is a powerful tool that breaks down initial barriers and hands the explanation of sometimes highly technical information over to one of our experts. Customers respond extremely well and this method also can decrease the sales cycle time dramatically.

### **CrispinOnPoint Online Dealer Lounge Tools at your fingertips**

The password protected **Online Dealer Lounge** is accessed via the Crispin website. ([www.crispincorp.com](http://www.crispincorp.com)) To access, simply select "Dealer Login" from the home page. Each **OnPoint Dealer** will have access to all available marketing materials including technical data sheets, product manuals, logos, hi-resolution product imagery and other marketing materials. We encourage each dealer to create their own localized sales tools and can assist with the development of cooperative marketing materials on application.



## Program Benefits

### **CrispinOnPoint Dealer Show Support** **We attend your show**

Crispin commits resources and personnel to make your own dealer driven shows, customer lunch-n-learns and sales orientated events a big success. **OnPoint PLATINUM** dealers will receive marketing support along with additional sales collateral (on-request) and the attendance of a Crispin sales representative or technical engineer at regional events to assist with sales and training in-the field. Just another aspect of dedication to our brand promise of Automation with a Human touch.

### **CrispinOnPoint Trade Show Program** **In-Person Demos and training**

Crispin commits to many trade shows each year and we always have the latest products on show. We pro-actively promote our products and brand to acquire market share and capture mind-set of those within the video industry. As a part of this program we offer training sessions and customer support at each of these shows. **OnPoint** dealers are encouraged to bring customers to shows and as a part of the two-way-commitment and we open the floor for you to come and man the booth and spend some time with the Crispin team whenever possible

### **CrispinOnPoint Sales Tools** **Helping you get the message out there**

We offer Crispin **OnPoint** Dealers grass roots support through sales and marketing materials such as brochures, power-point presentations, data sheets, templates, advertisement copies, web emailers and various other sales tools will be informed about and assisted with:

- New Products
- Sales & Product Promotions
- Sales Support
- Technical Support
- Product Training
- Product Literature / Videos
- Technological Innovations
- Industry Exposure

Most of these materials can be found on the **Online Dealer Lounge** accessed online via login at [www.crispincorp.com](http://www.crispincorp.com).

### **CrispinOnPoint DVD Releases** **Customer testimonials / Product training videos**

Crispin is committed to developing video tools that play to the video production audience. Customer testimonials along with training videos produced at real life customer facilities will be made available on request to all **OnPoint Dealers**. Video clips will also be made available for download via the [crispincorp.com](http://www.crispincorp.com) website. Multiple copies for sales activities can be made available on request.

### **CrispinOnPoint Dealer e-Newsletters** **Keeping you in touch and up-to-date**

Crispin **OnPoint Dealer** newsletters notify you of new products, technological advancements, updated pricing, and special offers. Additional information includes new research, customer user reports, competitive analysis studies and statistics along with press releases, technical documentation and links to new videos.

### **CrispinOnPoint Web-builder Program** **Providing you with marketing materials**

With the Web Builder Program we create a personalized "web banner" for you that links from your website to any nominated page within the [crispincorp.com](http://crispincorp.com) website. You'll also receive a list of Metatags to include in your site that will place you higher in the search engine listings along with Crispin. A great tool to spruce up your own web property with and gain some web traffic traction.

### **CrispinOnPoint Pre-Notification New Products** **First to know**

As a Crispin **OnPoint Dealer** you will be the first to know well in advance what we have in the product pipeline. We will also occasionally call upon you to help us develop products and find BETA testing sites to road-test new innovations with loyal customers. This initiative gives you a direct say into the development of many new products as well as be one step ahead of any competitor with confidential knowledge of emerging technologies in advance of release.

### **CrispinOnPoint T&C's**

The Crispin OnPoint Dealer Program is a sales and marketing initiative offered at the sole discretion of Crispin Corporation and may be changed or discontinued at any time without notice. The benefits offered in this program are exclusive and cannot be combined with other program benefits or special offers that may be initiated by Crispin. Crispin reserves all rights to make alterations to the program without prior notice. The Crispin OnPoint program is valid for the period - 1st April to 31st March of each year. Updates to the program will be posted as of 1st April each year. For more details please refer to the Crispin Broadcast Software Representative Agreement. © 2008 Crispin Corporation.

### **Certified Dealer Contract**

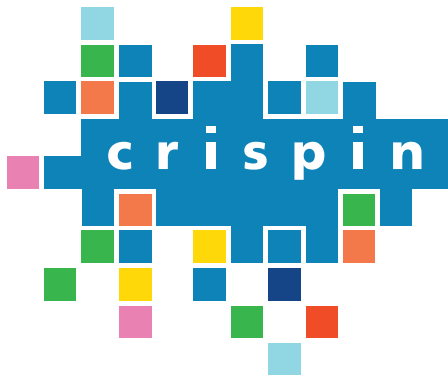
Crispin Broadcast Software Representative Agreement

- Each Certified Crispin dealer will receive a signed contract that is valid for a contracted 1 year period.
- Crispin Dealer Program Status is set for that period.
- The contract specifies Dealer discount, Program Status & Benefits (Defined and allocated by Crispin).
- Dealers within a consortium (franchise) fall under one master contract held by the companies head affiliate.
- Status & ASV targets apply collectively.
- The contract is reviewed one month before expiration or can be reviewed on request by the dealer.
- The contract can be terminated by either party with 30 Days notice.

**7 Years FREE Support!**  
**No one else comes close**  
**to offering this...**

**Crispin4Life Support program**  
**Get the scoop - ask us about it.**





**Automation with a Human Touch**

[www.crispincorp.com](http://www.crispincorp.com)