

## New Vendor Profile Form

Please complete this profile document and return to [vendors@newwavetech.com](mailto:vendors@newwavetech.com) or fax to 301-948-5883 (Attn: Product Management)

Manufacturer	# of Years in Business	
Primary Contact Name	Phone Number	
Primary Contact Email		
Product Focus	Number of Resellers	
How did you hear about NewWave?		
Current Channel Strategy (2 tier, 1 tier, EU direct)		
Current Distributors		
Your Industry Competitors	Your Industry Market Share %	
Current revenue mix (Distributor, VAR-direct, End User-direct, OEM)		
2005 Revenue	2004 Revenue	
NW 12 mo Revenue expectation	Stocking Requirements	
# Inside sales reps	# Outside sales	On-Site service provider

### Vendor Checklist

Things we require in order to engage with a vendor partner from a **distribution** standpoint:

- ✓ Vendor Marketing programs to create EU demand
- ✓ Clearly defined pricing strategy for all channel partners
- ✓ Immediate MDF availability for NW to launch select marketing activities - designed to promote and engage the vendor with our resellers
- ✓ Performance-based rebates
- ✓ NW Distribution Contract Requirements are met
  - Min. 180 day Price Protection & Stock Rotation (applies to stocking vendors only)
  - Early pay discount from invoice

- D.O.A. Policy (hardware only)
- Accrual-based co-op program
- Termination clause providing buy-back of NW inventory in exchange for vendor check (applies to stocking vendors only)

Things we suggest in order to provide our potential joint **resellers** along with 1<sup>st</sup> class Products & Software:

- ✓ VAR Program
  - Performance-based rebates
  - Demo or Eval unit purchases
  - MDF Marketing funds
  - Design-in Deal Registration
  - Meet Comp special pricing availability