

Panafax Reseller Program



Panasonic ideas for life

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Overview

Panasonic Communications Company of North America (PCCNA), together with our regional wholesale distributors, is pleased to introduce the Authorized Panafax Reseller program. As an authorized Panafax Reseller your business will be able to purchase and market Panafax fax machines and related accessories and supplies.

The Panafax line of business fax products has been known for its extremely high reliability and easy to use design for over 30 years. These robust products offer the latest in office technology, with products ranging from a standalone business fax up to a high speed multifunction workhorse. With Panafax you can offer your customers products that will save them both time and money. These products offer a wide range of standard features as well as unique and innovative ways of fulfilling their internal and external communication needs.

Panasonic authorized Panafax Resellers will receive the support and attention they need directly from their authorized distributor, while being able to offer products bearing the most recognized name in business fax; Panafax. The following pages will highlight the details of the Panasonic Reseller program for Panafax Fax Products. Please review the information contained within this guide, and if you are interested in pursuing this opportunity, simply complete the attached Enrollment form and fax, email or mail it to PCCNA directly for review. PCCNA has divided the US into three territories [East, South and West] for purposes of wholesale distribution of Panafax products and has appointed an Authorized Distributor in each territory. Authorized Panafax Resellers will be authorized to purchase Panafax products from the Authorized Distributor for the territory in which their principal place of business is located. When your application is accepted, you will be contacted by a representative from your assigned distributor who will notify you of your acceptance as an Authorized Panafax reseller and continue with the enrollment process by establishing your Reseller account.

Thank you,

Your Panasonic Marketing Team

Quarterly Panafax Main Unit Rebate

Objective:

To receive a quarterly rebate up to 12% of your quarterly Panafax Main Unit purchases

Eligible Participants:

Quarterly rebates for calendar Year 2009 program (June 15, 2009 - December 31, 2009), are based on the total quarterly purchases of select Panafax main units from your Authorized Distributor. Your quarterly purchases are defined as total Panafax main unit purchases for the applicable quarter minus credits and/or debits received during such quarter. All current Panasonic Panafax Fax products (Main units) except the Panafax UF-9000, UF-8000, UF-7000, UF-6000, UF-4000 purchased from your Authorized Distributor are eligible for the rebate. To receive your rebate for a particular quarter you must have net Main Unit quarterly purchases of at least \$25,000.

Authorized Panafax Main Unit Rebate for calendar 2009 applies to purchases of Panasonic Panafax Main Units from June 15, 2009 to December 31, 2009 from your Authorized Distributor. The Panafax Main Unit Rebate is payable quarterly based upon purchases for the applicable quarter. The applicable quarters are as follows:

June 15, 2009 – September 30, 2009
October 1, 2009 – December 31, 2009

Net quarterly purchases and payouts will be determined based on the Authorized Distributor's monthly sales reports to PCCNA.

Rebate Payout Bands	Main Unit Purchase Quantity	Rebate percentages
Band 1	1 – 9 Main Units	3%
Band 2	10 – 19 Main Units	5%
Band 3	20 – 49 Main Units	8%
Band 4	50 or more Main Units	12%

Terms and Conditions:

The Authorized Panafax Reseller Quarterly Main Unit Rebate permits all PCCNA Authorized Panafax Resellers to earn a quarterly rebate credit of up to a maximum 12% on their Quarterly Main Unit Purchases.

Quarterly Net Main Unit Purchases for the Authorized Reseller Quarterly Panafax Main Unit Rebate are based on the net quarterly main unit purchases from your Authorized Distributor that have been invoiced and shipped during the applicable quarter less all applicable discounts, rebates, returns, special allowances and non-program related credits. Quarterly Main Unit Purchase price is the purchase price from the distributor.

Contract purchases and bid pricing purchases will not apply toward the Authorized Reseller's Quarterly Main Unit Rebate.

If a reseller achieves or exceeds its Minimum Purchase Requirement in a given quarter during Calendar Year 2009, the reseller will earn a rebate credit, posted to its account with the Distributor, equal to the dealer's Net Main Unit purchases for that quarter multiplied by the associated achievement percentages.

All rebate credits will be paid by the distributor to the Authorized Reseller in the form of a credit memo. An Authorized Reseller can earn no more than a maximum 12% rebate credit pursuant to Authorized Reseller Quarterly Main Unit Rebate, and rebate credits are not cumulative.

Quarterly Panafax Supply and Accessory Rebate

Objective:

To receive a quarterly rebate up to 3% of your quarterly Panafax supply and accessory purchases

Eligible Participants:

Quarterly rebates for calendar Year 2009 program (June 15, 2009 - December 31, 2009), are based on the total quarterly purchases of Panafax supplies and accessories from your Authorized Distributor. Your quarterly purchases are defined as total Panafax supply and accessory purchases for the applicable quarter minus credits and/or debits received during such quarter. All current Panasonic Panafax supplies and accessories purchased from your Authorized Distributor are eligible for the rebate. To receive your rebate for a particular quarter you must have net Supply and Accessory quarterly purchases of at least \$12,500.

Authorized Panafax Supply and Accessory Rebate for the year 2009 applies to purchases of Panasonic Panafax supplies and accessories from June 15, 2009 to December 31, 2009 from your Authorized Distributor. The Panafax Supply and Accessory Rebate is payable quarterly based upon purchases for the applicable quarter. The applicable quarters are as follows:

June 15, 2009 –September 30, 2009

October 1, 2009 – December 31, 2009

Net quarterly purchases will be determined based on the Authorized Distributor's sales reports to PCCNA.

Net Quarterly Supply and Accessory Purchase Quantity	Rebate percentage
\$12,500 or more	3%

Terms and Conditions:

The Authorized Panafax Reseller Quarterly Panafax Supply and Accessory Rebate permits all PCCNA Authorized Panafax Resellers to earn a quarterly rebate credit of up to a maximum 3% on their Quarterly supply and accessory purchases.

Quarterly Net supply and accessory purchases for the Authorized Reseller Quarterly Panafax Supply and Accessory Rebate are based on the net quarterly supply and accessory purchases from your Authorized Distributor that have been invoiced and shipped during the applicable quarter less all applicable discounts, rebates, returns, special allowances and non-program related credits. Quarterly Panafax Supply and Accessory Purchase price is the purchase price from the distributor.

Contract purchases and bid pricing purchases will not apply toward the Authorized Reseller's' Quarterly Supply and Accessory Rebate.

If a reseller achieves or exceeds its Minimum Purchase Requirement in a given quarter during calendar Year 2009, the reseller will earn a rebate credit, posted to its account with the Distributor, equal to the dealer's Net supply and accessories purchases for that quarter multiplied by the associated achievement percentage.

All rebate credits will be paid by the distributor to the Authorized Reseller in the form of a credit memo.

An Authorized Reseller can earn no more than a maximum 3% rebate credit pursuant to Authorized Reseller Quarterly Supply and Accessory Rebate, and rebate credits are not cumulative.

Minimum Advertised Price Program

PCCNA has established a Minimum Advertised Price (“MAP”) Program for key Panafax models in its product line. The products subject to the MAP Program (“MAP Products”), and the MAP for such products, will be identified in PCCNA’s periodic emails to authorized Panafax resellers.

MAP represents the minimum advertised price for these products in any media by PCCNA’s Authorized Resellers.

PCCNA will periodically examine prices advertised by its Authorized Panafax Resellers in both print and web-based media. The applicable Distributor will be notified by PCCNA if any reseller who is authorized to purchase PCCNA Panafax products from such Distributor is found advertising MAP Products at a price below the applicable MAP.

Upon receipt by a Distributor of notice from PCCNA that a reseller listed on such Distributor’s PCCNA Authorized Panafax Reseller List has been found out of compliance with the MAP Program, such Distributor must discontinue sales of all PCCNA products to such reseller for a period of 90 days from the date of such notification.

The MAP Program only relates to price advertising. Resellers continue to be free to sell PCCNA products at any prices they choose, in their sole and absolute discretion.

Panasonic Prize Connection Program

Panasonic’s Prize Connection Program rewards authorized Panafax reseller’s sales representatives with points for selling select Panasonic imaging products to end-users, and then reporting these sales through our program website www.pddcprizeconnection.com. Points accumulated through Prize Connection will automatically be transmitted to their very own Panasonic VISA debit card. A published listing of point values by model is available on the program website. Only products sold directly from PCCNA Distributors to Authorized Panasonic Resellers are eligible for Prize Connection. In the event it is discovered the product was purchased through a Authorized Panasonic direct dealership or from a Panasonic Distributor other than the one assigned, the points will be revoked from the recipient’s debit card and the Panafax Reseller will be reviewed for termination. Program details may be found on the Prize Connection website.

Panasonic Authorized Panafax Resellers are automatically eligible to participate in the Prize Connection sales incentive program upon completion of the enrollment process. However, resellers are required to meet or exceed \$25,000 in purchases for the previous sales quarter from their assigned distributor. Resellers who do not meet the quarterly minimum will not receive any prize points for units registered on the program website.

Literature Fulfillment & Support

Authorized Resellers will have access to the PCCNA literature fulfillment website.

<http://custompoint.rrd.com/panasonic-pccna>

PCCNA will provide all marketing materials free of charge to all Panafax resellers who maintain a quarterly purchase of \$25,000 or more from their distributor. Resellers will be able to receive up to 100 brochures or leaflets per product offering each quarter, unless specified by PCCNA.

Communications & Support

Marketing Communications

Panasonic will communicate directly to the Panafax Resellers via email, providing programs, select promotions and new product information. The assigned Panasonic distributor will also provide the Panafax resellers with any distributor sponsored programs or promotions.

Panafax resellers are responsible for providing PCCNA and/or their assigned distributor with an email contact to receive all marketing communications. To add or change your email address, simply send an email to MFP_FaxSales@us.panasonic.com. Be sure to include your reseller name, reseller account number along with your requests.

Technical Support:

All Authorized Panafax Reseller may call the Distributor's hotline and speak directly to one of the Panasonic trained FAX experts. Hotline support will be provided by the distributor assigned by Panasonic.

To access Driver Downloads: http://panasonic.co.jp/pcc/products/en/MFP/Fax/downl_e.htm

To access FAQ: http://panasonic.co.jp/pcc/products/en/MFP/Fax/faq_e.htm

B2B Site Access:

All Authorized Panafax resellers will have access to the PCCNA B2B website to obtain technical support information. PCCNA will provide all Panafax resellers login credentials upon completion of the enrollment process.

Service Training

Service Training for calendar year 2009 is available to all Authorized Resellers that have completed an Authorized Panafax Reseller Program Enrollment Form and have been approved by PCCNA as an Authorized Panafax Reseller.

The Authorized Panafax Reseller is entitled to attend technical service training for Panasonic Panafax Fax products at Distributor's facility located in a location to be named by Distributor. One Panafax Fax service training class is scheduled per calendar quarter and space is limited. The Distributor shall determine who may attend a particular training session. The Authorized Panafax Reseller may obtain scheduling details and enrollment information from the distributors training coordinator.

Distributor – Approved technical service training will be held at its facility. The Authorized Panafax Reseller is responsible for all costs associated with attending such training, including, without limitation, all transportation, lodging and meal costs.

Sales Training

Sales training for calendar year 2009 is available to all resellers that have been authorized by PCCNA as an Authorized Panafax Reseller.

The Authorized Reseller is entitled to attend any sales training for Panasonic Panafax Fax products at the distributor's facility or any other location named by the distributor. Sales training schedules and reseller notifications will be maintained by their assigned distributor. In addition to any instructor led courses, all Authorized Resellers will have access to all product related training material or computer based training programs which have been posted to the distributors reseller support web site.

PanaFax Bid Support

Authorized Panafax resellers must go directly to their distributor for any bid support. Bid support and assistance is at the sole discretion of the distributor and may be subject to certain terms or conditions.

PCCNA will provide bid assistance to the distributors directly for any bids submitted with a minimum bid of \$50,000 greater (\$50,000 is based on SRP). Although, PCCNA has provided the distributor with bid assistance, all qualifying bids submitted are subject to approval by the distributor.

For bid registration forms and additional detail regarding bids, please contact your Panasonic assigned distributor.

Warranty

Most Panasonic Panafax products are backed by a 1-Year Limited Manufacturer Warranty. The limited warranty is a parts warranty only and does not include labor, travel or consumable items which have been specified by PCCNA. All Authorized Panafax Resellers must contact their designated distributor for any technical support or troubleshooting assistance. If a part has been deemed defective and is within the Panasonic warranty, the reseller must follow the standard parts warranty claims procedure to receive a warranty credit from PCCNA directly. The reseller's authorized distributor is not responsible for any in-warranty parts claims.

The limited 1 Year warranty will begin from the date upon which the product has been shipped from the distributor's warehouse. All product serial numbers and product ship dates will be supplied to PCCNA by the distributor for reviewing all warranty claims which are submitted by an Authorized Reseller. All claims are subject to approval by PCCNA.

The following items are considered consumables and are not covered under the 1-limited warranty; Toner, Drums, Developer, Maintenance Kits, Fuser Units and any other items which have a set replacement interval set forth by Panasonic.

PANASONIC COMMUNICATIONS COMPANY OF NORTH AMERICA MAKES NO WARRANTIES, GUARANTEES OR REPRESENTATIONS, EXPRESSED IMPLIED, TO ITS AUTHORIZED RESELLERS WITH RESPECT TO ITS PRODUCTS, INCLUDING BUT NOT LIMITED TO, ANY IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE.

PANASONIC COMMUNICATIONS COMPANY OF NORTH AMERICA ASSUMES NO RISK AND SHALL NOT BE SUBJECT TO LIABILITY FOR ANY DAMAGE, INCLUDING, BUT NOT LIMITED TO DIRECT, INDIRECT, SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES OR LOSS OF PROFITS SUSTAINED BY ITS AUTHORIZED PANAFAX RESELLERS IN CONNECTION WITH THE SALE, USE OR APPLICATION OF ITS PRODUCTS.

2009 Program Enrollment Form (1 of 2)

Please complete all fields listed below and return this Program Form by facsimile, email or mail to:

Panasonic Communications Company of North America (PCCNA),
Unit of Panasonic Corporation of America

Three Panasonic Way, 7F-1
Secaucus, NJ 07094

Attn: MFP/Fax Sales
Facsimile: 201-348-7074
Email: MFP_FaxSales@us.panasonic.com

Company Name*: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Management contact name: _____ Management email: _____

Website: _____

Fax Sales for Calendar Year 2008: _____

Projected Fax sales for Calendar 2009: _____

Number of Sales Representatives: _____

Primary Marketing Contact Name: _____ Email: _____

Primary Sales Contact Name: _____ Email: _____

Type of business

VAR Service Providers System Integrator Service Bureau ISV MFP Dealer

Other: _____

Percentage of business

Government _____% Commercial _____% State & Local _____% Other _____%

Markets:

Accounting Banking Commercial Data Capture Document MGMT Education

Federal government Healthcare Insurance Internet Based Legal Transportation

2009 Program Enrollment Form (2 of 2)

Please list the Manufacturer(s) of the following products you currently sell:

Fax: _____

Related Software: _____

Multifunctional (MFP) Devices: _____

Imaging software: _____

Do you hold any state, local, education, or federal contracts? (Examples: GSA, GWAC, MAC, BPA, IPIQ)

Who are your major competitors: _____

*Full Legal name is required.

Terms and Conditions:

PCCNA reserves the right to deny the application of any applicant or dismiss a reseller from the Authorized Panafax Reseller Program at any time for any reason. By executing this Program Enrollment Form, you agree to comply with the terms and conditions of the Authorized Panafax Reseller Program and consent to PCCNA sending you further details regarding the Authorized Panafax Reseller Program and other product information by facsimile, e-mail or other means. All or part of the Authorized Panafax Reseller Program may be changed or cancelled at any time without notice.

Signature _____ Date _____

Print Name _____ Title _____

For Panasonic HQ Use:

Accepted by (PCCNA-HQ Director): _____ Date Enrolled: ____/____/____

Authorized Distributor**: _____ Account #: _____

Notes: _____



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