

PANASONIC AUTHORIZED RESELLER PROGRAM 2016 DEMONSTRATION UNIT PURCHASE PROGRAM

Updated August 1, 2016

Panasonic System Communications Company of North America is pleased to offer its authorized resellers the opportunity to purchase products at a reduced cost for demonstration purposes.



ENTITLEMENT

Authorized resellers (Tier A, B and C) may purchase a select number of demonstration units each Panasonic fiscal year (April 1, 2016 – March 31, 2017) at a fixed discount. *Exceptions to this entitlement by specific product group / category are detailed below in the Terms & Conditions section.* Resellers may only purchase products from those product groups for which they are authorized. Complete authorization and demonstration program details by product category available in the specific Program Requirements and Benefits Guidelines.

PROCESS

1. Complete the Demonstration Unit Purchase Program Form.
2. Send form to Reseller Support – ResellerSupport@us.panasonic.com
3. Panasonic will respond to requests within 48 hours (2 business days).
4. Once the approved Demo ID number is issued, it is the responsibility of the reseller to place the order with the designated distributor.
5. Approved Demo Purchase Special Pricing Letters (SPLs) have an expiration date 30 days from the date the SPL is sent to the designated distributor. The expiration date will be clearly stated in the confirmation email sent to the reseller. Please be sure to purchase requested demo units prior to the expiration date.

TERMS & CONDITIONS

- This is a purchase program; once bought, units cannot be returned to distribution or to Panasonic.
- Only current Panasonic products can be ordered as demo units. Channel limited and discontinued products are not eligible.
- Accessories are not eligible for the demo unit program.
- If requesting multiple units of a Projector, Professional Display or Professional Video SKU, the form must include each selling location's address.
- Units are to be available for end-user demonstration purposes at the reseller location for a minimum of 90 days from receipt of the unit. Panasonic reserves the right to audit reseller locations regarding demo unit stock.
- After the 90-day minimum demonstration period the product may be resold; however, reseller must maintain demonstration unit commitments as required by the reseller program guidelines.
- Business Telephone Systems and SIP Communications are handled by a different process than the rest of the Panasonic product groups. Terms & Conditions may vary. Contact your Panasonic Partner Sales Manager for assistance.
- Authorized resellers (Tier A, B and C) are eligible to participate in the Panasonic Demonstration Unit Purchase Program unless an exception is specified for a product category.
- **Exceptions:**
 - The Video Surveillance product group does not extend eligibility to Tier C resellers.
 - Evidence Capture Solutions product group does not use a tiered system (A, B and C), therefore eligibility is extended to all authorized Evidence Capture Solutions resellers.
 - The Professional Video product group does not use a tiered system (A, B and C), therefore eligibility is extended to all authorized Professional Video resellers.
 - The Visual Systems (Projectors and Professional Display) product group does not use a tiered system (A, B and C), therefore eligibility is extended to all authorized Visual Systems resellers.
- Complete authorization and demonstration program details by product category available in the specific Program Requirements and Benefits Guidelines.
- Warranty will be the standard warranty associated with the product. Upon resale, the customer shall be entitled to the balance of the warranty. Reseller should notify Panasonic to transfer warranty ownership by emailing the entitlement group at: pssupport@us.panasonic.com
- Neither initial purchase nor resale to end user beyond required holding period is eligible for spiffs.
- Panasonic may offer additional demonstration unit programs that will supplement this program to support new products or initiatives.
- Panasonic reserves the right to change or modify the Panasonic Demonstration Unit Purchase Program at any time without notice.

PRODUCT DETAILS (Accessories, channel limited and discontinued products are not eligible.)

PRODUCT GROUP	ELIGIBLE PRODUCTS	MAXIMUM QUANTITY / TIME PERIOD	PRICE OR DISCOUNT FROM SRP
Computers & Tablets	<ul style="list-style-type: none"> All Toughbook-branded Computers Toughpad FZ-G1, FZ-M1, FZ-Q1 and FZ-B2 Tablets 	NEW 10 units total per year	50%
Rugged Handhelds	Toughpad FZ-F1, FZ-N1, FZ-E1 and FZ-X1	NEW 10 units total per year	50%
4K Tablet	<ul style="list-style-type: none"> Standard Bundle – FZ-Y1CGBBZXX Performance Bundle – FZ-Y1DMCHZXX <i>Cradle and case are separate SKUs and must be included on the demo order to complete the bundle.</i>	1 bundle per year	50%
Medical Imaging	All	1 of each model per quarter	50%
POS & Wireless Headsets	POS – Main workstation models (JS970WSXXXX, JS970WPXXXX) WAS – Main models (WX-CC411, WX-CH450, WX-CT420, all kit bundles)	2 of each model per year	60%
Professional Display	AF1, BF1, LFX, LF, LFE Series	1 of each model per selling location per quarter	40%
	All LFX (Video Wall) Series	2 of each model per selling location per quarter	40%
	Video Wall Packages: • 55LFX502X2VW • 55LFX503X3VW • 55LFX52X2VW • 55LFX53X3VW • 47LFX52X2VW • 47LFX53X3VW	1 per selling location per year	50%
	LQ (4K) Series	1 of each model per selling location for life of the product	50%
Projector	Large Venue LCD projectors and select Installation/ Systems projectors including: • PT-EX16KU • PT-EX12KU • PT-DZ870 Series • PT-DZ780 Series (including PT-DW750 and PT-DX820) • PT-EZ770 Series • PT-EZ590 Series • PT-RZ570 Series • PT-RZ670 Series • PT-RZ370/RW330 Series • PT-RZ470/RW430 Series • PT-RZ970 Series	1 of each model per selling location per quarter	60%
	Large Venue 3-Chip DLP projectors including: • PT-DZ21K Series • PT-DZ13K Series • PT-RS11KU • PT-RQ13KU • PT-RZ12KU	1 of each model per selling location per quarter	40%
Professional Video	AVCCAM and P2 Camcorders, DVX200, Studio Cameras, PTZ Cameras, Switchers and Monitors beginning with the following prefixes: AG-; AJ-*; AK-; AV-; AW-; BT-. *P2 cards, microP2 Adapters, P2 Drives, and DVCPRO Cassettes are not eligible for the demo program.	1 of each model per selling location per quarter	40%
Video Surveillance	All Cameras and Recorders	Tier A may purchase up to \$150k in Video Surveillance products Tier B may purchase up to \$50k in Video Surveillance products Tier C is not eligible	53%
Evidence Capture Solutions	<ul style="list-style-type: none"> Arbitrator 360 HD Kits (MK3) ARB-WV-VC31-C ARB-BWCMAINKIT 	5 units total per year 5 units total per year 10 units total per year	60% 50% 50%

PRODUCT DETAILS (Accessories, channel limited and discontinued products are not eligible.)

PRODUCT GROUP	ELIGIBLE PRODUCTS	MAXIMUM QUANTITY / TIME PERIOD	PRICE OR DISCOUNT FROM SRP
Scanners	<p>Select Scanners</p> <p>Workgroup Document Scanners:</p> <ul style="list-style-type: none"> • KV-S1015C – SRP: \$495.00 Reseller Demo Price: \$247.50 • KV-S1026C – SRP: \$595.00 Reseller Demo Price: \$297.50 • KV-S1027C – SRP: \$995.00 Reseller Demo Price: \$497.50 • KV-S1057C – SRP: \$1,295.00 Reseller Demo Price: \$647.50 <p>Departmental Document Scanners:</p> <ul style="list-style-type: none"> • KV-S2087 – SRP: \$2,495.00 Reseller Demo Price: \$1,247.50 • KV-S5046H – SRP: \$5,195.00 Reseller Demo Price: \$2,597.50 • KV-S5076H – SRP: \$6,195.00 Reseller Demo Price: \$3,097.50 <p>Production Document Scanners:</p> <ul style="list-style-type: none"> • KV-S4065CL – SRP: \$6,395.00 Reseller Demo Price: \$3,197.50 • KV-S4065CW – SRP: \$8,200.00 Reseller Demo Price: \$4,100.00 • KV-S4085CW – SRP: \$11,600.00 Reseller Demo Price: \$5,800.00 • KV-S7097 – SRP: \$8,995.00 Reseller Demo Price: \$4,497.50 <p>Network Scanning Solutions:</p> <ul style="list-style-type: none"> • KV-SS1100 – SRP: \$1,549.00 Reseller Demo Price: \$774.50 • KV-S287M100 – SRP: \$6,200.00 Reseller Demo Price: \$3,100.00 • KV-S546M100 – SRP: \$7,900.00 Reseller Demo Price: \$3,950.00 • KV-S576M100 – SRP: \$8,400.00 Reseller Demo Price: \$4,200.00 • KV-S465M100 – SRP: \$9,900.00 Reseller Demo Price: \$4,950.00 • KV-S485M100 – SRP: \$14,600.00 Reseller Demo Price: \$7,300.00 	1 per model every 6 months	50%
Business Telephone Systems*	KX-NS700DK and KX-NS1000DK	1 bundle per year	20%
SIP Communications*	<ul style="list-style-type: none"> • KX-HDV Series • KX-UTG Series • KX-TGP600 Series 	1-2 per bundle per year (varies by model)	20% to 30% (varies by model)

*Business Telephone Systems and SIP Communications are handled by a different process than the rest of the Panasonic product groups. Terms & Conditions may vary. Contact your Panasonic Partner Sales Manager for assistance.

PANASONIC AUTHORIZED RESELLER PROGRAM DEMONSTRATION UNIT PURCHASE PROGRAM FORM

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HOW TO PURCHASE A PANASONIC DEMONSTRATION UNIT

1. Complete the following form.
2. Send form to Reseller Support – ResellerSupport@us.panasonic.com
3. Panasonic will respond to requests within 48 hours (2 business days).
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AUTHORIZED RESELLER INFORMATION (All fields required)

Date: _____ PANID: _____ Contact Name: _____

Company Name: _____ Title: _____

Address : _____

City: _____ State: _____ Zip: _____

Phone No: _____ Email: _____

PRODUCTS TO PURCHASE (This section applies to all product categories except Scanners.)

PANASONIC SKU	QUANTITY	SELLING LOCATION (IF APPLICABLE)

PRODUCTS TO PURCHASE (This section applies only to Scanner products.)

MODEL	SUGGESTED RETAIL	RESELLER DEMO PRICE	DISCOUNT FROM SRP	SELECT DESIRED MODEL(S)
KV-S1015C	\$495.00	\$247.50	50%	
KV-S1026C	\$595.00	\$297.50	50%	
KV-S1027C	\$995.00	\$497.50	50%	
KV-S1057C	\$1,295.00	\$647.50	50%	
KV-S2087	\$2,495.00	\$1,247.50	50%	
KV-S5046H	\$5,195.00	\$2,597.50	50%	
KV-S5076H	\$6,195.00	\$3,097.50	50%	
KV-S4065CL	\$6,395.00	\$3,197.50	50%	
KV-S4065CW	\$8,200.00	\$4,100.00	50%	
KV-S4085CW	\$11,600.00	\$5,800.00	50%	
KV-S7097	\$8,995.00	\$4,497.50	50%	
KV-SS1100	\$1,549.00	\$774.50	50%	
KV-S287M100	\$6,200.00	\$3,100.00	50%	
KV-S546M100	\$7,900.00	\$3,950.00	50%	
KV-S576M100	\$8,400.00	\$4,200.00	50%	
KV-S465M100	\$9,900.00	\$4,950.00	50%	
KV-S485M100	\$14,600.00	\$7,300.00	50%	

DISTRIBUTOR CONTACTS

Please fill in below which distributor(s) you will purchase through, along with corresponding products. List one distributor per SKU. Requests cannot be sent to multiple distributors for the same SKU.

DISTRIBUTOR NAME(S)	PANASONIC SKU(S)

ACKNOWLEDGEMENT

By submitting this request, I acknowledge that I have read and will abide by the Terms & Conditions of the Panasonic Demonstration Unit Purchase Program.

Authorized Reseller Signature: _____

Employees of reseller companies may not share the Panasonic Authorized Reseller Program details, including program requirements and benefits, or information gained through the Panasonic relationship with another manufacturer or end-user.



CONTACT US
1.877.826.6538
ResellerSupport@us.panasonic.com