

Marketing Funding Guidelines – EMEA & APAC

Overview

Websense® is committed to assisting its channel partners to maximise their sales success through a range of marketing initiatives, tools and services. All partners benefit from the Websense world-class brand and market recognition which is strongly reinforced through all our marketing activities.

Websense holds a discretionary marketing fund which is available to Distributors and Platinum Partners. Gold and Silver Partners may apply through their local distributor.

Websense marketing funding is provided to partners to deliver marketing activities to targeted audiences in order to drive sales leads and create sales opportunities. In order to qualify for funds, such marketing activities must:

- ✓ Be approved by the Websense marketing department prior to execution
- ✓ Be focused on promoting Websense solutions
- ✓ Be targeted at a qualified audience

Funding will be provided on a 50/50 basis between Websense and the channel partner where Websense is the sole vendor involved. If more vendors are participating in the activity the costs must be evenly split between the parties. From time to time higher percentages may be available from Websense, and will be subject to business planning and channel marketing approval.

Examples of appropriate marketing activities:

- ✓ Seminars, road-shows
- ✓ Industry events, conferences
- ✓ Webinars
- ✓ Targeted direct mail
- ✓ Executive briefings
- ✓ Focused telemarketing
- ✓ Online marketing, emails
- ✓ Technical workshops

Examples of expenses which would not qualify for funding:

- ✗ Hosting CWSE technical trainings
- ✗ Individual entrance fees to exhibitions
- ✗ Corporate hospitality and sponsorships
- ✗ Travel, hotel or car rental expenses
- ✗ Hardware

Applying for marketing funding

Funding will not be approved until all three steps are completed.

Step 1: Discuss your proposed marketing activities with your Websense marketing representative. Each request will be reviewed on its own merit, with special focus placed on the lead generation potential of each plan.

- ✓ approval by Websense was not obtained prior to the activity
- ✓ the usage of the Websense logo and/or product information has not been approved by Websense
- ✓ no claim number has been assigned

Step 2: To gain prior approval the marketing funds, submit a marketing funding request form online.

You will automatically receive a copy of the form as your receipt. This is not an approval.

Step 3: If your activity has been approved you will receive a confirmation email from partner-intl@websense.com that will contain a "Marketing Funding Authorisation Form" with a claim number that is unique to this activity. You may then proceed with your activity.

If Websense is unable to fund the activity and the request is declined you will receive an email to that effect from partner-intl@websense.com

Once submitted, Websense will respond within five working days. The MDF prior approval is valid for three months from the date of issue. If you have any questions, please send to partner-intl@websense.com.

Requesting payment for claims

Once you have completed your approved marketing activity, submit the required documentation to Websense via e-mail or post, indicating the corresponding claim number provided to you by Websense during the approval stage. Partners must submit this within 45 days of the completion of the activity or the funds will expire and no reimbursement will be made. The required documentation is listed below.

- ✓ Copies of receipts / invoices showing the total costs incurred for the marketing activity along with the claim number Websense have emailed to you.
- ✓ Sample(s) of material produced that use the Websense logo and/or Websense copy and/or pictures of Websense presence at an event
- ✓ List of attendees /# of leads

Payment will be made, once Websense receive from you **an invoice with the claim number** and **sufficient proof** for the completed activity.

Please note: Websense will not pay out claims to channel partners that are on credit hold. Equally, channel partners are not allowed to deduct claims from Websense product invoices.

Please send your invoice, the proof and any documentation for claims with the claim number clearly highlighted to:

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