**Bose Professional Project Registration**

**Program Outline**

The Bose Professional Project Registration Program (Indirect and Direct) is designed to be fair to all partners, minimize channel conflict, offer a clear margin advantage and lead to faster success in the sales process for the reseller partners. In exchange for prospecting and presales efforts to drive sales, Bose Professional will not only offer a project registration discount but will partner with resellers to engage with customers early in the sales process. It is not intended to reward opportunistic sales. The programs are global in scope and will incentivize resellers and drive partner business through the channel.

Bose Professional will offer clear and concise program rules on eligibility and will provide resellers with a response on project registration requests within 2 business days of submittal.

**1. Eligible Parties**

Indirect and Direct dealers of Bose Professional are eligible for Project Registration discounts. The type of discount available to the dealer is dependent on their transactional relationship with Bose Professional and program regional availability.

Indirect dealers are defined as dealers/resellers/integrators who can only purchase Bose Professional products through one of our Distribution partners. Indirect Dealers are eligible for Project Registration discounts for Bose Professional Videobar products.

Direct dealers are defined as dealers/resellers/integrators who purchase directly from Bose Professional and or via one of our Distribution partners. Direct Dealers may be eligible for Project Registration discounts for Bose Professional Videobar products, depending on regional program availability.

Distribution partners are not eligible for Project Registration discounts but are reimbursed through Bose Professional for approved projects ordered by direct and indirect dealers.

**2. Eligible Products, Project Size and Discounts**

a. Indirect Program

* Available to Indirect and Direct Dealers.
* Indirect Program offers Project Registration discounts for Bose Professional Videobar products only.
* Bose Professional Videobar products will be ordered and fulfilled via our Distribution partners.
* Minimum eligible project size and products for project registration are as follows:

**Americas**

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| --- | --- | --- |
| **Product** | **Minimum** | **Discount** |
| VIDEOBAR VB1 | 10 Units | 3% |
| VIDEOBAR VB1 | 20 Units | 5% |
| VIDEOBAR VB-S | 15 Units | 3% |
| VIDEOBAR VB-S | 30 Units | 5% |
| Combination of VB1, VBS | $12,000 USD MSRP | 3% |
| Combination of VB1, VBS | $25,000 USD MSRP | 5% |

**EMEA**

|  |  |  |
| --- | --- | --- |
| **Product** | **Minimum** | **Discount** |
| VIDEOBAR VB1 | 10 Units | 5% |
| VIDEOBAR VB1 | 20 Units | 9% |
| VIDEOBAR VB-S | 15 Units | 5% |
| VIDEOBAR VB-S | 30 Units | 9% |

**Australia / New Zealand**

|  |  |  |
| --- | --- | --- |
| **Product** | **Minimum** | **Discount** |
| VIDEOBAR VB1 | 10 Units | 3% |
| VIDEOBAR VB1 | 20 Units | 5% |
| VIDEOBAR VB-S | 15 Units | 3% |
| VIDEOBAR VB-S | 30 Units | 5% |

**3. Project Registration Criteria**

a) Projects may only be registered by one partner. However, in certain circumstances, Bose Professional may grant registrations to multiple Partners for the same project, if Bose Professional determines it is required by local laws.

b) Each project registration must represent a single end-user and single location.

c) The aggregate size of the project registration meets the Minimum Project Size set forth above under “**Eligible Products, Project Size and Discounts**”. Aggregate project size is determined before any taxes, shipping, handling, or other fees are applied. Only Bose Professional products are included in determining project size - third-party products and services are not included in such determinations.

d) The project is not the subject of a Public Tender that has been published; provided, however, that before the Public Tender has been published, the Partner shall be eligible to register the project. “Public Tender” means a request for proposal (RFP), invitation for bid (IFB), indefinite delivery indefinite quantity (IDIQ), or similar public sector tender process that is subject to public procurement laws or regulations.

e) Partner must substantiate pre-sales efforts/activities to Bose Professional. Before registering a project, the Partner must substantiate (to Bose Professional’s satisfaction) pre-sales efforts related to such project, such as, but not limited to, meeting with the end-user’s decision-makers, qualifying the project, helping the end-user to quantify the project budget with Bose Professional products, or helping the end-user to define the project requirements to include Bose Professional products. Partner must document such efforts, including proof of date and time, to be provided to Bose Professional on request.

f) The Partner must provide sufficient information when registering the project to allow Bose Professional to determine whether the Partner is well positioned to service the project and whether to approve the project registration.

**4. Exceptions**

a) Bose Professional may, at its discretion, facilitate the quote or bid for a project if the Partner does not close the project within the Registration Term [the registration has expired], and no extension or renewal of the Registration Term has been granted.

b) If a Partner (i) orders significantly more units than those detailed in the relevant Project Registration, (ii) utilizes project specific pricing to order units for resale to end-users who were not part of the Project Registration or not eligible for the project-specific pricing, the project registration will be rescinded.

**5. Project Registration Process**

a) Dealer must first register and be approved as a Partner by registering on the Bose Professional Partner Program website ([Reseller Benefits - Bose Professional](https://www.boseprofessional.com/en-us/resources/partner-program)) before initiating any project registrations.

b) Partner must be the first to submit the project with complete and accurate project information:

i. End-user’s full company name

ii. End-user’s contact name, phone and email

iii. End-user’s location – Street, City, State and Country

iv. Reseller company name

v. Reseller contact name, phone and email

vi. Project start date

vii. Project close date

viii. Product List – SKU and Quantity

d) Each Project Registration will be valid for one year beginning from the date of Bose Professional’s notification of the Project Registration approval.

e) The project registration must be submitted to Bose Professional no less than thirty (30) days before the anticipated purchase date from Bose Professional or distributor.

f) Each project registration can be renewed once with a one (1) year extension.

g) Bose Professional will notify the Partner by e-mail that the project registration is approved, and project has been registered, or that the project registration has been declined. Bose Professional will notify Partners of its decision within two business days but projects for enterprise customers (where applicable) may take longer due to additional validations.

h) Partners will receive their discount at the time of order. Partners must place their order before the Project Registration expiration date in order to receive their project registration discount.

i) Distributors may register projects only on behalf of their resellers (Indirect Program only).

j) Partners must order Bose Professional Videobar products via our Distribution partners.

k) Partner must be current on all payments to Bose Professional during the course of the registration period.

**6. Discount Calculation & Rebate Payment**

a) Reseller will receive a discount at the time of their order directly from the supporting distributor (for Bose Professional Videobar products) The reseller is required to include the Bose Professional approved Project Registration number on their purchase order to the distributor. The distributor will validate the project registration with Bose Professional at the time of order prior to applying the discount. Indirect Project Registration discount to be issued to partners based on local RRP/MSRP (MSRP excludes tax in Mexico).

b) Distributor Rebates – Bose Professional Videobar products. - The Distributor will receive a monthly credit from Bose Professional for all approved Project Registrations. In order for the Distributor to receive the credit, they must include the Project Registration number as a column in their monthly POS/transaction reports, as well as other required fields. Bose Professional will reconcile approved Project Registrations to the POS/transaction reports to validate approved projects registrations have closed.

**7. Disputes**

Partners or Distributor must submit any disputes, whether with Bose Professional or another Partner or Distributor, arising from or related to the Project Registration Program via email to: salesoperations@boseprofessional.com. Include a written description of all issues, prior to commencing any formal dispute-resolution procedure.