

Demo & Programs Portal



To: Resellers, members of Zebra's PartnerConnect Channel Program located in European Economic Area and Switzerland entitled to purchase Zebra Printer Products and Services ("**Eligible Reseller(s)**").

From: EMEA Channel Operations

Date: 06 February 2020

Subject: **Thermal Printer Trade Up Program – VEV Prefix "PTUP1-"**
("Program")
Program Bulletin

1. Program Description

This Program enables a significant discount to Eligible Resellers (via Authorised Distributors) on new selected Zebra thermal printers purchases, when confirming that old thermal printers have been or will be disposed of ("**Program Recommended Discount**").

2. Program Period & Eligible Countries

Start Date: 1 January 2020
End Date: 31 December 2020

Eligible Resellers & Eligible Countries:

This Program is limited to Zebra thermal printers purchased by Eligible Resellers via members of Zebra's PartnerConnect Channel Program in the Distributor track located in Europe, Middle East and Africa (EMEA) and who are entitled to purchase Zebra Printer Products and Services ("**Authorised Distributors**").

3. Virtual Entitlement Voucher (“VEV”) Prefix

The VEV Prefix for this Program is **PTUP1**-XXXXXXXXXX (followed by 10 alphanumeric digits). Only vouchers with this Prefix are valid for this Program.

4. Program Details

The Program recommends special pricing for Eligible Resellers for specific Zebra thermal printer purchases from Zebra Authorised Distributors. The premise to allow participation in this Program is the confirmation of the disposal of outdated thermal printers in use by end users located in the Eligible Countries. This comprises Zebra thermal printers as well as competitive thermal printers. Please see further details below:

- To participate, Eligible Resellers must be members of the PartnerConnect Program in EMEA. Please see [PartnerGateway](#) for further information on Partner Memberships.
- Orders must be placed via an Authorised Distributor.
- Eligible Resellers are required to create a Virtual Entitlement Voucher (“VEV”) in the [Demo & Program Portal](#) (“Portal”) which will require them to select the Zebra Products and fulfilling Authorised Distributor.
- Qualifying Trade Up Printers: Thermal transfer and direct thermal printers of any brand are eligible for the Trade Up Program subject to each thermal printer traded in being related to the type of new Zebra thermal printer being purchased. For example; if the end user customer is purchasing a new thermal **mobile** printer from Zebra they must be Trading Up from an existing thermal **mobile** printer. If they have been using a thermal **desktop** printer, this transaction will not qualify under the Trade Up Program.
- The current list of Zebra thermal printers families supported and associated Program Recommended Discounts for the Trade Up Program can be found in Appendix A of this bulletin. The list of eligible SKU's within this program is not static and can change during the lifetime of the program. Please enter the program to view actual available SKU's.
- In order to be eligible for a Program Recommended Discount on new Zebra printers, Eligible Resellers must confirm in the VEV that old thermal printers have been/will be disposed of.
- Eligible Reseller(s) must capture brand, model, unique serial number as well as end user customer details regarding each thermal printer being Traded Up. Serial numbers can only be used once.
- The number of disposed thermal printers must match the number and type (Desktop, Tabletop, etc.) of the new Zebra thermal printers added to the VEV.
- Before a final Virtual Entitlement Voucher can be issued the Demo & Programs Portal Tool will generate a voucher request which is subject for approval. Once the request is reviewed and approved by Zebra, the Eligible Reseller will receive an automated email with the final VEV number. If the request is rejected the Eligible Reseller will receive a notification via email, with the reason for the rejection.

- The Eligible Resellers will then present this VEV to the Authorised Distributor of their choice (as specified during the VEV creation) along with a purchase order to fulfil this Program Recommended Discount. Valid VEV's should be accepted immediately by the selected Authorised Distributor (acceptance period is 30 days) on the Portal upon receipt to avoid the time out of the VEV.
- Once accepted by the Distributor the VEV stays active until the goods are physically shipped.
- VEV's generated in this Program cannot be combined with other discounts, programs, trade-ins or price concessions.

The Program Recommended Discount is an upfront discount which may be made available by the Authorised Distributor at its sole discretion. Pricing agreements will be solely between the Eligible Reseller and any Authorised Distributors.

The Eligible Reseller(s) acknowledge that Zebra is not permitted to do other than recommend that such Program Recommended Discount is provided, and in particular Zebra will not in any way limit an Authorised Distributor's ability to offer a greater discount or otherwise prohibit Authorised Distributors to sell to Eligible Reseller(s) at a lower price.

The Eligible Reseller(s) also acknowledge that Zebra's obligations in relation to pricing assurances are governed by and subject to all relevant antitrust or competition legislation that may govern in any particular country and with which Zebra is required to comply. Zebra shall not be deemed to have committed a breach of this Program if it is unable to give such pricing assurances as a result of legislative restrictions.

A list of Authorised Distributors is available in the PartnerConnect Partner Gateway .

5. Eligible Zebra thermal printers

Please log on to the Demo & Programs Portal and enter the Printer Trade Up Program to find eligible thermal Printer products and see the associated Program Recommended Discounts. A list of current eligible Zebra thermal printers can be found in Appendix A of this bulletin, which may change in Zebra's sole and absolute discretion at any time.

Further information for Eligible Resellers is posted on [Partner Gateway](#).

To ensure Eligible Reseller is familiar with the VEV process, a training document for [the Portal](#) is also available on [Partner Gateway](#).

If you have any further questions, please contact your Account Manager.

6. Program – Additional Terms

1. The Program will commence on the Start Date and automatically end on the End Date, both as indicated above ("Program Period").
2. The Eligible Reseller must purchase the Eligible Product(s) within the Program Period to be eligible for the Program Recommended Discount.
3. This Program cannot be combined with other discounts, Zebra programs or any price concessions.
4. Claims for this Program may be submitted by Eligible Resellers only.
5. To claim the Program Recommended Discount the Eligible Reseller must visit the EMEA Demo and Program Portal (<https://www.citplatform.com/EMEADemoDevelopment/1.aspx>) and create a user account (if not done so already). Once in the tool, Eligible Reseller must follow the process to create a Virtual Entitlement Voucher (VEV) and select the Authorised Distributor from whom it wishes to purchase the Eligible Product(s).
6. Zebra is not responsible or liable for any technical, hardware, software, server, website, or other failures that prevent the Eligible Reseller from submitting a Program claim via the EMEA Demo and Program Portal.
7. The Authorised Distributor will accept or reject the VEV submitted by the Eligible Reseller. Acceptance of the VEV shall be at the Authorized Distributor's sole discretion.
8. VEV's created under this Program shall remain valid for thirty (30) days from creation. If a VEV is not accepted by within the 30-day period by the Distributor, the VEV will time out and the Eligible Reseller will need to create another VEV.
9. Acceptance of the Program Recommended Discount claim raised via an Authorised Distributor is entirely at Zebra's discretion and Zebra's decision is final.
10. The benefit Zebra recommends Authorised Distributors pass through to Eligible Resellers in accordance with the terms of the Trade Up Program is intended for the ultimate benefit of end user customers located in the Eligible Countries, Trading Up Eligible Products and may not be used to support any other transactions.
11. The Eligible Reseller(s) participating in the Trade Up Program are responsible to ensure that the terms of the Trade Up Program are adhered to fully.
12. Audits: Zebra is entitled to carry out at any time an audit of the Eligible Reseller participating in the Trade Up Program, in order to confirm that such Eligible Reseller(s), its supplier and / or any of its directly or indirect customers involved in the specific sale chain is / are complying with their respective obligations hereunder. Under such audit Zebra may request, among other information, redacted (without price information) information verifying the volume and / or type of Eligible Products purchased by an Eligible Reseller, proof of shipment and / or other supporting documentation to an end user customer, and the disposal of old thermal printers. Audits may be carried out by Zebra or an independent audit team. Zebra will provide the Eligible Reseller with at least three (3) days' notice of an audit. The Eligible Reseller must fully cooperate with the audit teams. Lack of cooperation with such audit request will be deemed, in Zebra's sole and absolute discretion, a Trade Up Program Violation (as defined below).
13. Trade Up Program Violations: Any non-adherence or (in Zebra's sole and absolute discretion) reasonable suspicion of non-adherence to the Trade Up Program rules, the applicable PartnerConnect reseller agreement terms, the PartnerConnect Program rules, or applicable laws will be considered a Trade Up Program Violation. Zebra may determine, in its sole and absolute discretion that a Trade Up Program Violation has occurred as a result of, but not limited to, the following instances:
 - a) Where the Eligible Reseller, or any of its suppliers, direct or indirect customers, are not complying or (in Zebra's sole and absolute discretion) are reasonably suspected of not complying with the Trade Up Program rules (including Zebra's request for cooperation with an audit, or where Eligible Product purchases exceeded the permitted volumes under the Trade Up Program, or where old thermal printers are (suspected) not disposed

of), the applicable PartnerConnect agreement terms, the PartnerConnect Program rules, or applicable law, Zebra will deem the Trade Up Program to have been violated.

b) Where the Eligible Reseller provided incorrect or incomplete information or information which (in Zebra's sole and absolute discretion) is suspected as incorrect or incomplete information as part of their participation in the Trade Up Program, Zebra will deem the Trade Up Program to have been violated.

Should the Eligible Reseller be of the opinion that no Trade Up Program Violation has occurred, the Eligible Reseller is invited to prove to Zebra that there was no wrongdoing by any and all reselling companies included in the specific sales chain. Notwithstanding the above, Zebra's decision regarding the occurrence of a Trade Up Program Violation shall be final.

14. Enforcement rules:

In case of a Trade Up Program Violation (whereby Zebra shall determine in its sole and absolute discretion whether such has occurred per above), and without limiting any of its additional rights, Zebra may exercise any or more than one of the following measures in any particular order (the list is just indicative):

- a. Terminate the Eligible Reseller's participation in the Trade Up Program;
 - b. Send a warning letter to the Eligible Reseller, its suppliers, and / or any of its customers (if members of PartnerConnect);
 - c. Prevent the Eligible Reseller's, its supplier's or any of its direct / indirect customers' (who are members of PartnerConnect) participation in the Trade Up Program or any other Zebra special pricing programs (including deal registrations and price concessions) for a period of 30 – 90 days;
 - d. Place the Eligible Reseller, its supplier(s) or any of its direct / indirect customers (who are members of PartnerConnect) in a NOT IN GOOD STANDING status for a minimum period of 90 days. When a member of PartnerConnect is placed in a NOT IN GOOD STANDING status, Zebra may reassign them to a lower level within PartnerConnect (where applicable) and/or withhold additional PartnerConnect benefits, such as promotion to the next level within PartnerConnect and/or rebates and promotional prices that they would otherwise be eligible for during such period;
 - e. Terminate the PartnerConnect membership of the Eligible Reseller, its supplier(s) or any of its direct / indirect customers (who are members of PartnerConnect).
15. The Trade Up Program is subject to the confidentiality clauses contained in the relevant Zebra PartnerConnect agreement terms applicable to the Eligible Reseller. Eligible Resellers must (and agree to ensure their direct and indirect customers also) keep all information provided as part of this process confidential and only share it (both internally and externally) on a need-to-know basis.
16. Zebra reserves the right to modify, withdraw or cancel the Trade Up Program (in whole or in part) at any time and/or in any geography for any or no reason without prior notice.
17. The Program is subject to the laws of England and Wales and the Eligible Reseller agrees to be bound by the exclusive jurisdiction of the courts of England and Wales.
18. By creating and / or submitting a VEV, the Eligible Reseller (s) is deemed to participate in the Program and to have accepted and agreed to comply with its terms as set out herein. The terms and conditions of the PartnerConnect agreement applicable to the Eligible Reseller(s) are not affected by the terms of the Program, are supplemental to the same, and shall remain in full force and effect.
19. By entering into the Program, the Eligible Reseller acknowledges that Zebra and its contractors, agents and representatives, will be required to collect and use certain information (including personal data as permitted by applicable laws) for the purposes of administering the Program. Zebra agrees to comply with all applicable requirements as included in the applicable

PartnerConnect agreement terms and Zebra's Privacy Statement available [here](#). If the Eligible Reseller's personnel wish to opt out of receiving communications

relating to the Program at any time, Eligible Reseller acknowledges that they can contact Zebra as specified in Zebra's Privacy Statement.

Appendix A

Current list of eligible Zebra thermal Printers Families & Zebra Recommended Discount for this Program for Eligible Resellers when purchasing via Zebra Authorised Distributors

Subject to change in Zebra's sole and absolute discretion at any time

Technology Segment	Product Family	Program Recommended Discount off Zebra list price for Eligible Resellers purchasing via Zebra Authorised Distributors
Desktop	GK4XXX	58,5%
Desktop	GX4XXX	58,5%
Card	ZC1XX	62,0%
Card	ZC3XX	61,0%
Desktop	ZD420	58,5%
Desktop/RFID	ZD5XXX	58,5%
Desktop	ZD620	58,5%
Mobile	ZQ3XX	47,0%
Mobile	ZQ5XX	47,0%
Tabletop	ZT2XX	47,0%
Tabletop/RFID	ZT4XXX	50,5%
Tabletop	ZT5XX	47,0%
Tabletop/RFID	ZT6XX	47,0%