

Deal Registration Policy

TechSmith is committed to the success of its channel partners and values the investment needed to find new sales opportunities. The Deal Registration Program rewards and protects partners who market, promote, and sell TechSmith solutions to their customers.

Deal Registration At-a-Glance

- Partners can receive up to 8 additional points of margin
- Deal size must be at least:
 - \$3,500 MSRP USD for education sales
- Only reseller partners (not distributors) may apply for deal registration
 - Only one partner at a time can be approved for deal registration per opportunity
 - Distributors cannot register deals on behalf of a reseller
 - Resellers are encouraged to provide distributor information if known

Additional Details

Registration Eligibility and Approval Criteria:

- **All Deals must be registered** (<https://discover.techsmith.com/deal-reg>). Some partners may have a process with their team, and that is acceptable.
- Partner must provide evidence of pre-sales efforts when applying for the deal registration.
- Standard maintenance renewals are not eligible.
 - Upsells may qualify if the upsell itself meets eligibility requirements.
- Bid requests are not eligible.
- Deal registration quotes will be valid for 60 days from the day of quote. A one-time, 30-day extension *may* be provided at TechSmith's discretion.
- Response to deal registration requests to be provided within two business days of request being made. Deal registration status will only be discussed with the reseller partner making the submission. Partner must respond to the TechSmith sales team within 2 business days to ensure timely registration
- A registered deal approved by TechSmith is valid for that opportunity only. The approval does not grant exclusive rights to the customer.
- Deal registration is awarded across the duration of the commitment if the partner remains the preferred vendor for the end-user. (Example: If the deal closes with a 3-year payment plan, deal registration is awarded across those 3 payments).
- Deal registration will not be awarded if the deal is actively being worked on by TechSmith before a partner was involved.

All decisions are final and are at the sole discretion of TechSmith Corporation. TechSmith reserves the right to modify the terms and conditions of the program at any time. Thirty days' notice will be given in this event.