

# VAR Program At-a-Glance



## Program Requirements

- Accept program terms & conditions
- Meet annual growth targets (for ConnectedPartner Plus)
- Provide sales out data for special pricing purchases
- Adhere to advertised price and maximum discount policies
- Abide by Internet advertising policy

## Program Benefits

- Product discounts
- Deal Registration Program
- Demo Equipment Purchase Program
- Marketing Development Funds Program
- Qualified leads for certified partners
- Access to award-winning partner portal
- Sales/marketing tools and resources
- Promotions
- Business development and marketing support from distributor
- Partner-exclusive webinars
- Partner-exclusive communications
- Partner-exclusive social media groups
- FREE virtual sales and technical training
- Product updates and software releases
- FREE access to LINKPlanner
- Cambium Community

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[channel.cambiumnetworks.com](https://channel.cambiumnetworks.com)

# Program Benefits Overview, *continued*

Benefit	ConnectedPartner	ConnectedPartner Plus
FREE Virtual Sales Training	✓	✓
FREE Virtual Technical Training	✓	✓
Award-Winning Partner Portal	✓	✓
Co-Branded Email Marketing	✓	✓
Co-Branded Collateral	✓	✓
Exclusive Webinars	✓	✓
Exclusive Social Media Groups	✓	✓

# Program Benefits Overview, *continued*

Benefit	ConnectedPartner	ConnectedPartner Plus
Sales Tools	✓	✓
Marketing Resources	✓	✓
Promotions	✓	✓
Channel Notices/Push Notices	✓	✓
LINKPlanner	✓	✓
Product/Software Downloads	✓	✓
Cambium Community	✓	✓