



connect!

Barco Partner Program for Resellers

Connect! Partner Program: Grow your business in a competitive world

- Allows you to sell a wide range of unique products
- Offers a competitive channel partner program
- Gives you a great set of sales, marketing and training tools to support your business
- Rewards and benefits increase as a Partner's commitment to Barco deepens

We have developed three levels of Partnership: Authorized, Silver and Gold. Each level recognizes the Partner's potential and leverages your organization's resources, areas of specialization, and engagement.

Joining the Partner Program provides you the tools, support, resources and training to expand market reach. Together we bring Barco's market-leading solutions to the market.

How to join the Connect! Program

Your application starts by completing the online application form on: <http://Partners.barco.com>. Barco will review your application for your entry in the program.



The Barco Connect! Program Onboarding Terms

	AUTHORIZED	SILVER	GOLD
Program application	✓	✓	✓
Promoting Barco	✓	✓	✓
Endorsing Barco's Values	✓	✓	✓
Training & Certification	Recommended	✓	✓
Demo Investment	Recommended	✓	✓
Revenue Commitment		✓	✓
Joint Annual Business Planning			✓

The key benefits of the Barco Connect! Program

BENEFITS	AUTHORIZED	SILVER	GOLD
Specific Partner Status Discounts	✓	✓	✓
Discounts on Demo	✓	✓	✓
Connect! Newsletters + direct info	✓	✓	✓
Access to MyBarco	✓	✓	✓
Barco & Partner Status Logo	✓	✓	✓
Access to Barco Demo Facilities	✓	✓	✓
Barco University – Free training and Certifications	✓	✓	✓
Barco Connect! Portal	✓	✓	✓
Lead Generation & End-user campaigns		✓	✓
Recognition in Barco Partner Locator		✓	✓
Dedicated Account Manager			✓
Joint Business Planning			✓
Performance Back Rebates			✓
Market Development Funds			✓

*Please consult your Barco representative for all eligible product lines

Partners are critical to Barco growth – The Barco Connect! Program will offer you a framework that is:

Simple	Reliable	Engaging
The Program provides you a framework for doing business together with Barco. This makes working with Barco simple and transparent.	As a Partner in the Barco Connect! Program, we will deliver the products, support, and commercial benefits detailed in the Program.	We want to engage in growing business together by offering the best program features and margin protection, supported by excellent tools and training to help you succeed.