



Partner Plus



FY17 Partner Plus Canada - Eligible Activities and Proof-of-Performance

Your Partner Plus Funds – Summary

The incentive funds awarded through Partner Plus must be 100% re-invested in Cisco’s Canadian mid-market territory business - marketing/demand generation activities.

Partners must obtain **prior** approval for fund utilization, selecting from the list of eligible activities via [Partner Marketing Central](#).

Note that all products on GPL are eligible for quarterly incentive accrual, and Cloud demand generation activities are eligible for incentive utilization (but activities reimbursed by Cloud MDF or JMF are not eligible for Partner Plus reimbursement). Duplicate funding is not available; activities funded through Joint Marketing Funds (JMF) are not eligible for funding via Partner Plus incentives.

Every Activity using Cisco Partner Plus funds must Include Cisco Representation.

- *Percentage of Partner Plus funds to be used in the activity should be commensurate with actual Cisco representation.*

Contact canada-partnerplus-inquiries@cisco.com with questions.

FY17 P+ Funds Process

- Partners meet their P+ target and earn incentive funds once targets are met.
 - 6% on shipped Products (\$CAD 40K cap) - quarterly
 - 4% on shipped Services (\$CAD 10K cap) - quarterly
- Partner goes to PMC to choose and submit activities within their fund limit
 - PMC - www.cisco.com/go/partnermarketing
 - [Instructions](#) how to request your Partner Plus funds and submit activities
 - Not sure how to spend your Virtual Wallet dollars? Try out [Activity Advisor](#)
- Cisco approves/denies activity
- After activity is executed, Partner submits required Proof of Performance (POP)
- After POP is reviewed and approved, Partner Company receives a cheque - all payments are made to the Partner company, not to individuals or other companies

Summary - Eligible Activities (in alphabetical order)

Full Service Activities – PMC	Partner-managed Activities	
CRM Retargeting	3rd Party Events (Sponsorships/Trade Shows)	Sales Incentives - Non-Cash
Events Package	Broadcast Media Advertising (Radio/Television)	Sales Telemarketing Days
Google Paid Search	Cisco events - Cisco Live, Cisco Connect	Search Engine Optimization / Paid Search
IP Listening	Collateral	Seminars and Events with External Audience
Leads2Go	Customer Intelligence/Analytics	Social Media and Social Selling
Social Media and Social Selling	List Purchase/Rental	Telemarketing
CRM Retargeting	Print Advertising	Web Advertising
		Web Newsletters & E-Mail

FULL SERVICE ACTIVITIES - THROUGH PMC

Packages are available in PMC through Cisco-approved vendors. Vendor executes the activity; partner uses their P+ funds to support the expense. We will be adding new FSA activities throughout the year, so please check the [Canada FSA Master Page](#) for all up to date information.

Why use Cisco-approved vendors:

- No vendor training required – vendors know Cisco, its products and solutions
- Pre-planned execution model
- Fixed pricing options
- Vendors participating in Partner Marketing Central are committed to working with our partners to meet their marketing needs

Activity	Proof of Performance*
CRM Retargeting - vendor: 3 Marketeers	
Customer Intelligence/Analytics	Statement of Work (SOW) from Cisco-authorized Vendor
	Itemized cost on partner letterhead
	Actual receipts
	Proof of Cisco representation: screenshots, scripts
	Dates of execution
<p><i>Options Available:</i> <i>Option One: CAD\$4,700 - CRM Retargeting Silver Package with 3M</i> <i>Option Two: CAD\$6,700 - CRM Retargeting Gold Package with 3M</i></p>	
Digital Intelligence Base Package – vendor: MRP	
Customer Intelligence/Analytics	Statement of Work (SOW) from vendor
	Itemized cost on partner letterhead
	Actual receipts
	Proof of Cisco representation: screen shots of emails, landing pages
	Dates of execution
<p><i>Options Available:</i> <i>CAD\$6,750 - Prelytix and Domain targeting, 30 AQLs delivered to the partner, Email nurturing</i></p>	
Events Package – vendor: MRP	
Pre-event planning	Statement of Work (SOW) from vendor
	Itemized cost on partner letterhead
	Actual receipts
	Screen shots of emails and microsite
	Dates of execution
<p><i>Options Available:</i> <i>CAD\$4750; includes emails -confirmation, registration, microsite, sorry you missed it/thanks for attending; Includes a telemarketing component on the list provided by, or purchased by the partner</i></p>	
Google Paid Search – vendor: B2B	
Full Service Web Advertising Activity - the agency will provide the keyword list, bid recommendations, and overall strategy based on the product line that your business specializes in	Statement of Work (SOW) from Cisco-Authorized Vendor
	Itemized cost on partner letterhead
	Actual receipts
	Proof of Cisco representation: screenshot of webpage/ad/URL
	Dates of execution and count of hits or open rates
<p><i>Options Available: each option represents a specific investment in search engine marketing, display advertising, remarketing, and ad optimization.</i> <i>Option One: CAD\$2,100; Option Two: CAD\$2,800; Option Three: CAD\$4,200</i></p>	
IP Listening – vendor: MRP	

Activity	Proof of Performance*
Customer Intelligence and Analytics, Account-based targeting by Geography, Verticals, and company size	Statement of Work (SOW) from Cisco-authorized Vendor
	Itemized cost on partner letterhead
	Actual receipts
	Proof of Cisco representation
	Dates of execution
<i>Options Available:</i> <i>Option One CAD\$4,050: Delivery of 30 Automatically Qualified Leads (AQLs)</i> <i>Option Two CAD\$8,100: Delivery of 60 AQLs</i>	
Leads2Go – vendor: Alea	
Telemarketing, cold calling and leads	Statement of Work (SOW) from Cisco-authorized Vendor
	Itemized cost on partner letterhead
	Actual receipts
	Proof of Cisco representation – e.g. telemarketing script
	Dates of execution
<i>Options Available:</i> <i>Option One CAD\$2,712: One Month (5 Guaranteed Leads)</i> <i>Option Two CAD\$8,136: Three Months (15 Guaranteed Leads)</i>	
Social Media and Social Selling - vendor: N3	
Canada LinkedIn	Statement of Work (SOW) from Cisco-authorized Vendor
	Itemized cost on partner letterhead
	Actual receipts
	Proof of Cisco representation: screenshot of email/landing page, graphics
	Dates of execution, hits, open rates
<i>Options Available:</i> <i>Option One: CAD\$4,000 - LinkedIn Tier 1 Package with N3</i> <i>Option Two: CAD\$6,600 - LinkedIn Tier 2 Package with N3</i>	

*SOW Proof of Performance (PoP) for Full Service Activities will be provided by the Vendor agency.

PARTNER-MANAGED ACTIVITIES

Partners can also opt to utilize their own vendors, or execute activities using their own internal resources. Examples include internally-executed demand generation campaigns, advertising, customer-facing events.

Proof of performance for each activity must reflect the appropriate Cisco Representation - please check each activity type for details.

Activity Type	Definition	Reimbursable Expenses	Required Proof-of-Performance
3rd Party Events (Sponsorships/ Trade Shows)	<p>This activity refers to participation and inclusion in various events that are NOT owned or driven by the Partner/Distributor or by Cisco. In other words, these events are owned and executed by third parties. There should be a strong promotional benefit to Cisco.</p> <p>Includes participation in conferences, trade shows, seminars, vendor days, floor shows, launch events, exhibitions and other Cisco business-oriented activities held at a physical location.</p>	<ul style="list-style-type: none"> • Development and Production Costs - Includes valid third-party agency fees and expenses related to the creation, design and production of marketing materials. - Includes valid third-party agency fees and expenses related to the creation, design and production of marketing materials. • Event Costs • Marketing Program and Sponsorship Costs - Includes valid third-party costs associated with participation in an activity or coordinated set of activities designed to achieve specific marketing objectives. 	<ul style="list-style-type: none"> • Either a Third-Party Invoice or a Breakdown of Internal Costs on Partner/Distributor Company's Letter-Headed Stationary reflecting the full cost of the activity And • Proof-of-Performance of Event (Includes internal and external events, event sponsorships and Webinars) - Adequate supporting documentation of the event must be provided including: copy of the invitation, event audience and number of attendees, event description (including Cisco involvement), event agenda, copy of the presentation(s), (if live event) photo or event recording or (if online Webinar) screen capture or event recording. All PoP must reflect the appropriate Cisco Representation and include Proof of Activity Start and Completion Date. <p>Note: Excludes Alcohol and Other Non-Reimbursable Expenses</p>
Broadcast Media Advertising	<p>Advertising placement within broad-based, digitally distributed media, but excluding Web/Online Advertising. Please note that Web/Online Advertising is treated as a separate category (see below).</p>	<ul style="list-style-type: none"> • Development and Production Costs - Includes valid third-party agency fees and expenses related to the creation, design and production of marketing materials. • Advertising Media Placement Costs - Includes valid third-party print publication, radio, television, or other media costs associated with running an advertisement within a particular media vehicle. 	<ul style="list-style-type: none"> • Third-Party Invoice reflecting the full cost of the activity And • Proof-of-Performance of Territory-targetted Broadcast Media (Includes television and radio) - Verification of all final-produced broadcast media assets must be submitted in digital format (digital file or URL link to final produced version of the file). Full media schedule (including start and end dates and stations Web sites, or events where the broadcast media ran) must also be provided. If the produced asset contains text, it must be legible. If the produced asset contains a hyperlink to a Web (landing) page, the full URL and access to the live Web page must be provided. All PoP must reflect the appropriate Cisco Representation and include Proof of Activity Start and Completion Date.
Cisco Events	<p>Cisco Live, Cisco Connect</p>	<p>Event passes only for Partner employees, not for customer passes. Excludes travel, trade show appearance, subscriptions, or presentations at Cisco events</p>	<ul style="list-style-type: none"> • Breakdown of Internal Costs on Partner Company's Letter-Headed Stationary reflecting the full cost of the activity And • Proof-of-Performance of Event - a receipt and a copy of the registration showing the name of the person enrolling, company name and an email address with the same domain name as the P+ company (no Gmail accounts or other domain names). recording or (if online Webinar) screen capture or event recording. All PoP must reflect the appropriate Cisco Representation and include Proof of Activity Start and Completion Date.

Activity Type	Definition	Reimbursable Expenses	Required Proof-of-Performance
Collateral	<p>Refers to a broad range of printed material or digital files used to support sales/marketing of a Partner's solutions.</p> <p>Includes Cisco-centric sales brochures, product guides, data sheets, white papers, promotional flyers, success stories, testimonials, reference guides, case studies, direct mail and videos. May also include electronic (DVD) toolkits or other kits used as informational giveaways or sales support resources.</p>	<ul style="list-style-type: none"> • Development and Production Costs - Includes valid third-party agency fees and expenses related to the creation, design and production of marketing materials. - Includes valid third-party agency fees and expenses related to the creation, design and production of marketing materials. • Postage/Delivery Costs - Refers to the actual cost of postal services, including government carriers or non-government operated delivery services, where necessary and reasonable. 	<ul style="list-style-type: none"> • Either a Third-Party Invoice or a Breakdown of Internal Costs on Partner/Distributor Company's Letter-Headed Stationary reflecting the full cost of the activity And • Proof-of-Performance of Printed Marketing (Includes all print advertising, collateral, outdoor, signage, direct mail) - Verification of all final-produced marketing materials must be submitted in digital format (photograph, scanned copy of original, or PDF file). If applicable, full media schedule (including start and end dates and stations Web sites, or events where the materials were used) must also be provided. If the produced asset contains text, it must be legible. If the produced asset contains a hyperlink, the full URL and access to the live Web (landing) page must be provided. All PoP must reflect the appropriate Cisco Representation and include Proof of Activity Start and Completion Date.
Customer Intelligence/Analytics	<p>Customer (either existing or prospective) information and insight derived from customer data collected and analyzed from both internal and external sources.</p> <p>Includes purchase, rental or subscription of customer intelligence and/or analytics, including any consulting efforts focused on customer profiling and propensity to buy.</p>	<ul style="list-style-type: none"> • Data Mining, Analysis and Consulting Costs - Includes valid third-party costs surrounding customer data collection, business analytics and consulting engagement. 	<ul style="list-style-type: none"> • Either a Third-Party Invoice or a Breakdown of Internal Costs on Partner/Distributor Company's Letter-Headed Stationary reflecting the full cost of the activity And • Proof-of-Performance of Consulting Services - The final version of the Statement-of-Work (SOW) for the service must be provided. The SOW must outline the scope and purpose of the services performed as well as the consulting engagement start and completion date. In some cases, the invoice will contain the breakdown of the costs and will therefore serve as an acceptable SOW. All PoP must reflect the appropriate Cisco Representation and include Proof of Activity Start and Completion Date.
List Purchase/Rental	<p>Purchase, rental or subscription of contact lists used for development of client base, event attendance generation, and so on.</p>	<ul style="list-style-type: none"> • Mailing List Procurement and Subscription Costs - Includes all fees and costs related to the procurement/rental of mailing lists, subscription fees for valid third-party marketing distribution programs. 	<ul style="list-style-type: none"> • Either a Third-Party Invoice or a Breakdown of Internal Costs on Partner Company's Letter-Headed Stationary reflecting the full cost of the activity And • PoP of List Purchase/Rental - The final version of the Statement-of-Work (SOW) for the service must be provided. The SOW must indicate the number of names purchased or rented, specific data attribute fields purchased (e.g. name, address, email), geography and customer segment. In some cases, the invoice will contain the breakdown of the costs and will therefore serve as an acceptable SOW. Additional documentation that outlines the scope of the activity (what the list was used for) and start and end date must be provided. All PoP must reflect the appropriate Cisco Representation and include Proof of Activity Start and Completion Date.

Activity Type	Definition	Reimbursable Expenses	Required Proof-of-Performance
Print Advertising	<p>Refers to advertising that uses physically printed media, such as magazines and newspapers, to reach consumers, business customers and prospects.</p> <p>Includes display advertising and paid editorial placed within newspapers, trade magazines, business journals, and other published media vehicles.</p>	<ul style="list-style-type: none"> ● Development and Production Costs - Includes valid third-party agency fees and expenses related to the creation, design and production of marketing materials. - Includes valid third-party agency fees and expenses related to the creation, design and production of marketing materials. ● Advertising Media Placement Costs - Includes valid third-party print publication, radio, television, online/Web, or other media costs associated with running an advertisement within a particular media vehicle. 	<ul style="list-style-type: none"> ● Either a Third-Party Invoice or a Breakdown of Internal Costs on Partner/Distributor Company's Letter-Headed Stationary reflecting the full cost of the activity And ● Proof-of-Performance of Printed Marketing (Includes all print advertising, collateral, signage, direct mail) - Verification of all final-produced marketing materials must be submitted in digital format (photograph, scanned copy of original, or PDF file). If applicable, full media schedule (including start and end dates and stations Web sites, or events where the materials were used) must also be provided. If the produced asset contains text, it must be legible. If the produced asset contains a hyperlink, the full URL and access to the live Web (landing) page must be provided. All PoP must reflect the appropriate Cisco Representation and include Proof of Activity Start and Completion Date.
Sales Incentives - Non-Cash	<p>Contest, incentive and promotion activity that that targets eligible sales individuals within the Partner/Distributor organization. Awarded in the form of prizes or other non-cash payouts.</p> <p>Includes sales contests or other sales incentives paid in the form of non-cash rewards, prizes or giveaways including product gift cards that are not redeemable for cash - i.e. restaurant gift cards, retail store credit gift cards, etc.</p>	<ul style="list-style-type: none"> ● Contest and Administration Fees - Includes reasonable and pre-approved fees charged by the Partner/Distributor or third-party program administrator to cover costs of sales incentive contest promotion and administration, prize procurement and reporting. ● Incentives and Prizes Awarded Costs - Refers to the actual cash value of awarded incentives and prizes. 	<ul style="list-style-type: none"> ● Either a Third-Party Invoice or a Breakdown of Internal Costs on Partner/Distributor Company's Letter-Headed Stationary reflecting the full cost of the activity And ● Proof-of Performance of Sales Incentive Program (includes cash and non-cash incentives) - Verification of completion of the incentive program, including documentation of the incentive description and objective, incentive program eligibility and rules, list of winners, itemized list of prizes and quantities, start and end date. All PoP must reflect the appropriate Cisco Representation and include Proof of Activity Start and Completion Date.
Sales Telemarketing Days	<p>Sales focused telemarketing days where a facilitator/trainer may be hired to lead the day. Includes Sales Call Out Days, Call Blitz, Sales Floor Days and similar sessions. There is a demand generation requirement as a part of this activity.</p>	<ul style="list-style-type: none"> ● Development and Production Costs: Includes valid third-party agency fees and expenses related to the creation, design and production of marketing materials. ● Event Costs <p>Note: Excludes Alcohol and Other Non-Reimbursable Expenses</p>	<ul style="list-style-type: none"> ● Either a Third-Party Invoice or a Breakdown of Internal Costs on Partner/Distributor Company's Letter-Headed Stationary reflecting the full cost of the activity And ● Proof-of-Performance of Event: Adequate supporting documentation of the day must be provided including copy of the invitation, number of attendees, and event description. All PoP must reflect the appropriate Cisco Representation and include Proof of Activity Start and Completion Date.

Activity Type	Definition	Reimbursable Expenses	Required Proof-of-Performance
Search Engine Optimization / Paid Search	<p>Aims to increase visibility of your company website in search engine results.</p> <p>Includes search engine optimization and paid search results in common search engines such as Google, Yahoo!, and MSN Live Search.</p>	<ul style="list-style-type: none"> Marketing Program and Sponsorship Costs - Includes valid third-party costs associated with participation in an activity or coordinated set of activities designed to achieve specific marketing objectives. 	<ul style="list-style-type: none"> A Third-Party Invoice issued to the Partner/Distributor reflecting the full cost of the activity. <p>And</p> <p>Proof-of-Performance of Search Engine Marketing - Adequate supporting documentation of the campaign must be provided including: full list of key words/ad words purchased, screen capture of search engine web results including date of screen capture, the full URL and access to the Web (landing) page, start and end date of campaign (if applicable). All PoP must reflect the appropriate Cisco Representation and include Proof of Activity Start and Completion Date.</p>
Seminars and Events with External Audience	<p>Partner/Distributor hosted event with formal presentations. Partner-led or Distributor-led event in which end customers are invited to hear a subject matter expert speak to a Cisco related topic.</p>	<ul style="list-style-type: none"> Event Costs (Excludes Alcohol) - Includes expenses associated with the planning and implementation of a Cisco-focused event. Includes event location rental, speaker fees (for third-party speaker), customer ticket and sponsorship purchase, food and non-alcoholic drinks, audio/visual and broadcast fees, event related equipment rental (excluding demo equipment purchase), event planning. 	<ul style="list-style-type: none"> Either a Third-Party Invoice or a Breakdown of Internal Costs on Partner/Distributor Company's Letter-Headed Stationary reflecting the full cost of the activity <p>And</p> <ul style="list-style-type: none"> Proof-of-Performance of Event (Includes internal and external events, event sponsorships and Webinars) - Adequate supporting documentation of the event must be provided including: copy of the invitation, event audience and number of attendees, event description (including Cisco involvement), event agenda, copy of the presentation(s), (if live event) photo or event recording or (if online Webinar) screen capture or event recording. All PoP must reflect the appropriate Cisco Representation and include Proof of Activity Start and Completion Date. Should also include planned Cisco representation. <p>Note: Excludes Alcohol and Other Non-Reimbursable Expenses</p>
Social Media and Social Selling	<p>Management and development of content used in social media marketing. Includes both direct and indirect advertisements.</p> <p>Includes marketing via social media such as Twitter, Facebook, LinkedIn, YouTube, and tools used for Social Media in various countries.</p>	<ul style="list-style-type: none"> Development and Production Costs - Includes valid third-party agency fees and expenses related to the creation, design and production of marketing materials. - Includes valid third-party agency fees and expenses related to the creation, design and production of marketing materials. Advertising Media Placement Costs - Includes valid third-party print publication, radio, television, online/Web, or other media costs associated with running an advertisement within a particular media vehicle. Marketing Program and Sponsorship Costs - Includes valid third-party costs associated with participation in an activity or coordinated set of activities designed to achieve specific marketing objectives. 	<ul style="list-style-type: none"> Either a Third-Party Invoice or a Breakdown of Internal Costs on Partner/Distributor Company's Letter-Headed Stationary reflecting the full cost of the activity <p>And</p> <ul style="list-style-type: none"> Proof-of-Performance of Digital Marketing (Includes Web and e-mail marketing) - Verification of all final-produced Web pages, content, banners, emails and other digital assets must be submitted in digital format (screen capture, digital file, URL link to live page or PDF file). Full media schedule (including start and end dates and stations Web sites, or events where the broadcast media ran) must also be provided. If the produced asset contains text, it must be legible. If the produced asset contains a hyperlink to a Web (landing) page, the full URL and access to the live Web page must be provided. All PoP must reflect the appropriate Cisco Representation and include Proof of Activity Start and Completion Date.

Activity Type	Definition	Reimbursable Expenses	Required Proof-of-Performance
Telemarketing	<p>Outbound telephone calling campaigns.</p>	<ul style="list-style-type: none"> ● Agency or call center charges ● Development and Production Costs - Includes valid third-party agency fees and expenses related to the creation, design and production of marketing materials. - Includes valid third-party agency fees and expenses related to the creation, design and production of marketing materials. ● Mailing List Procurement and Subscription Costs - Includes all fees and costs related to the procurement/rental of mailing lists, subscription fees for valid third-party marketing distribution programs. 	<ul style="list-style-type: none"> ● Either a Third-Party Invoice or a Breakdown of Internal Costs on Partner/Distributor Company's Letter-Headed Stationary reflecting the full cost of the activity And ● Proof-of-Performance of Telemarketing Campaign - Verification of completion of the telemarketing campaign must be provided, including: copy of script (must reference Cisco products, solutions or technologies), number our outbound calls performed. All PoP must reflect the appropriate Cisco Representation and include Proof of Activity Start and Completion Date. ● Proof-of-Performance of List Purchase/Rental - The final version of the Statement-of-Work (SOW) for the service must be provided. The SOW must indicate the number of names purchased or rented, specific data attribute fields purchased (e.g. name, address, email), geography and customer segment. In some cases, the invoice will contain the breakdown of the costs and will therefore serve as an acceptable SOW. Additional documentation that outlines the scope of the activity (what the list was used for) and start and end date must be provided. All PoP must reflect the appropriate Cisco Representation and include Proof of Activity Start and Completion Date.
Web Advertising	<p>Refers specifically to the subset of Internet advertising that entails the use of banner and other advertising and/or paid editorial content or content syndication on specific Web sites. Please note that Search Engine Marketing and Social Media are treated as separate categories (see below)</p> <p>Includes all forms and sizes of Web banner advertising (banner, sidebar, pop-ups and full-page ads), Web collage, campaign website content.</p>	<ul style="list-style-type: none"> ● Development and Production Costs - Includes valid third-party agency fees and expenses related to the creation, design and production of marketing materials. - Includes valid third-party agency fees and expenses related to the creation, design and production of marketing materials. ● Advertising Media Placement Costs - Includes valid third-party print publication, radio, television, online/Web, or other media costs associated with running an advertisement within a particular media vehicle. ● Content Development and Content Syndication Costs 	<ul style="list-style-type: none"> ● Either a Third-Party Invoice or a Breakdown of Internal Costs on Partner/Distributor Company's Letter-Headed Stationary reflecting the full cost of the activity And ● Proof-of-Performance of Digital Marketing (Includes Web and e-mail marketing) - Verification of all final-produced Web pages, content, banners, emails and other digital assets must be submitted in digital format (screen capture, digital file, URL link to live page or PDF file). Full media schedule (including start and end dates and stations Web sites, or events where the broadcast media ran) must also be provided. If the produced asset contains text, it must be legible. If the produced asset contains a hyperlink to a Web (landing) page, the full URL and access to the live Web page must be provided. All PoP must reflect the appropriate Cisco Representation and include Proof of Activity Start and Completion Date.
Web Newsletters & E-Mail	<p>Refers to e-mail or web-based publications providing a sales/marketing message to a targeted list of recipients. Please note that printed newsletters are considered to be direct mail and should be submitted as Collateral (see above).</p>	<ul style="list-style-type: none"> ● Development and Production Costs - Includes valid third-party agency fees and expenses related to the creation, design and production of marketing materials. - Includes valid third-party agency fees and expenses related to the creation, design and production of marketing 	<ul style="list-style-type: none"> ● Either a Third-Party Invoice or a Breakdown of Internal Costs on Partner Company's Letter-Headed Stationary reflecting the full cost of the activity And ● Proof-of-Performance of Digital Marketing (Includes Web and e-mail marketing) - Verification of all final-produced Web pages, content, banners, emails and other digital assets must be submitted in digital format

Activity Type	Definition	Reimbursable Expenses	Required Proof-of-Performance
	Includes E-Mail and Web-based newsletters and e-mails focused on a Cisco technology, promotion, product/service, solution or event.	materials. • Advertising Media Placement Costs - Includes valid third-party print publication, radio, television, online/Web, or other media costs associated with running an advertisement within a particular media vehicle. • Marketing Program and Sponsorship Costs - Includes valid third-party costs associated with participation in an activity or coordinated set of activities designed to achieve specific marketing objectives. • Postage/Delivery Costs	(screen capture, digital file, URL link to live page or PDF file). Full media schedule (including start and end dates and stations Web sites, or events where the broadcast media ran) must also be provided. If the produced asset contains text, it must be legible. If the produced asset contains a hyperlink to a Web (landing) page, the full URL and access to the live Web page must be provided. All PoP must reflect the appropriate Cisco Representation and include Proof of Activity Start and Completion Date.

Activities not Supported by Partner Plus

Please review carefully the list of ineligible expenses – this is a partial list of activities not eligible for Partner Plus funds. This list is not intended to be all inclusive, please contact us with any questions at canada-partnerplus-inquiries@cisco.com .

Ineligible Requests	Notes
Activities targeting non-Commercial Midmarket	No Government, Education, Enterprise or Select focused account activities. Partner Plus is focused on mid-market territory growth.
Alcohol Purchase	Cisco will not reimburse for alcohol purchases.
Cancellation fees	Partner Plus funds cannot be used to reimburse for cancellation fees.
Cash Giveaways	Partner Plus funds may not be used for cash sales incentives to either Partner employees or customers.
Cisco Product Purchase	Funds may be used for AV rental, but not for Cisco product purchase, demo units, or Not For Resale products.
Customer Social/Appreciation events or sporting events	Supported with Conditions - To be eligible, prior approval is required; there must be a presentation on Cisco products as demonstrated via photo supplied with Proof of Performance.
Events requiring risk waver	e.g. shooting range events, climbing.
Funded heads	Cisco does not contribute towards the funding of a personnel “hire” or “headcount” for any activities/projects
Giveaways, gifts for customers	Partner Plus funds are not available for producing giveaways such as T-shirts, keychains, and other merchandise, co-branded or otherwise, and gifts for customers (that includes CLCs for customer).
JMF, Cloud MDF	Activities reimbursed by Cloud MDF or JMF are not eligible for Partner Plus reimbursement.
Outdoor Advertising	Partner Plus funds may not be used for billboards, building advertising, car wraps, or any other outdoor advertising.
Partner Education	Cisco Learning Credits, Cisco Training, Sales Excellence Experience Workshop, SOAR Training.
Sponsorships	Partner Plus funds are not eligible for sponsoring events – paying a fee for a specific level of advertising at a show or event - or activity levels.
Travel Expenses	Partner Plus funds may not be used for travel expenses (hotel, gas, airfare).
Web Site fees	Partner Plus funds may not be used to reimburse partner for Cisco activity on partner-owned or partner-leased web site.

Questions? Contact us - Canada Partner Plus Inquiries: canada-partnerplus-inquiries@cisco.com