



# 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.
- Activities already funded by Cisco, such as Cisco Live or Cisco Technical events, are not eligible for Partner Plus funding.

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](mailto: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](http://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
BANT Lead Pilot – Telemarketing	3rd Party Events (Sponsorships/Trade Shows)
Contact Validation - Telemarketing	Collateral
Content Syndication	Customer Intelligence/Analytics
Digitally Integrated Direct Mail	List Purchase/Rental
Digitally Integrated Marketing	Print Advertising
Events Package	Sales Incentives - Non-Cash
Google Paid Search	Sales Telemarketing Days

Google Paid Search - Web Ads, Retargeting	Search Engine Optimization / Paid Search
IP listening - Customer Intelligence and Analytics	Seminars and Events with External Audience
Monthly Pipeline Generator	Social Media and Social Selling
Multi-Touch Telemarketing, Appointment Setting, Cold Calling	Telemarketing
Video – WebStoryTellers	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.

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

**All prices below are listed in USD.**

Activity	Proof of Performance*
<b>Contact Validation</b> <ul style="list-style-type: none"> <li>• Telemarketing, cold calling and appointment setting</li> </ul>	<ul style="list-style-type: none"> <li>• Statement of Work (SOW) from Cisco-authorized Vendor</li> <li>• Itemized cost on partner letterhead</li> <li>• Actual receipts</li> <li>• Proof of Cisco representation – e.g. telemarketing script</li> </ul>
<i>Options Available:</i> <ul style="list-style-type: none"> <li>• <i>Option One (\$1,550): One appointment and validation of up to 200 contacts</i></li> <li>• <i>Option Two (\$2,250): Two appointments and validation of up to 400 contacts</i></li> </ul>	
<b>Events Package</b> <ul style="list-style-type: none"> <li>• Pre-event planning</li> </ul>	<ul style="list-style-type: none"> <li>• Statement of Work (SOW) from vendor</li> <li>• Itemized cost on partner letterhead</li> <li>• Actual receipts</li> <li>• Screen shots of emails and microsite</li> <li>• Dates of execution</li> </ul>
<i>Options Available:</i> <ul style="list-style-type: none"> <li>• <i>(\$3,500): 45 days; 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></li> </ul>	
<b>IP Listening</b> <ul style="list-style-type: none"> <li>• Customer Intelligence and Analytics</li> </ul>	<ul style="list-style-type: none"> <li>• Statement of Work (SOW) from Cisco-authorized Vendor</li> <li>• Itemized cost on partner letterhead</li> <li>• Actual receipts</li> <li>• Proof of Cisco representation</li> </ul>
<i>Options Available:</i> <ul style="list-style-type: none"> <li>• <i>Option One (\$3,000): Delivery of 30 Automatically Qualified Leads (AQLs)</i></li> <li>• <i>Option Two (\$6,000): Delivery of 60 AQLs</i></li> </ul>	
<b>Monthly Pipeline Generator</b> <ul style="list-style-type: none"> <li>• Customer Intelligence/Analytics</li> </ul>	<ul style="list-style-type: none"> <li>• Statement of Work (SOW) from vendor</li> <li>• Itemized cost on partner letterhead</li> <li>• Actual receipts</li> <li>• Proof of Cisco representation: screen shots of emails, landing pages</li> <li>• Dates of execution</li> </ul>
<i>Options Available:</i> <ul style="list-style-type: none"> <li>• <i>Option One (\$3,450): three-month program offering one appointment per month, contact list, co-branded email series and landing page</i></li> <li>• <i>Option Two (\$6,450): six-month program offering one appointment per month, contact list, co-branded email series and landing page</i></li> </ul>	

Activity	Proof of Performance*
<b>Digitally Integrated Direct Mail</b> <ul style="list-style-type: none"> <li>Direct Mail integrated with IP Listening, Landing Pages, Email</li> </ul>	<ul style="list-style-type: none"> <li>Statement of Work (SOW) from Cisco-authorized Vendor</li> <li>Itemized cost on partner letterhead</li> <li>Actual receipts</li> <li>Proof of Cisco representation: screenshot of email/landing page, graphics</li> <li>Dates of execution, hits, open rates</li> </ul>
<i>Options Available:</i> <ul style="list-style-type: none"> <li>Option One (\$1,550): 250 postcards and one meeting</li> <li>Option Two (\$1,950): 500 postcards and two meetings</li> <li>Option Three (\$2,950): 1,000 postcards and four meetings</li> </ul>	
<b>Multi-Touch</b> <ul style="list-style-type: none"> <li>Telemarketing, Appointment Setting, Cold Calling; may involve email and microsite</li> </ul>	<ul style="list-style-type: none"> <li>Statement of Work (SOW) from Cisco-authorized Vendor</li> <li>Itemized cost on partner letterhead</li> <li>Actual receipts</li> <li>Proof of Cisco representation: screenshots, scripts</li> <li>Dates of execution</li> </ul>
<i>Options Available:</i> <ul style="list-style-type: none"> <li>Option One (\$1,905): Two appointments using partner's list; 100 names</li> <li>Option Two (\$2,205): Two appointments using purchased list; 200 names</li> <li>Option Three (\$3,255): Four appointments using partner's list; 200 names</li> <li>Option Four (\$3,855): Four appointments using purchased list; 400 names</li> </ul>	
<b>Digitally Integrated Marketing</b> <ul style="list-style-type: none"> <li>Campaigns are Architecture- specific, but involve telemarketing in conjunction with email, web ads, Landing pages</li> </ul>	<ul style="list-style-type: none"> <li>Statement of Work (SOW) from Cisco-authorized Vendor</li> <li>Itemized cost on partner letterhead</li> <li>Proof of Cisco representation: screenshot of webpage/ad/landing page/email</li> <li>Actual receipts</li> <li>Dates of execution, count of open rates</li> </ul>
<i>Options Available:</i> <ul style="list-style-type: none"> <li>Option One (\$2,540): one appointment, contact list, email series, landing page, web marketing</li> <li>Option Two (\$4,240): three appointments, contact list, email series, landing page, web marketing</li> </ul>	
<b>Google Paid Search</b> <ul style="list-style-type: none"> <li>Full Service Web Advertising Activity</li> </ul>	<ul style="list-style-type: none"> <li>Statement of Work (SOW) from Cisco-Authorized Vendor</li> <li>Itemized cost on partner letterhead</li> <li>Actual receipts</li> <li>Proof of Cisco representation: screenshot of webpage/ad/URL</li> <li>Dates of execution and count of hits or open rates</li> </ul>
<i>Options Available: each option represents a specific investment in search engine marketing, display advertising, remarketing, and ad optimization.</i> <i>Option One: \$1,450; Option Two: \$1,950; Option Three: \$2,950</i>	
<b>Video – WebStoryTellers</b> <ul style="list-style-type: none"> <li>Collateral production</li> </ul>	<ul style="list-style-type: none"> <li>Statement of Work (SOW) from Cisco-authorized Vendor</li> <li>Itemized cost on partner letterhead</li> <li>Actual receipts</li> <li>Proof of Cisco representation: links to actual video</li> </ul>
<i>Options Available:</i> <ul style="list-style-type: none"> <li>Option One (\$1,200): Video Success Story - up to two minutes; up to five questions; one client</li> <li>Option Two (\$2,500): In-House Video: up to 2.5 minutes of video; recorded on-site at your location (additional charges, not eligible for reimbursement, may apply)</li> <li>Option Three (\$5,500): Video Success Story - up to four minutes; unlimited questions; one client; up to four interviews</li> </ul>	
<b>Content Syndication</b> <ul style="list-style-type: none"> <li>Customer Intelligence/Analytics</li> <li>Retargeting</li> </ul>	<ul style="list-style-type: none"> <li>Statement of Work (SOW) from Cisco-Authorized Vendor</li> <li>Itemized cost on partner letterhead</li> <li>Actual receipts</li> <li>Proof of Cisco representation: screenshot of webpage/ad/URL</li> <li>Dates of execution and count of hits or open rates</li> </ul>

Activity	Proof of Performance*
<i>Options Available:</i> <ul style="list-style-type: none"> <li>Option One (\$5,000): 50% Lead Generation 50% Programmatic Retargeting – 50 Leads</li> </ul>	
<b>IP Listening</b> <ul style="list-style-type: none"> <li>Customer Intelligence and Analytics</li> </ul>	<ul style="list-style-type: none"> <li>Statement of Work (SOW) from Cisco-authorized Vendor</li> <li>Itemized cost on partner letterhead</li> <li>Actual receipts</li> <li>Proof of Cisco representation</li> </ul>
<i>Options Available:</i> <ul style="list-style-type: none"> <li>Option One (\$3,000): Five state geography, 75 accounts</li> <li>Option Two (\$5,000): Fifteen state geography, 150 accounts</li> <li>Option Three (\$10,000): National geography, 500 accounts</li> </ul>	
<b>Bant Lead Pilot</b> <ul style="list-style-type: none"> <li>Telemarketing</li> </ul>	<ul style="list-style-type: none"> <li>Statement of Work (SOW) from Cisco-authorized Vendor</li> <li>Itemized cost on partner letterhead</li> <li>Actual receipts</li> <li>Proof of Cisco representation: screenshots, scripts</li> <li>Dates of execution</li> </ul>
<i>Options Available:</i> <ul style="list-style-type: none"> <li>Option One (\$1,000): 10 BANT Sales-Ready Leads</li> <li>Option Two (\$2,000): 20 BANT Sales-Ready Leads</li> <li>Option Three (\$3,000): 30 BANT Sales-Ready Leads</li> <li>Option Four (\$4,000): 40 BANT Sales-Ready Leads</li> </ul>	

\*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
<b>Print Advertising</b>	<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"> <li>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.</li> <li>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.</li> </ul>	<ul style="list-style-type: none"> <li>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</li> <li>Proof-of-Performance of Printed Marketing (Includes all print advertising, collateral, outdoor, signage, direct mail, merchandising) - 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.</li> </ul>

Activity Type	Definition	Reimbursable Expenses	Required Proof-of-Performance
<b>Customer Intelligence/Analytics</b>	<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"> <li>• Data Mining, Analysis and Consulting Costs - Includes valid third-party costs surrounding customer data collection, business analytics and consulting engagement.</li> </ul>	<ul style="list-style-type: none"> <li>• 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</li> <li>• 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.</li> </ul>
<b>List Purchase/Rental</b>	<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"> <li>• 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.</li> </ul>	<ul style="list-style-type: none"> <li>• 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</li> <li>• 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.</li> </ul>
<b>Collateral</b>	<p>Refers to a broad range of printed material or digital files used to support sales/marketing of a Partner's or Distributor's Cisco 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</p>	<ul style="list-style-type: none"> <li>• 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.</li> <li>• Postage/Delivery Costs - Refers to the actual cost of postal services, including government carriers or non-government operated delivery services, where necessary and</li> </ul>	<ul style="list-style-type: none"> <li>• 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</li> <li>• Proof-of-Performance of Printed Marketing (Includes all print advertising, collateral, outdoor, signage, direct mail, merchandising) - 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</li> </ul>

Activity Type	Definition	Reimbursable Expenses	Required Proof-of-Performance
	used as informational giveaways or sales support resources.	reasonable.	Date.
<b>Search Engine Optimization / Paid Search</b>	<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"> <li>● 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.</li> </ul>	<ul style="list-style-type: none"> <li>● A Third-Party Invoice issued to the Partner/Distributor reflecting the full cost of the activity.</li> <li>And 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.</li> </ul>
<b>Social Media and Social Selling</b>	<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"> <li>● 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.</li> <li>● 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.</li> <li>● 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.</li> </ul>	<ul style="list-style-type: none"> <li>● 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</li> <li>And</li> <li>● 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.</li> </ul>

Activity Type	Definition	Reimbursable Expenses	Required Proof-of-Performance
<b>Web Advertising</b>	<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"> <li>● 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.</li> <li>● 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.</li> <li>● Content Development and Content Syndication Costs</li> </ul>	<ul style="list-style-type: none"> <li>● 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</li> <li>And</li> <li>● 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.</li> </ul>
<b>Web Newsletters &amp; E-Mail</b>	<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> <p>Includes E-Mail and Web-based newsletters and e-mails focused on a Cisco technology, promotion, product/service, solution or event.</p>	<ul style="list-style-type: none"> <li>● 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.</li> <li>● 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.</li> <li>● 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.</li> <li>● Postage/Delivery Costs</li> </ul>	<ul style="list-style-type: none"> <li>● 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</li> <li>And</li> <li>● 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.</li> </ul>

Activity Type	Definition	Reimbursable Expenses	Required Proof-of-Performance
<b>3rd Party Events (Sponsorships/ Trade Shows)</b>	<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. Also includes sponsorship and tickets to Cisco Connect.</p>	<ul style="list-style-type: none"> <li>● 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.</li> <li>● Event Costs</li> <li>● 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.</li> </ul> <p>Note: Excludes Alcohol and Other Non-Reimbursable Expenses</p>	<ul style="list-style-type: none"> <li>● 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</li> <li>And</li> <li>● 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.</li> </ul>
<b>Seminars and Events with External Audience</b>	<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"> <li>● 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, Cisco co-branded merchandise with the authorized Cisco Partner/Distributor relationship logo and/or co-branded with the Partner/Distributor company logo.</li> </ul> <p>Note: Excludes Alcohol and Other Non-Reimbursable Expenses</p>	<ul style="list-style-type: none"> <li>● 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</li> <li>And</li> <li>● 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.</li> </ul>



Activity Type	Definition	Reimbursable Expenses	Required Proof-of-Performance
<b>Sales Incentives - Non-Cash</b>	<p>Contest, incentive and promotion activity 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"> <li>● 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.</li> <li>● Incentives and Prizes Awarded Costs - Refers to the actual cash value of awarded incentives and prizes.</li> </ul>	<ul style="list-style-type: none"> <li>● 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</li> <li>● 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.</li> </ul>
<b>Sales Telemarketing Days</b>	<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"> <li>● Development and Production Costs: Includes valid third-party agency fees and expenses related to the creation, design and production of marketing materials.</li> <li>● Event Costs</li> </ul> <p>Note: Excludes Alcohol and Other Non-Reimbursable Expenses</p>	<ul style="list-style-type: none"> <li>● 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</li> <li>● 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.</li> </ul>
<b>Telemarketing</b>	<p>Outbound telephone calling campaigns.</p>	<ul style="list-style-type: none"> <li>● Agency or call center charges</li> <li>● 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.</li> <li>● 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.</li> </ul>	<ul style="list-style-type: none"> <li>● 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</li> <li>● 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.</li> <li>● 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</li> </ul>

Activity Type	Definition	Reimbursable Expenses	Required Proof-of-Performance
			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.

### 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](#).

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 Live, Cisco Connect, or other Cisco events	Cisco will not reimburse for attendance, travel, trade show appearance, subscriptions, or presentations at Cisco events.
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 waiver	e.g. shooting range events, climbing.
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.

### Resources

Questions? Contact us - Canada Partner Plus Inquiries: [canada-partnerplus-inquiries@cisco.com](mailto:canada-partnerplus-inquiries@cisco.com)