



# CISCO JOINT MARKETING FUND (JMF)

Cisco® Joint Marketing Fund (JMF) 2006

Approved and Non-Approved Activities and Documentation

This document provides a list of approved marketing activities in which Cisco may provide partners with Joint Marketing Funds.

To begin, review this document to determine the required metrics and Proof of Performance (POP) documentation you will need to complete the online JMF application then complete the online JMF application at [www.cisco.com/partner/jmf](http://www.cisco.com/partner/jmf) to determine JMF availability.

Note: Visibility to some activities require prior approval from Cisco.

Approved Activities					
Activity	Metrics Required at Application Submission	Reimbursable Expenses	Proof of Performance (POP) Documentation Required for Claim Approval/Reimbursement	Non-Reimbursable Expenses	Metrics Required at Claim Submission

ADVERTISING					
<b>CATALOGS</b>	<ul style="list-style-type: none"> <li>Size of Ad space</li> <li># of catalogs distributed</li> <li>Anticipated/Expected # of leads</li> <li>What is the Call to Action?               <ul style="list-style-type: none"> <li>Phone # to call for information</li> <li>Website to click to for information</li> <li>Other</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Postage</li> <li>Printing costs</li> <li>Mailing lists</li> </ul>	<b>Required Documentation:</b> <ul style="list-style-type: none"> <li>Copy of catalog cover or full catalog</li> <li>Copy of completed piece, including Cisco trademark and Certified Reseller/Premier Partner designation</li> <li>Documented postage costs or number of catalogs printed</li> <li>Invoice</li> </ul>	N/A	<ul style="list-style-type: none"> <li>Actual # of catalogs distributed</li> </ul>
<b>SUCCESS STORIES/ COLLATERAL</b> <i>Includes development of collateral, Success Stories, co-branded merchandise, etc.</i>	<ul style="list-style-type: none"> <li># of pieces printed</li> </ul>	<ul style="list-style-type: none"> <li>Printing fees</li> </ul>	<b>Required Documentation:</b> <ul style="list-style-type: none"> <li>Print invoice</li> <li>Collateral/Success Story sample</li> </ul> <b>Recommendation:</b> Cisco highly recommends that partners work with Cisco Advertising Team and the Campaign Builder Tool for production, development, and assistance ( <a href="http://www.cisco.com/go/campaignbuilder">www.cisco.com/go/campaignbuilder</a> )	N/A	N/A
<b>YELLOW PAGES</b>	<ul style="list-style-type: none"> <li>Circulation</li> <li>Anticipated/Expected # of leads</li> <li>What is the Call to Action?               <ul style="list-style-type: none"> <li>Phone # to call for information</li> <li>Website to click to for information</li> <li>Other</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Net space cost</li> </ul>	<b>Required Documentation:</b> <ul style="list-style-type: none"> <li>Full-page tear sheet, including Cisco trademark and Certified Reseller/Premier Partner designation</li> <li>Publisher's invoice</li> <li>Names and publication dates of books</li> </ul>	<ul style="list-style-type: none"> <li>Agency fees</li> </ul>	N/A



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<b>DIRECT MAIL/EMAIL CAMPAIGN</b>					
<b>DIRECT MAIL</b> <i>Design, development, and distribution of direct mail pieces</i>	<ul style="list-style-type: none"> <li># of pieces mailed</li> <li>Anticipated/Expected # of leads</li> </ul>	<ul style="list-style-type: none"> <li>Postage</li> <li>Printing fees</li> <li>Third-party mail house fees</li> </ul>	<b>Required Documentation:</b> <ul style="list-style-type: none"> <li>Sample of mailer, including Cisco trademark and Certified Reseller/Premier Partner designation</li> <li>Invoices</li> <li>Target audience description and distribution size</li> </ul> <b>Recommendation:</b> Cisco highly recommends that partners work with Cisco Advertising Team and the Campaign Builder Tool for production, development, and assistance ( <a href="http://www.cisco.com/go/campaignbuilder">www.cisco.com/go/campaignbuilder</a> )	N/A	<ul style="list-style-type: none"> <li>Actual # of pieces mailed</li> </ul>
<b>E-MAIL BLASTS</b> <i>Design, development, and distribution of e-mail blasts</i>	<ul style="list-style-type: none"> <li># of pieces mailed</li> <li>Anticipated/Expected # of leads</li> </ul>	<ul style="list-style-type: none"> <li>E-mail costs</li> </ul>	<b>Required Documentation:</b> <ul style="list-style-type: none"> <li>Copy of e-mailed item</li> <li>Date e-mail sent out</li> <li>Target audience description, distribution size</li> </ul> <b>Recommendation:</b> Cisco highly recommends partners work with Opus Solutions for list purchase/rental, direct marketing, and event planning. For targeted prospecting lists, contact Jigsaw.  Go to <a href="http://www.cisco.com/go/partner-marketing">www.cisco.com/go/partner-marketing</a> and select "Find a Campaign Vendor" tab.	N/A	<ul style="list-style-type: none"> <li>Actual # of pieces mailed</li> </ul>
<b>COMMUNICATIONS: CISCO PARTNER INTELLIGENCE (CPI) NEWSLETTER TOOL</b> <i>Cisco distributed electronic newsletter</i>	<ul style="list-style-type: none"> <li>Expected # of newsletters delivered within 12 months</li> </ul>	<ul style="list-style-type: none"> <li>Program participation cost (payout up to 50% of the cost incurred)</li> </ul>	<i>For this activity to be approved for JMF funding, partners are required to use the Cisco certified vendor IMN via the Cisco Partner Intelligence (CPI) Newsletter Tool. The CPI Tool can be found at: <a href="http://www.cisco.com/go/partnerintelligence">http://www.cisco.com/go/partnerintelligence</a></i>  <b>Required Documentation:</b> <ul style="list-style-type: none"> <li>Copy of vendor invoice</li> <li>Copy of Cisco pre-approval letter/email</li> <li>Copy of first newsletter, distributed through the CPI Tool</li> <li>Copy of report metrics (screenshot of report is acceptable)</li> </ul>	N/A	N/A



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<b>LIST PURCHASE/RENTAL</b>	<ul style="list-style-type: none"> <li>Expected # of names purchased or rented</li> </ul>	<ul style="list-style-type: none"> <li>Opus: Cost of list purchase/rental</li> <li>Jigsaw: Purchase price of contact list</li> </ul>	<p><b>Required Documentation:</b></p> <ul style="list-style-type: none"> <li>Vendor invoice</li> </ul> <p><b>Recommendation:</b> Cisco highly recommends partners work with Opus Solutions for list purchase/rental. For targeted prospecting lists, contact Jigsaw. Go to <a href="http://www.cisco.com/go/partner-marketing">www.cisco.com/go/partner-marketing</a> and select "Find a Campaign Vendor" tab.</p>	Membership subscriptions	<ul style="list-style-type: none"> <li>Actual # of names purchased/rented</li> </ul>
FUNDED HEADS					
<b>FUNDED HEADS</b> <i>Individual employed by partner to direct, promote, and sell Cisco products</i>	N/A	<ul style="list-style-type: none"> <li>Salary</li> </ul>	<p><b>Required Documentation:</b></p> <ul style="list-style-type: none"> <li>Statement of Work (SOW) and/or letter from company official on company letterhead, including the following:               <ul style="list-style-type: none"> <li>Job description</li> <li>Name of employee</li> <li>Dollar amount needed</li> <li>Salary</li> <li>Goals</li> </ul> </li> </ul> <p>Note: SOW and/or company letter must indicate prior written approval and agreement by a Cisco representative and partner</p>	N/A	N/A
MEDIA PRODUCTION & PLACEMENT					
<b>PRINT PLACEMENT &amp; PRODUCTION</b> <i>Includes advertising for articles placed within newspapers, trade magazines, business journals, etc.</i>	<ul style="list-style-type: none"> <li>Frequency of Ad</li> <li>Circulation</li> <li>Anticipated/Expected # of leads</li> <li>Geographic scope               <ul style="list-style-type: none"> <li>Central</li> <li>East</li> <li>South</li> <li>West</li> </ul> </li> <li>What is the call to action?               <ul style="list-style-type: none"> <li>Phone # to call for information</li> <li>Website to click to</li> <li>Other</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Development and production of Ad</li> <li>Author fees</li> </ul>	<p><b>Required Documentation:</b></p> <ul style="list-style-type: none"> <li>Activity estimate from vendor (required for production only)</li> <li>Activity invoice from vendor, including duplicate of publication invoice</li> <li>Copy of completed piece/full-page tear sheet, including Cisco trademark and Certified Reseller/Premier Partner designation</li> </ul> <p><b>Recommendation:</b> Cisco highly recommends that partners work with Lyon &amp; Associates for a discounted rate. Lyon &amp; Associates information can be found at: <a href="http://www.cisco.com/en/US/partner/partners/pr61/marketing.shtml">www.cisco.com/en/US/partner/partners/pr61/marketing.shtml</a></p>	N/A	N/A



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<b>RADIO PLACEMENT &amp; PRODUCTION</b> <i>Includes all forms of radio advertising</i>	<ul style="list-style-type: none"> <li>Frequency of Ad</li> <li># of Ads</li> <li># of times Cisco mentioned</li> <li>Anticipated/Expected # of leads</li> <li>Geographic scope               <ul style="list-style-type: none"> <li>Central</li> <li>East</li> <li>South</li> <li>West</li> </ul> </li> <li>What is the call to action?               <ul style="list-style-type: none"> <li>Phone # to call for information</li> <li>Website to click to</li> <li>Other</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Development and production of Ad</li> </ul>	<p><b>Required Documentation:</b></p> <ul style="list-style-type: none"> <li>Activity estimate from vendor (required for production only)</li> <li>Activity invoice from vendor, including duplicate of media outlet invoice</li> <li>Vendor-notarized copy of script</li> </ul> <p><b>Recommendation:</b> Cisco highly recommends that partners work with Lyon &amp; Associates for a discounted rate.</p> <p>Lyon &amp; Associates information can be found at: <a href="http://www.cisco.com/en/US/partner/partners/pr61/marketing.shtml">www.cisco.com/en/US/partner/partners/pr61/marketing.shtml</a></p>	N/A	N/A
<b>TV PLACEMENT &amp; PRODUCTION</b> <i>Includes all forms of TV advertising</i>	<ul style="list-style-type: none"> <li>Frequency of Ad</li> <li># of Ads</li> <li># of times Cisco mentioned</li> <li>Anticipated/Expected # of leads</li> <li>Geographic scope               <ul style="list-style-type: none"> <li>Central</li> <li>East</li> <li>South</li> <li>West</li> </ul> </li> <li>What is the call to action?               <ul style="list-style-type: none"> <li>Phone # to call for information</li> <li>Website to click to</li> <li>Other</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Development and production of Ad</li> </ul>	<p><b>Required Documentation:</b></p> <ul style="list-style-type: none"> <li>Activity estimate from vendor (required for production only)</li> <li>Activity invoice from vendor, including duplicate of media outlet invoice</li> <li>Vendor notarized copy of script</li> </ul> <p><b>Recommendation:</b> Cisco highly recommends that partners work with Lyon &amp; Associates for a discounted rate.</p> <p>Lyon &amp; Associates information can be found at: <a href="http://www.cisco.com/en/US/partner/partners/pr61/marketing.shtml">www.cisco.com/en/US/partner/partners/pr61/marketing.shtml</a></p>	N/A	N/A



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<b>WEB PLACEMENT &amp; PRODUCTION</b> <i>Includes advertising for Web banner, sidebar, pop-ups, full-page ads, etc.</i>	<ul style="list-style-type: none"> <li>Posted Ad run timeframe</li> <li>Anticipated/Expected # of leads</li> </ul>	<ul style="list-style-type: none"> <li>Development and production costs</li> <li>Agency fees</li> </ul>	<p><b>Required Documentation:</b></p> <ul style="list-style-type: none"> <li>Activity estimate from vendor (required for production only)</li> <li>Activity invoice from vendor, including duplicate of Web invoice</li> <li>Copy of Web Ad/page, including view of URL, Cisco trademark, and Certified Reseller/Premier Partner designation</li> </ul> <p><b>Recommendation:</b> Cisco highly recommends that partners work with Lyon &amp; Associates for a discounted rate. Lyon &amp; Associates information can be found at: <a href="http://www.cisco.com/en/US/partner/partners/pr61/marketing.shtml">www.cisco.com/en/US/partner/partners/pr61/marketing.shtml</a></p>	<ul style="list-style-type: none"> <li>Web hosting fees</li> </ul>	<ul style="list-style-type: none"> <li>Actual # of clicks (if available)</li> </ul>
MEETINGS/SEMINARS/TRAININGS					
<b>SALES MEETINGS</b> <i>Focused on sales strategy, partner review or future goals (not a training activity)</i>	<ul style="list-style-type: none"> <li># of invitees</li> <li>Expected # of attendees</li> <li>Anticipated/expected # of leads</li> <li>Who is the focus audience?               <ul style="list-style-type: none"> <li>Partner/ Reseller</li> <li>End-Customer</li> <li>Internal</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Event location</li> <li>Speaker fees</li> <li>Food</li> <li>Audiovisual equipment rental</li> <li>Participation costs/sponsorship</li> <li>Promotional items: eligible for reimbursement <b>ONLY</b> if CAM orders items from the Cisco Internal Partner Giveaway site. Payout up to 50% of the cost incurred.</li> </ul>	<p><b>Required Documentation:</b></p> <ul style="list-style-type: none"> <li>Outline of participation</li> <li>A copy of the presentation or agenda if presentation copy is not available</li> <li>Target audience information (even if generic, such as "350 field sales reps")</li> <li>Itemized hotel invoice or hotel letter describing event</li> <li>Invoice from partner for sponsorship</li> </ul> <p><b>Optional:</b></p> <ul style="list-style-type: none"> <li>Photo of event with date</li> </ul>	<ul style="list-style-type: none"> <li>Travel costs</li> <li>Speaker travel expenses</li> <li>Hired help</li> <li>Hotel guest room fees</li> <li>Alcohol</li> </ul>	<ul style="list-style-type: none"> <li>Customer satisfaction rating               <ul style="list-style-type: none"> <li>Excellent</li> <li>Good</li> <li>Average</li> <li>Fair</li> <li>Poor</li> </ul> </li> <li>Actual # of registrants</li> <li>Actual # of attendees</li> <li>Actual # of leads</li> </ul>



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<b>SEMINARS</b> <i>Non-training event focused on high-level product and/or sales information and solutions; topic-driven vs. product-driven (for example, Power Briefings and Partner Intelligence Briefings)</i>	<ul style="list-style-type: none"> <li># of invitees</li> <li>Expected # of attendees</li> <li>Anticipated/Expected # of leads</li> <li>Who is the focus audience?               <ul style="list-style-type: none"> <li>Partner/ Reseller</li> <li>End-Customer</li> <li>Internal</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Site fees</li> <li>Equipment rentals</li> <li>Food and nonalcoholic drinks</li> <li>Promotional items: eligible for reimbursement <b>ONLY</b> if CAM orders items from the Cisco Internal Partner Giveaway site. Payout up to 50% of the cost incurred.</li> </ul>	<p><b>Required Documentation:</b></p> <ul style="list-style-type: none"> <li>Copy of presentation or agenda if presentation copy is not available</li> <li>Invitation</li> <li>Invoices</li> </ul> <p><b>Optional:</b> Photo of event with date</p> <p><b>Recommendation:</b> Cisco highly recommends partners work with Opus Solutions for list purchase/rental, direct marketing, and event planning. For targeted prospecting lists, contact Jigsaw.</p> <p>Go to <a href="http://www.cisco.com/go/partner-marketing">www.cisco.com/go/partner-marketing</a> and select "Find a Campaign Vendor" tab.</p>	<ul style="list-style-type: none"> <li>Alcohol</li> <li>Travel costs</li> <li>Associated travel expenses</li> <li>Hired help</li> <li>Hotel guest room fees</li> </ul>	<ul style="list-style-type: none"> <li>Customer satisfaction rating               <ul style="list-style-type: none"> <li>Excellent</li> <li>Good</li> <li>Average</li> <li>Fair</li> <li>Poor</li> </ul> </li> <li>Actual # of registrants</li> <li>Actual # of attendees</li> <li>Actual # of leads</li> </ul>
<b>TRADE SHOWS</b>	<ul style="list-style-type: none"> <li>Show name</li> <li>Estimated # of overall trade show attendees</li> <li>Expected # of attendees to booth</li> <li>Are you a sponsor?               <ul style="list-style-type: none"> <li>Yes</li> <li>No</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Booth space and furnishings costs</li> <li>Shipping</li> <li>Signage</li> <li>Promotional items: eligible for reimbursement <b>ONLY</b> if CAM orders items from the Cisco Internal Partner Giveaway site. Payout up to 50% of the cost incurred.</li> </ul>	<p><b>Required Documentation:</b></p> <ul style="list-style-type: none"> <li>Itemized invoice or non-itemized invoice with cost summary</li> </ul> <p><b>Optional:</b></p> <ul style="list-style-type: none"> <li>Photo of event with date</li> </ul>	<ul style="list-style-type: none"> <li>Alcohol</li> <li>Travel costs</li> <li>Associated travel expenses</li> <li>Hired help</li> <li>Hotel guest room fees</li> </ul>	<ul style="list-style-type: none"> <li>Actual # of attendees to booth</li> <li>Actual # of leads</li> <li>Overall impression of show               <ul style="list-style-type: none"> <li>Excellent</li> <li>Good</li> <li>Average</li> <li>Fair</li> <li>Poor</li> </ul> </li> </ul>



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<b>TRAINING</b>					
<p><i>Training focused on Cisco products, technologies, and solutions</i></p>	<ul style="list-style-type: none"> <li>What is the focus of the training?</li> <li># of invitees</li> <li>Expected # of attendees</li> <li>Who is the focus audience?               <ul style="list-style-type: none"> <li>- Partner/ Reseller</li> <li>- End-Customer</li> <li>- Internal</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Course fees</li> <li>Promotional items: eligible for reimbursement <b>ONLY</b> if CAM orders items from the Cisco Internal Partner Giveaway site. Payout up to 50% of the cost incurred.</li> </ul>	<p><b>Required Documentation:</b> (For training with one attendee, partners must meet the top two required documents. If training is for multiple attendees, partner must meet the top three required documents.)</p> <ul style="list-style-type: none"> <li>Certificate of completion or attendee list</li> <li>Invoices</li> <li>Training course content or presentation with date</li> </ul> <p><b>Optional:</b></p> <ul style="list-style-type: none"> <li>Photo of event with date</li> </ul> <p><b>Recommendation:</b> Cisco highly recommends partners work with Opus Solutions for direct marketing and event planning. Go to <a href="http://www.cisco.com/go/partner-marketing">www.cisco.com/go/partner-marketing</a> and select "Find a Campaign Vendor" tab.</p>	<ul style="list-style-type: none"> <li>Demo equipment</li> </ul>	<ul style="list-style-type: none"> <li>Actual # of attendees</li> <li>Was Cisco exam offered?</li> <li>If yes, what exam was offered?</li> <li># Passed</li> <li># Failed</li> </ul>
<b>OUTDOOR</b>					
<p><b>OUTDOOR</b> <i>Outdoor banner Ads, including stationary and moving billboards</i></p>	<ul style="list-style-type: none"> <li>Size of Ad</li> </ul>	<ul style="list-style-type: none"> <li>Development and production of Ad</li> </ul>	<p><b>Required Documentation:</b></p> <ul style="list-style-type: none"> <li>Activity invoice from vendor</li> <li>Picture or copy of outdoor Ad (Ad must include the correct Cisco logo usage)</li> </ul> <p><b>Recommendation:</b> Cisco highly recommends that partners work with Lyon &amp; Associates for a discounted rate. Lyon &amp; Associates information can be found at: <a href="http://www.cisco.com/en/US/partner/partners/pr61/marketing.shtml">www.cisco.com/en/US/partner/partners/pr61/marketing.shtml</a></p>	N/A	N/A
<b>TELEMARKETING</b>					
<p><b>TELEMARKETING</b> <i>Outbound telephone calling campaigns</i></p>	<ul style="list-style-type: none"> <li>Purpose of Call Campaign</li> <li>Call List/# of contacts</li> <li>Anticipated/Expected # of leads</li> </ul>	<ul style="list-style-type: none"> <li>Call center charges</li> </ul>	<p><b>Required Documentation:</b></p> <ul style="list-style-type: none"> <li>Copy of script</li> <li>Call center invoice</li> </ul>	N/A	<ul style="list-style-type: none"> <li>Actual # of outbound calls</li> <li>Actual # of calls per name</li> <li>Actual # of leads</li> </ul>



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## NETWORK ASSESSMENT (Visibility to this activity option requires prior approval from Cisco)

<b>NETWORK ASSESSMENT</b>  <i>Product/solution discovery tool for end-customers</i>	<ul style="list-style-type: none"> <li>End-customer company name</li> <li>City</li> <li>State</li> <li>Local Cisco CAM</li> <li>Cisco SE/AM</li> </ul>	N/A	<b>Required Documentation:</b> <ul style="list-style-type: none"> <li>Discovery Inventory Product Report (IPR)</li> <li>Network Assessment Visit Report</li> </ul>	N/A	N/A
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## ADDITIONAL INFORMATION/GUIDELINES

<b>Non-approved activities</b>	<p>The Marketing Fund Builder (MFB) tool will <u>NOT</u> cover expenses associated with:</p> <ul style="list-style-type: none"> <li>Activities not listed within this document</li> <li>Bad deals or customer satisfaction issues</li> <li>Buy-down of products/services price/discount</li> <li>Solving CAP cases</li> </ul>
<b>Further information</b>	<ul style="list-style-type: none"> <li>Applications <b>MUST</b> be submitted and fully approved prior to the activity start date in order to qualify for JMF reimbursement.</li> <li>Applications for activities for which no claim has been submitted within 60 days of completion date will expire, and the funds allocated to the activity will be forfeited.</li> <li>Claims cannot be submitted prior to activity end date.</li> <li>Claims must be submitted within 60 days of activity end date.</li> <li>Proof of Performance (POP) documentation not received within seven days of claim submission will result in claim being placed on hold. Failure to submit POP documentation within the timeline outlined in the reminder e-mail will result in a voided claim.</li> <li>Claims may be resubmitted up to 60 days after activity end date; however, if not submitted within 60 days from activity end date, application will expire and funds will be forfeited.</li> <li>A partner may not make a claim in excess of the approved amount. Claims will be reimbursed up to the approved amount.</li> </ul>

**DISCLAIMER**  
 Cisco may, at its sole discretion and without notice, modify this program at any time. Program funds reflect those Cisco has set aside to reimburse certified partners for specific pre-approved activities. Until such time as Cisco approves a certified partner's claim for payment, the funds belong exclusively to Cisco. An approved application does not guarantee that payment will be made by Cisco. All funds remain the property of Cisco Systems until all activities are completed and fully documented.