



**GIVE YOUR
MARKETING A
POWER BOOST!**

Marketing Development Program – Create Your Own Leads

The Eaton PowerAdvantage Market Development Fund (MDF) program provides an opportunity for Certified Eaton PowerAdvantage Partners to submit funding requests to be used solely on marketing activity designed to generate leads or the promotion and selling of Eaton products. The Eaton PowerAdvantage MDF program is a discretionary program intended to promote business growth and provide sales incentives.

The MDF program is a project proposal/approval/claim process jointly committed effort between Eaton Corporation and qualified PowerAdvantage partners. To participate in the MDF program, a PowerAdvantage partner must work closely with the Eaton Sales teams to coordinate its MDF request with the long-term business and partnering objectives of Eaton.

Eligibility for Funds

An Eaton PowerAdvantage partner that meets each of the following criteria can participate in the MDF Program:

1. Current User Registration in Eaton's PowerAdvantage Partner Program

In order to be able to access Eaton's MDF program, your company must be registered, active and recognized as a Certified Eaton PowerAdvantage Partner.

2. Completion of Business Plan

The partners needs to complete the business plan with his/her Eaton sales manager and the document needs to be uploaded on the PA portal

3. Engagement with the Eaton IT Channel Sales Team

As an authorized Eaton PowerAdvantage Partner, you will either be working with an Inside Sales Rep or field AccountSales Manager. It is important that you are engaged with a sales team member to take advantage of the MDF program.

4. Provide results with return on investment

Certified Eaton PowerAdvantage Partners must pursue marketing activities that provide optimal incremental sales opportunities as well as demonstrable ROI. Additional activities will not be approved without considering documented results from previously approved activity. In addition, these activities must be in accordance with Eaton marketing practices and meet the desired strategic objectives of both Eaton and the PowerAdvantage Partner.



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Marketing Development Program – Eligible Activities

The table below lists all MDF eligible activities:

Eligible Activities	Examples	Requirements	ROI Requirements
Industry Tradeshows	<ul style="list-style-type: none"> Industry tradeshow participation 	<ul style="list-style-type: none"> Representation of Eaton must be in compliance with Eaton corporate branding guidelines for the channel Tradeshows and industry events must have a focus complimentary to the Eaton Power Quality product line Trade show must be designed to produce lead generating results Business travel and entertainment expenses (such as airfare, hotel and meals) are not eligible 	<ol style="list-style-type: none"> # of leads generated Potential revenue # of projects identified <p><i>Please note: Data entry for ROI Requirements will be required on the project submission and actual results required on claim submission</i></p>
Eaton Training events	<ul style="list-style-type: none"> Eaton Lunch and Learns Eaton-sanctioned seminars, events or program 	<ul style="list-style-type: none"> Eaton trainings should be in conjunction with a member of Eaton sales, marketing or product management teams 	<ol style="list-style-type: none"> # of reps trained
Customer Events	<ul style="list-style-type: none"> Hosted customer event at partners facility or off-site location (current or prospects) Relationship building event including golf tournaments or sporting events 	<ul style="list-style-type: none"> Representation of Eaton must be in compliance with Eaton corporate branding guidelines for the channel and approved by Eaton Event sponsorship must not involve any competitors of Eaton 	<ol style="list-style-type: none"> # customers attended Potential revenue # of projects identified
Co-Branded Advertising	<ul style="list-style-type: none"> Print advertisement in regional or industry publication Web advertising including banners 	<ul style="list-style-type: none"> Representation of Eaton must be in compliance with Eaton corporate branding guidelines for the channel Activities must be designed with specific calls to action All creative materials for campaign must be approved by Eaton in advance Activities must be executed using tools which results can be accurately tracked Publications or websites for advertising must have a focus complimentary to the Eaton Power Quality product line 	<ol style="list-style-type: none"> # of impressions # of leads generated Potential revenue
Sales Contest	<ul style="list-style-type: none"> Internal sales contest for sales and managers 	<ul style="list-style-type: none"> Contest outline must be approved by Eaton in advance Gift cards not permitted for contest prizes Eaton must approve materials supporting sales contest 	<ol style="list-style-type: none"> # of reps in contest Potential revenue

Please note, SEO searches, Google AdWords, PPC and yellow page advertising are not eligible activities.

For more information, please contact

JODI BONHAM
 IT Channel Manager
 JodiBonham@eaton.com
 647.258.3415

poweradvantage.eaton.com



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