

## Partnering for Success



The Socket Mobile VIP Partner program is a comprehensive network of industry partners who combine their expertise in vertical software and integration with the Socket Mobile SoMo 650 handheld computer and broad range of peripherals to create complete, best-of-breed solutions.

- **Competitive Pricing and Incentives** – Get lucrative product margins and quarterly performance incentives to help foster sales and grow your business
- **Exclusive Sales Tools** – Access a partner-only website and helpful sales resources
- **Special Marketing Programs** – Expand your market through joint marketing opportunities, showcase your company on the Socket Mobile website, and receive Market Development Funds (MDF) for tailored marketing efforts

WHICH TIER DO YOU QUALIFY FOR?	
<b>Gold VIP Program</b>	Partners with specific vertical industry expertise and \$1,000,000 annual revenue target receive 6% off distributor pricing, 50% demo discount as well as 3% quarterly incentive and 3% MDF
<b>Silver VIP Program</b>	Partners with general focus on data collection, wireless networking, and mobile systems and \$500,000 annual revenue target receive 3% off distributor pricing, 40% demo discount as well as 2% quarterly incentive and 2% MDF
<b>Bronze VIP Program</b>	Partners with general computer reselling focus and \$250,000 annual revenue target receive distributor pricing and 30% demo discount

### KEY ELEMENTS

- Tiered levels with benefits based on performance
- Lucrative product margins
  - Gold partners receive distributor pricing with an extra 6% VIP Gold Discount
  - Silver partners receive distributor pricing with an extra 3% VIP Silver Discount
  - Bronze partners receive distributor pricing
  - Discounts on SocketCare contracts for authorized SocketCare resellers
- Quarterly performance incentives
  - Paid out if partner reaches 20% or more net revenue over quarterly target number
  - Quarterly target number derived from previously approved annual sales plan
  - Processed 60 days after end of quarter
  - Gold partners receive 3%
  - Silver partners receive 2%
- Demo discounts (maximum of 5 units per SKU annually)
  - Gold partners receive 50% off
  - Silver partners receive 40% off
  - Bronze partners receive 30% off
- Full partner web portal provides convenient access to marketing and sales resources as well as communication with other VIP partners
- Joint marketing opportunities, including tradeshow participation for Gold and Silver partners
- Market Development Funds (MDF)
  - Calculated on Socket's net sales out
  - Expenditure of MDF account funds must be authorized by Socket
  - Proof of expenditure must be made using the MDF claim form. Submit to the MDF Program Coordinator for validation and payment of funds
  - Gold partners receive 3%
  - Silver partners receive 2%
- Opportunity to join the Socket Partner Advisory Board\*

\* By invitation, for Gold and Silver partners only

# VIP Partner Program



Gold VIP partners focus on Socket Mobile target vertical markets such as retail and healthcare

VIP PARTNER PROGRAM - SOCKET RESELLERS			
	GOLD	SILVER	BRONZE
Industry Knowledge Required	Knowledge of mobile systems in a specific vertical industry	General knowledge of wireless data collection, mobile systems, and mobile management software	General reseller of computing products
Solution Offering Required	Yes — accounts for at least 50% of partner revenue	Yes	No
Vertical Focus	Automotive, Healthcare, Hospitality, Life Sciences, Transportation/Logistics, Retail	No assignment but has vertical focus	No
Annual Revenue Target	\$1,000,000	\$500,000	\$250,000
Sales Plan	Required — reviewed quarterly with Socket Channel Business Manager	Required — reviewed annually with Socket Channel Business Manager	Optional
Shared Reference Installs	Required	Optional	Optional
Technical Resources	Must maintain technical resources on Socket products	Must maintain technical resources on Socket products	Must maintain technical resources on Socket products
Authorized Products	SoMo 650, data collection, wireless connectivity	SoMo 650, data collection, wireless connectivity	SoMo 650, data collection, wireless connectivity
Discount	Distributor pricing + extra 6% VIP Gold discount	Distributor pricing + extra 3% VIP Silver discount	Distributor pricing
Demo Equipment	Must purchase full set of SoMo 650 and applicable peripherals	Purchased as needed	Purchased as needed
Demo Discounts	Yes — 50% off products, maximum of 5 units per SKU annually	Yes — 40% off products, maximum of 5 units per SKU annually	Yes — 30% off products, maximum of 5 units per SKU annually
Quarterly Incentive*	3% upon achieving 20% growth over quarterly target	2% upon achieving 20% growth over quarterly target	None
Market Development Funds (MDF)	3%	2%	None
SocketCare™ Contracts**	25% off list price, 100% of contract sale counts towards annual revenue target	20% off list price, 75% of contract sale counts towards annual revenue target	10% off list price, 75% of contract sale counts towards annual revenue target
Tradeshaw Participation	Yes	Yes	No
Partner Advisory Board	By invitation	By invitation	No

\*Quarterly incentive based upon previously approved annual sales plan.

\*\*Partner must be an Authorized SocketCare Reseller.



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