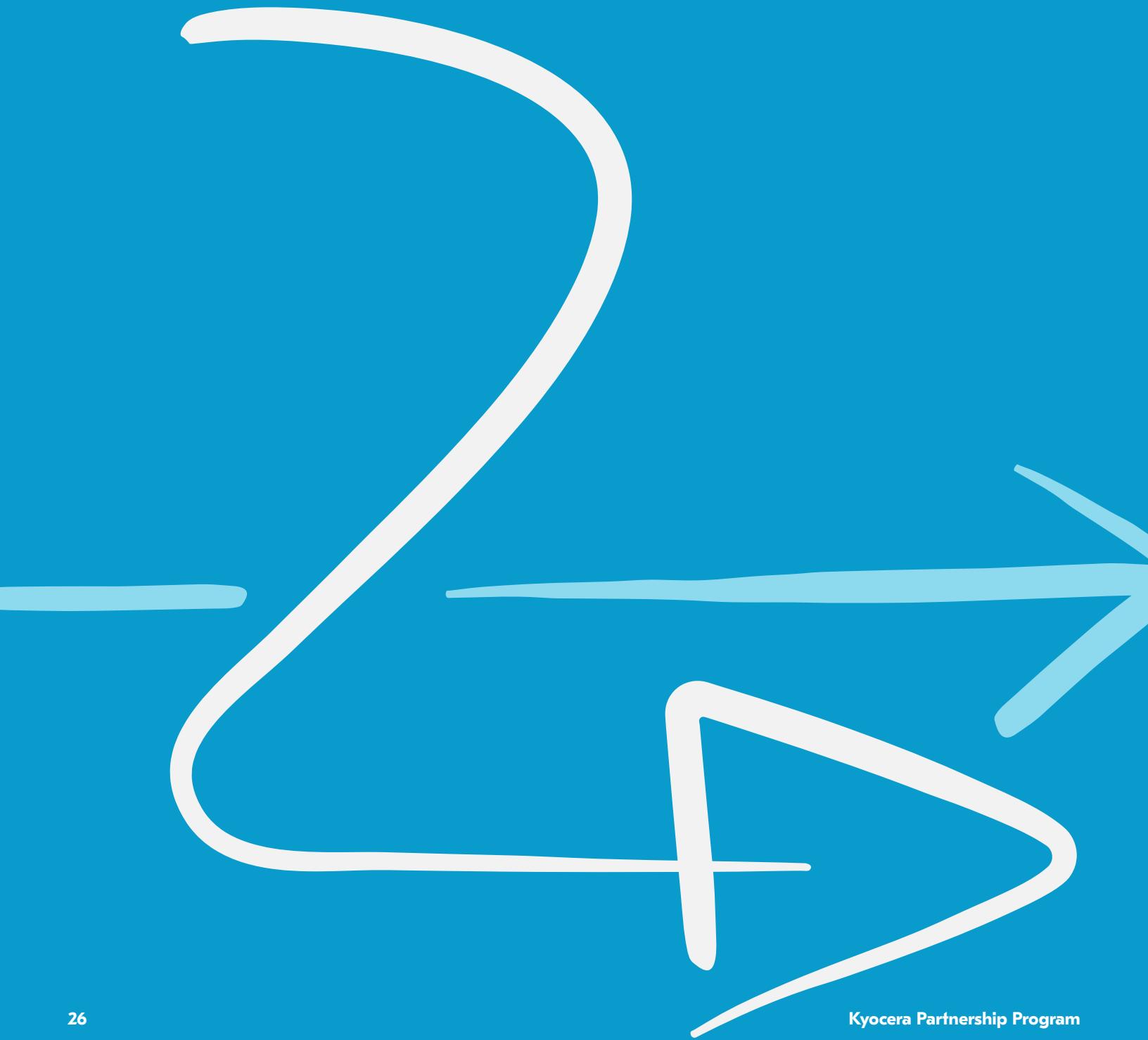


# Put knowledge to work.





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# 1. MDF Program Guide

## Program Overview

Kyocera's Marketing Development Fund Program compensates Partners to offset the costs for marketing and sales enablement activities that drive demand for our products, solutions, and services. The pre-qualified credit available to you is proportional to your Partnership Level.

This guide provides detailed descriptions of all eligible marketing activity types, along with details of the documentation required for you to claim funds.

# Program Eligibility & Guidelines

## Eligibility Criteria

The Fund Eligibility Criteria is based on three components:

- FY21 Net Revenue Target, including Machines, Accessories, and Software.
- Percentage of regular business. For the first half of FY21 we assume that this percentage will be 70%. We will review this in October 2020 and will adjust the amount accordingly if needed.
- Your Partnership Program Level.

Each criteria is multiplied against the next to calculate your FY21 Funds:

FY21 Net Revenue Target x Regular Business Ratio x Partnership Program Level  
= FY21 Total Available Funds.

## MDF Program Level System Chart

Marketing Development Funds (MDF)	Authorized 2%	Silver 2.5%	Gold 3%	Platinum 3.5%
Content Creation	✓	✓	✓	✓
Digital Marketing	✓	✓	✓	✓
Print & Telemarketing		✓	✓	✓
Event Marketing			✓	✓
Sponsorships				✓

#### Example:

- + ABC Co., a Kyocera Partner, is a Silver member of Kyocera's Partnership Program and has signed a Net Revenue Target agreement with Kyocera stating they plan to contribute \$1,200,000 to Kyocera's revenue in qualifying machines, accessories, and software in the upcoming fiscal year.
- + 70% of ABC Co.'s percentage of regular revenue is then multiplied by their Net Revenue Target amount: \$840,000.
- + \$840,000 is now multiplied by ABC Co.'s Partnership Program Level at 2.5%.

$\$1,200,000 \text{ (Net Revenue Target)} \times 70\% \text{ (of Regular Business Revenue)} = \$840,000$

$\$840,000 \times 2.5\% \text{ (Partnership Program Level)} = \$21,000 \text{ FY21 Funds}$

- + After they sign their Net Revenue Target agreement, ABC Co. will be eligible to apply for their marketing activity of choice. Once approved, their \$21,000 of pre-qualified MDF funds will be available for use. The ABC Co. dealership will now be able to benefit from the MDF Program throughout the entire fiscal year.

## Advertising Guidelines

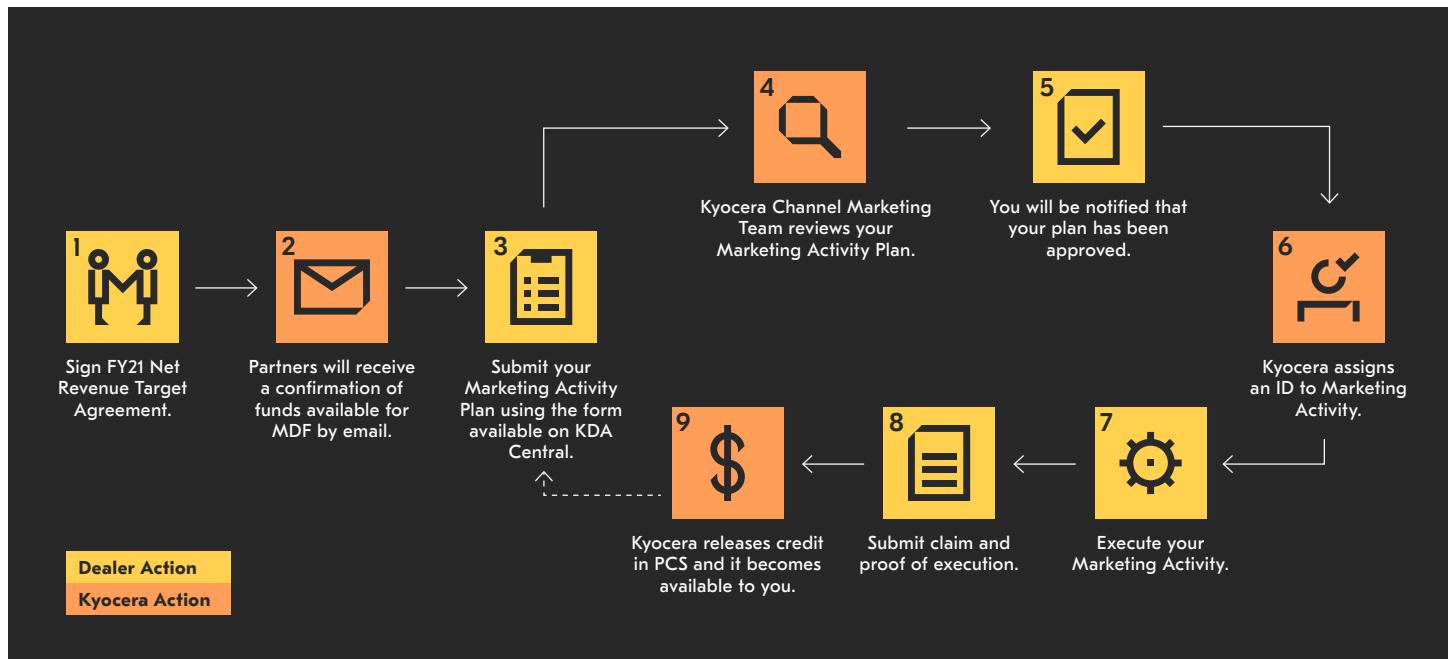
- + You may only advertise within your authorized territory (Area of Prime Responsibility) and only for the products they are authorized to sell (Non-Kyocera and Copystar brand products, applications, or services cannot be included in any advertisements submitted for MDF reimbursement).
- + When placing an advertisement, you cannot exaggerate or make any statements that are untrue or misleading when directly related to Kyocera. You may not state that you are exclusive Kyocera resellers or state you are the only Partner in the marketplace.

Example of an unacceptable ad: "ABC Copiers, the Tri State's #1 Kyocera dealer" or "ABC Copiers, the northeast's largest and oldest Kyocera dealer."

If you have any doubts on how to use the Authorized Kyocera Dealer Logo, or any Kyocera Brand Mark, please refer to Chapter 5: Using the Kyocera Brand or the Brand Hub for assistance.

# Marketing Activity Approval & Invoice Submission

Process your marketing activity using these three simple steps.



## 1. Submit Marketing Activity Approval Form

While your MDF funds will be available throughout the entire fiscal year, all eligible marketing activity requests **must** be approved before you can begin receiving funds.

To begin the approval process:

- + Complete the Marketing Activity Approval Form, located on KDACentral or CopystarCentral

Marketing activities will be approved or denied within 72 hours of submission via the email displayed on your MDF Approval Form.

## 2. Begin Marketing Activity

Once you begin your marketing journey, remember to compile any documents that may assist you in getting your Proof of Performance approved.

- + Invoices
- + Screenshots of graphics
- + Photos of signage

### 3. Submit Proof of Performance

To complete your marketing activity:

- + Complete Proof of Performance Form
- + Invoices & Documentation
- + Send Proof of Performance Form & Documentation to [channelmarketing@da.kyocera.com](mailto:channelmarketing@da.kyocera.com)

**Please Note:** If the Proof of Performance is not submitted and approved within 30 days of your marketing activity, your dealership will not receive reimbursement for the marketing activity.

#### Tips on Submitting Proof of Performance

- To understand which Proof of Performance is required, please review Chapter 4: Eligible Marketing Activities.
- Be sure to keep third-party invoices and take screenshots of ads, social media costs, creative assets, or anything else you will need later as proof of performance.

### Accessing Required Forms

To access all MDF forms, login to KDACentral or CopystarCentral.

- + Login to KDACentral or CopystarCentral
- + Select the Channel Programs Tab and select Kyocera Partnership Program
- + Select Marketing Development Funds (MDF)
- + Required Forms:
  - Marketing Activity Approval Form
  - Proof of Performance Form

### MDF Statement

To view the available balance of your funds, log in to your account in PCS on KDACentral or CopystarCentral. An updated balance will be available to view at the beginning of each month.

#### Need Help?

- + For general program questions contact us at [channelmarketing@da.kyocera.com](mailto:channelmarketing@da.kyocera.com)
- + Expect a turnaround time of up to 48 hours

# Eligible Marketing Activities

Generate demand by developing and transforming your **content** into valuable **digital**, **print**, and **event marketing** experiences with Kyocera's eligible marketing activities. In this section of the MDF Program Guide, you will be able to explore examples of how Kyocera's eligible activities can be implemented into your marketing strategy.

In order to receive 100% reimbursement, all eligible marketing activities must promote, demonstrate, or explain Kyocera and Copystar products and solutions, as well as be 100% dedicated to the Kyocera brand. For more information on how to receive reimbursement for an eligible marketing activity, please see Chapter 3 of the MDF Guide.

## Marketing categories:

- 1. Content Creation**
- 2. Digital Marketing**
- 3. Print & Telemarketing**
- 4. Event Marketing**
- 5. Sponsorship**

## Need Help?

For recommendations regarding reputable marketing agencies, contact the Marketing Department at: [channelmarketing@da.kyocera.com](mailto:channelmarketing@da.kyocera.com).



## 1. Content Creation

**Create and publish content—such as newsletters, videos, social media content, whitepapers, and web articles—that provides value and insight in driving Kyocera’s mission, products, & solutions.**

### Examples of Content Creation Activities



#### Newsletters

To keep your customers informed, you collaborate with an agency to develop a monthly newsletter.

- The agency is provided with information about Kyocera and Copystar’s products and solutions, promotional sales, and links to case studies, whitepapers, and success stories that guide them back to your company’s website.



#### Proof of Performance:

- + Copy of newsletter.
- + Copy of third-party invoice.



#### Guidelines:

- You will be reimbursed based on the exclusivity to Kyocera and Copystar products, solutions, and services mentioned in the newsletter.
- Pricing must not be presented in any published newsletters.



#### Videos

As part of a campaign, you hire an agency to produce three videos that feature KYOCERA Fleet Services monitoring solutions in action.

- These videos promote how IT professionals monitor devices in real time, anticipate issues, and update firmware remotely.



#### Proof of Performance:

- + Copy of video.
- + Copy of script.
- + Copy of third-party invoice.



#### Guidelines:

- The appropriate authorized Kyocera and Copystar Partner logo must be prominently shown and mentioned at least once in the video.
- Videos must be dedicated 100% to promoting Kyocera and Copystar products, solutions, and services.



## Whitepapers & Web Articles

You wish to highlight how Kyocera ensures security for their MFPs and TASKalfa or CS by creating a whitepaper or show how DMConnect enhances a customer's workflow and overall quality of business through the creation of a web article.

### Proof of Performance:

- + Copy of whitepaper or web article.

### Guidelines:

- Whitepaper or web article must be 100% dedicated to Kyocera and Copystar products, solutions, or services.



## Social Media Content

You want to produce short videos for your Facebook page to promote Kyocera and Copystar's newest MFP.

- You hire an agency to create 5 videos to post once a week for 5 weeks.
- You subscribe to Hootsuite to streamline your social media accounts to determine who is seeing your posts and how they're responding to them.



### Proof of Performance:

- + Screenshots of social media posts.
- + Copy of produced videos.
- + Hootsuite subscription.
- + Copy of invoices.



### Guidelines:

- For Social Media posts, you cannot use any exaggerations that are directly related to Kyocera or make statements that are untrue or misleading.



## 2. Digital Marketing

**Increase your search visibility, improve your online presence, and generate quality leads to attract and retain a clearly defined audience—and ultimately drive profitable customer action.**

### Examples of Digital Marketing Activities



#### Online Advertising

You collaborate with an agency to develop a pop-up ad campaign that will appear on various sites, inviting users to visit a specific page on your website.

#### Proof of Performance:

- + Copy of ad and evidence of ad placement with dates executed.
- + Report showing the main metrics tracked during the campaign (i.e.: clicks, cost per click, cost per lead, visits, etc.).
- + Copy of invoice.

#### Guidelines:

- Online media must be exclusively devoted to Kyocera and Copystar products and only those products for which you are authorized to market and sell.
- You must prominently display the appropriate authorized Kyocera and Copystar Partner logo within the ad.



#### Email Campaign

To keep your customers informed about Kyocera and Copystar's latest products, solutions, & services, you develop an announcement email campaign, directing customers to your website where they can gain insight and make a purchase.



#### Proof of Performance:

- + Copies of each email.
- + Third-party invoices for email creation & distribution.



#### Guidelines:

- All Partner email campaigns must be 100% exclusive for the sale and promotion of Kyocera and Copystar products, solutions, and services.



## Search Engine Marketing (SEO)

As part of a campaign promoting security, you intend to drive traffic to your website by using SEO.

- You create a list of keywords like Printing Security, How to secure my printer, or your company's name and select Google as your Search Engine Marketing Provider.
- Users who search for one or more of your keywords should find a URL to your website within the first few search results.

### Proof of Performance:

- + Screenshots from Google showing your company's name as a result when searching for security solutions.
- + Copy of invoice.

### Guidelines:

- You will be reimbursed based on the exclusivity to Kyocera and Copystar products, solutions, and services.



## Social Media Advertising

To assist you in promoting Kyocera and Copystar products, you hire an agency that will create a social media ad campaign for prospective customers that have already shown interest in doing business with you via your website. These adverts will be displayed on your prospective customer's social media newsfeeds.

### Proof of Performance:

- + Screenshots of ads.
- + Report showing the main metrics tracked during the campaign (i.e.: clicks, cost per click, cost per lead, visits, etc.).
- + Copy of third-party invoice.

### Guidelines:

- When placing a post on social media, you cannot use any exaggerations that are directly related to Kyocera or make statements that are untrue or misleading.



## Inbound Marketing & Lead Generation

A prospective customer discovers your case study on document management in the workplace. In order to obtain a copy, they must complete an online form in order to receive it via email.

- Shortly after receiving your case study, you send the prospective customer an email offering a webinar that explains OmniWorx and its functionality.
- You follow-up a week later with an email inviting the customer to sign up for an OmniWorx demo.



### Proof of Performance:

- + Screenshot or URL of the landing pages.
- + PDF of any of the offers used (i.e.: whitepaper, e-book, etc.).
- + Copies of each email.
- + Copy of the demo.
- + Third-party invoices for email creation, distribution, landing page development, and demo creation.



### Guidelines:

- All email campaigns must be 100% exclusive for the sale and promotion of Kyocera and Copystar products, solutions, and services.



## Webinars

You work with a third-party vendor to develop some content for a new or existing Kyocera and Copystar product or solution that will be delivered during a webinar. In order to attract as many people as possible, you offer a small incentive to participate (e.g.: Starbucks coupon)



### Proof of Performance:

- + Copy of recorded webinar.
- + Copy of third-party invoice.



### Guidelines:

- All webinars must be 100% exclusive for the sale and promotion of Kyocera and Copystar products, solutions, and services.



## Prospect Mailing Lists

You subscribe to Mail Prospects, a nation-wide business prospecting list provider, to create your own mailing lists to help produce an email campaign that will target prospects in your region.



### Proof of Performance:

- + Copy of third-party invoice.



### Guidelines:

- All prospect mail lists purchased for email marketing efforts must be for campaigns that are 100% exclusive to the sale and promotion of Kyocera and Copystar products and solutions.

### 3. Print & Telemarketing

With eye-catching colors, interesting formats, and high-quality materials, print marketing can leave your target customers with a lasting impression about your brand, products, solutions, and services.

For a more personal touch you can explain to customers how Kyocera or Copystar can boost their business dynamics.

Examples of Print & Telemarketing Activities



#### Signage & Showroom Visuals

You want to be visible to passersby on a popular highway. You outsource services from a local signage company to produce an outdoor sign.



#### Brochures, Catalogs, & Flyers

You are participating in a roadshow and would like to offer prospects a brochure that showcases your Kyocera or Copystar products.

##### Proof of Performance:

- + Picture of signage.
- + Copy of third-party invoice.

##### Proof of Performance:

- + Copy of brochure.
- + Copy of third-party invoice for brochure creation.

##### Guidelines:

- Outdoor billboards and signage must be exclusively devoted to Kyocera or Copystar products.
- Billboards and signage must comply with local laws and regulations.
- The authorized Kyocera or Copystar Partner logo must be prominently displayed on the billboard.

##### Guidelines:

- Print media must be exclusively devoted to Kyocera or Copystar products and only those products for which you are authorized to market and sell.



### Promotional Merchandise

You have organized an event and decide to create gift bags containing a pen, notebook, and key chain.

- You log onto Kyocera and Copystar's brand shop to select Kyocera or Copystar promotional merchandise.
- For special orders that incorporate your logo, you contact the brand shop's vendor.

### Proof of Performance:

- + Copy of invoice.
- + For custom orders, submit a photo of the original promo item, as well as an original invoice.

### Guidelines:

- All promotional items must be ordered through Kyocera and Copystar's brand shop (accessible through KDACentral or CopystarCentral) and only the Kyocera logo and your logo will be eligible for MDF reimbursement up to 100%.

## 4. Event Marketing

Showcase your products, solutions, and services by organizing an open house, trade show, seminar, or conference.

Examples of Event Marketing Activities



### Customer Event: Open House

You invite current and potential customers to your showroom or offices to become more acquainted with your staff and to see the latest Kyocera and Copystar products and applications.

- You have food and beverages catered, eye-catching displays, and promotional giveaways that complement your image.



### Customer Event: Trade show

You want to participate in a trade show to enhance your dealership's visibility and promote Kyocera and Copystar products and solutions.

- You order an eye-catching banner from the OMC site and promotional giveaways that complement your image.

#### Proof of Performance:

- + Original photos of open house & product showcases.
- + Copy of merchandise invoice.
- + Copy of collateral invoice.
- + Copy of catered food & beverage invoice.
- + Copy of rental equipment invoice.
- + Copy of venue invoice.



#### Proof of Performance:

- + Original photos of trade show & product showcases.
- + Copy of merchandise invoice.
- + Copy of collateral invoice.
- + Copy of booth rental invoice.
- + Copy of signage invoice.
- + Copy of set-up expense invoice.

#### Guidelines:

- Open houses that are not located within your authorized territory (area of prime responsibility) will not be eligible.
- Products, applications or services not belonging to the Kyocera or Copystar brands cannot be included in any open house events submitted for MDF reimbursement.



#### Guidelines:

- Trade shows that are not located within your authorized territory (Area of Prime Responsibility) will not be eligible.
- Products, applications or services not belonging to the Kyocera or Copystar brands cannot be included in any trade show events submitted for MDF reimbursement.

## 5. Sponsorship

**Collaborate with an institution or organize an event with vendors to enhance your presence and the Kyocera brand.**

Examples of Sponsorship Activities



### Sponsor an Institution

To generate brand awareness, you sponsor your region's basketball team in the NBA to display your logo at their stadium in return for VIP tickets to home games.

#### Proof of Performance:

- + Contract.
- + Third-party invoice.
- + Picture of signage.

#### Guidelines:

- Pre-approval is required for all sponsored events.
- Partners will be reimbursed based on the exclusivity to Kyocera and Copystar products, solutions, and services.



### Sponsor an Event

You want to sponsor an event to present your company as a Kyocera Partner. You invite vendors to participate and offer sponsorship packages that may include a booth and logo visibility.

#### Proof of Performance:

- + Sponsorship package details.

#### Guidelines:

- Pre-approval is required for all sponsored events.
- Partners will be reimbursed based on the exclusivity to Kyocera and Copystar products, solutions, and services.