



Activity	Metrics Required with Prior Approval	Metrics Required with Claim Submission	Reimbursable Expenses	Proof of Performance Documentation Required for Claim Approval/Reimbursement	Guidelines	Non-Reimbursable Expenses
Direct Mail	# pieces to be mailed Estimated sales from this activity Product focus # leads	# pieces actually mailed # leads received Actual sales made	Postage Printing Design & production 3 rd party mail house fees List purchase/ rental fees Writing and copy editing	Documented postage costs Copy of invoice from 3 rd party for development and/or production Copy of the 3 rd invoice for list purchase or rental Copy of the 3 rd party mail house fees Copy of the 3 rd party invoice for printing detailing quantity printed Original sample of the direct mail piece	Aladdin Logo must be featured Must contain descriptive copy of Aladdin product or solution A pro-rata portion may be re-imbursed if other manufactures are featured. Must be approved in advance. If other logos appear in color, the Aladdin logo and theme line must also appear in color and must not be smaller than any other logos.	. NA
eMail	# pieces to be mailed Estimated sales from this activity Product focus # leads # deals to be closed	# pieces actually mailed # leads received Actual sales made	3 rd party email house fees List purchase/ rental fees Design & Production Writing and copy editing	Copy of the email piece Copy of invoice from 3 rd party for development and/or production Copy of the 3 rd party invoice for list purchase or rental Copy of the 3 rd party mail house fees detailing quantity emailed	Aladdin Logo must be featured Must contain descriptive copy of Aladdin product or solution A pro-rata portion may be re-imbursed if other manufactures are featured. Must be approved in advance. If other logos appear in color, the Aladdin logo and theme line must also appear in color and must not be smaller than any other logos.	. NA



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Telemarketing	Purpose of call campaign Estimated sales from this activity Product focus # calls to be made # meetings planned # deals to be closed	# actual calls made # meetings held Actual sales made	3 rd Call Center Charges (agency fees, script development, list rentals, reporting and cost and charges for placing calls including long distance or toll free services) List purchase/ rental fees	Copy of Call Center invoice detailing costs associated with campaign including number of calls made, number of contacts made. Copy of script Copy of the 3 rd party invoice for printing detailing quantity printed Optional Call Campaign report	Must contain descriptive copy of Aladdin product or solution A pro-rata portion may be re-imbursed if other manufactures are featured. Must be approved in advance.	NA
Web Placement & Production	Size of web ad/# web pages Posted Ad run timeframe Estimated # leads or click thru Estimated sales from this activity Product focus # leads expected	# actual leads or click thru's Actual sales made	Development & production costs Agency fees Media Placement Costs	Copy of invoice from 3 rd party web development and/or production vendor Copy of web pages including view of URL with Aladdin logo Copy of insertion invoice from print media including ad date, net rate less all discounts and rebates, and total cost of media space One of the following Proof of Performance * Internet Banner placement schedule * Photocopy or electronic copy of final banner	Aladdin Logo must be featured Must contain descriptive copy of Aladdin product or solution Submit one claim per insertion if the ad runs more than one time A pro-rata portion may be re-imbursed if other manufactures are featured. Must be approved in advance. f other logos appear in color, the Aladdin logo and theme line must also appear in color and must not be smaller than any other logos..	Web hosting fees



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Catalogs	# of catalogs expected to be distributed Size of ad space Estimated sales from this activity Product focus	# catalogs mailed # actual leads Actual sales made	Postage Printing Costs Mailing Costs	Copy of catalog or page(s) with Aladdin content Documented postage costs Copy of printing invoice	Aladdin Logo must be featured Must contain descriptive copy of Aladdin product or solution A pro-rata portion may be re-imbursed if other manufactures are featured. Must be approved in advance. If other logos appear in color, the Aladdin logo and theme line must also appear in color and must not be smaller than any other logos.	. NA
Advertising Design & Media Placement	Size of ad space Geographic scope of media Estimated sales from this activity Product focus # leads expected	# actual leads Actual sales made	Development and production of ad Author Fees for success stories, etc. Media placement costs Writing and copy editing	Copy of invoice from 3 rd party for development and/or production Copy of invoice from 3 rd party for author fees Copy of insertion invoice from print media including ad date, net rate less all discounts and rebates, and total cost of media space One of the following Proof of Performance * Copy of completed piece and/or tear sheet including Aladdin Partner Logo * Photo copy of the ad or electronic copy	Aladdin Logo must be featured Must contain descriptive copy of Aladdin product or solution Submit one claim per insertion if the ad runs more than one time A pro-rata portion may be re-imbursed if other manufactures are featured. Must be approved in advance. If other logos appear in color, the Aladdin logo and theme line must also appear in color and must not be smaller than any other logos.	. NA



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Events						
Seminars	# to be invited Expected # registrants Expected # attendees Estimated sales from this activity Product focus	# registrants # attendees Actual sales made	Event location Speaker Fees Printing, postage Food & non-alcoholic drinks Audio visual rental Telemarketing List purchase or rental . Promotional items	Copy of the itemized hotel invoice Copy of the 3 rd party speaker invoice Copies of all other 3 rd party invoices Copy of one of the following: Agenda Presentation Invitation List of attendees Optional Photo of the event with date	Event space must prominently display Aladdin logo Invitations and agenda must prominently display Partner logo A pro-rata portion may be re-imbursed if other manufactures are featured. Must be approved in advance. If other logos appear in color, the Aladdin logo and theme line must also appear in color and must not be smaller than any other logos.	Alcohol Travel costs Hotel guest room fees Hired help Corporate hospitality Telephone charges Events hosted at partner locations Speaker travel expenses
Trade Shows	Show name Booth size Estimated # overall show attendees Estimated # visiting your booth Product focus	Actual # visited booth Actual sales made	Booth space Shipping costs Signage Promotional items	Copy of Booth space contract and/or invoice Optional Photo of booth with date	. Booth space must prominently display Aladdin logo . A pro-rata portion may be re-imbursed if other manufactures are featured. Must be approved in advance. . If other logos appear in color, the Aladdin logo and theme line must also appear in color and must not be smaller than any other logos..	Alcohol Travel costs Hotel guest room fees Hired help Corporate hospitality Telephone charges Events hosted at partner locations
Demo Equipment	Aladdin equipment to be purchased	Aladdin equipment purchased	Invoice for Aladdin Equipment	Copy of invoice from a Aladdin authorized distributor or Aladdin	Partners should order through established demo equipment process at the agreed discount level. Aladdin may also purchase demo equipment on behalf of the Partners.	Any equipment other than Aladdin equipment unless otherwise approved in advance by Aladdin