

Bulletin No: 102

Bulletin Date: September 15, 2008

Bulletin Name: MDF Program

Partners Involved: Aladdin Authorized Partners

Overview

- Aladdin Knowledge Systems offers its Authorized Partners the opportunity to participate in our MDF program with a variety of programs and activities to support your efforts to increase market awareness and customer demand.
- MDF Guidelines provide a detailed overview of the types of MDF activities partners can request. Activities include direct mail, email, telemarketing, seminars, trade shows, training, and demo equipment. See the MDF Guidelines for details.
- Reimbursement up to 90% and a max dollar cap per activity. Refer MDF Activity Table (below) for details.
- Prior to submitting an MDF pre-approval or claim, you should review MDF Terms and Conditions for participation in the program.
- All US Partners must complete a W9 Tax Payer ID. The IRS Tax Law requires that all companies obtain a W-9 from their partners prior to MDF reimbursement. W-9 form can be found at the <http://www.irs.gov/pub/irs-pdf/iw9.pdf>

And fax, email or mailed to:

Aladdin
601 W Campus Drive
Arlington Heights, IL 60004
Fax: 847-818-3810
e-mail: channelmarketing@aladdin.com

Reimbursement Table

Activity	Max Dollar Reimbursable per Activity	Max % Reimbursable
Print Media	\$20,000	90%
Broadcast Media	\$10,000	90%
Web-based Media	\$10,000	90%
Direct Mail	\$15,000	90%
Telemarketing	\$25,000	90%
Trade Shows	\$10,000	75%
Seminars	\$15,000	90%
Demo and Internal Use Equipment	\$25,000	90%

How to Submit a Request

- Contact your Channel Account Manager
- You will receive an email notification if it was approved or denied.
- Complete the activity(s) within six (6) months from the date of approval.
- Activities must be fully approved prior to the activity taking place or money being spent (i.e. invoice cannot be dated prior to the Prior Approval date). Activities with invoices dated prior to date of prior approval will be denied.

Note: The MDF payment is conditioned upon the Partner being in good standing with Aladdin.

Application and Claim Documentation Requirements

- All MDF activities must promote Aladdin products.
- Claims and supporting documentation:
 - Will not be approved for more than the amount approved on the Prior Approval
 - Can not exceed the max dollar value per activity noted in the Reimbursement Table.
 - Must be submitted in hard-copy format, faxed, mailed or emailed.
 - Must include supporting documentation that the Partner paid for the activity
 - Must show that the activity was completed six (6) months from date of approval.
 - Must submit claims and documentation within sixty (60) days from completion of activity.
- Aladdin will pay a percentage of activity requests and thus requires commitment from the Partner to pay the remainder of the cost.
- If multiple vendors are participating, Aladdin will pro-rate the cost of the activity as agreed upon.
- Partners must pay 3rd party invoices for all activities in advance and submit invoice for reimbursement via hardcopy, fax or electronically. Aladdin will only reimburse Partners for out-of-pocket 3rd party invoices.
- All activities that incorporate the Aladdin name, logo, trademarks, service marks, or branding must adhere to corporate branding guidelines.

Terms and Conditions

- Only Authorized Partners are eligible for MDF funds
- Aladdin reserves the right to modify or terminate the MDF program upon 30 day's advance written notice. Such modification or termination will not affect approved requests for activities that ran before the effective date of the modification or termination, nor will it affect approved plans in progress at the time of the change.
- The primary purpose of all activities must be to increase awareness and sales of Aladdin products.
- Approval of all MDF spending is at the sole and absolute discretion of Aladdin.
- MDF is not to be used for capital expenses or the normal cost of business.
- Aladdin reserves the right to audit and verify all claims and request additional documentation at any time. Aladdin may deny any claims that it believes, at its sole and absolute discretion, do not conform to these guidelines.
- Submission of false claims can cause the Partner to be ineligible for the MDF program.
- Partner may not deduct an MDF claim from payment to Aladdin.
- Unused funds do not rollover once expired or if not used for intended purpose.
- If the claim is deemed invalid and denied, the Partner will be notified. If the Partner does not substantiate the rejected claim within 30 days from the time of notification, the claim is rejected from the system.
- Aladdin will not reimburse any supplier or vendor directly for costs incurred by the Partner.
- Partners will not make, authorize, offer or promise to make or give any money or anything of value to any official of a public international organization, government official, political party, political official, candidate for political office ("Foreign Official"), or to any other person, while knowing or having reason to know that all or a portion of such money or thing of value will be offered, given or promised, directly or indirectly, to any Foreign Official.
- Reimbursement will be made up to the stated guidelines max dollar amount excluding value-added tax and other taxes for which the Partner can be reimbursed by local tax authorities.
- All decisions related to program benefits and eligibility are at the sole discretion of Aladdin, and are final and binding.
- Aladdin is not responsible for typographical errors or omissions.
- Aladdin respects its resellers' corporate policies. This program is void where prohibited by company policy or law.
- Aladdin reserves the right to modify, change or terminate this program at any time without advance notice.

Frequently Asked Questions

Q. How do I apply for the MDF Program?

A. Contact your Channel Account Manager.

Q. Can I propose my own marketing activities?

A. Absolutely! We want to hear your ideas to increase incremental sales to meet objectives. Your Aladdin will be glad to work with you on ideas to develop a comprehensive marketing plan.

Q. Can we substitute a marketing activity for the one approved?

A. No. If you change a marketing activity, you must have the new activity approved again by Aladdin.

Q. When must the marketing activity be completed?

A. Once approved, the activity must be completed within six (6) months from the approval date.

Q. When can the claim be submitted?

A. The claim cannot be submitted until the approved marketing activity has been completed. Claims must be submitted within 60 days of activity ending.

Q. What happens if the claim exceeds the request?

A. If a claim is submitted for more than either the amount on the prior approval or the guideline amount, claim will be paid up to the maximum dollar value on the prior approval.

Q. Will Aladdin pay the supplier or vendor directly?

A. Aladdin will not reimburse any supplier or vendor directly.

Q. What types of activities are excluded from reimbursement?

A. Aladdin will not reimburse partner for costs for the following: alcohol, sporting events, company hospitality suites, travel, temporary help, telephone charges, or any sort of cancellation fee.