

## Deal Registration Program

TechSmith is committed to the success of its channel resellers and values the investment needed to find new sales opportunities. The Deal Registration Program rewards and protects partners who market, promote, and sell TechSmith solutions to their customers.

### Deal Registration At-a-Glance

- Partners can receive up to 8 additional points of margin
- Deal size must be at least:
  - \$5,000 MSRP USD for Commercial Sales
  - \$3,500 MSRP USD for Government, Non-Profit, and Education Sales
- Only Reseller Partners (not Distributors) may apply for Deal Registration
  - Only one partner at a time can be approved for Deal Registration per opportunity
  - Distributors cannot register deals on behalf of a reseller
  - Registration will only be considered for opportunities direct to end user
  - Resellers are encouraged to provide Distributor information if known
- **All Deals must be registered on the Partner Portal (<http://partners.techsmith.com>).** Some partners may have a process with their team, and that is acceptable.

### Additional Details

Registration Eligibility and Approval Criteria:

- Partner must provide evidence of pre-sales efforts when applying for the deal registration
- Standard maintenance renewals are not eligible
  - Upsells may qualify, if the upsell itself meets eligibility requirements
- Bid requests are not eligible
- Deal Registration approval will be valid for 60 days from day of approval
- Response to Deal Registration requests to be provided within two business days of request being made. Deal Registration status will only be discussed with the Reseller partner making the submission. Reseller must respond to the TechSmith Channel Account Manager within 2 business days to ensure timely registration
- A registered deal approved by TechSmith is valid for that opportunity only. The approval does not give you exclusive rights to the customer
- Deal registration is awarded across the duration of the commitment as long as partner remains the preferred vendor for the end-user. (Example: If the deal closes with a 3-year payment plan, deal registration is awarded across those 3 payments)
- Deal registration will not be awarded if the deal is actively being worked on by TechSmith before a partner was involved

All decisions are final and are at the sole discretion of TechSmith Corporation. TechSmith reserves the right to modify the terms and conditions of the Program at any time. Thirty days' notice will be given in this event.

### Contact Information

For any questions please contact the TechSmith channel team [resellers@techsmith.com](mailto:resellers@techsmith.com).  
Telephone: +1-888-750-0685 / +1-517-381-5901 (select option 4 on either line)