



connect!

Barco Partner Program for Resellers

Let's Connect! and grow together

As a global market leader, Barco is committed to offering its customers high-quality products and excellent service. Together with your expertise in your customer's business, we can truly make a difference. That's why we've introduced our Connect! Partner Program.

How does it work? Well, in return for your loyalty and as a reward for your total impact, we will help your business thrive. To do so, we will be sharing our resources and providing in-depth knowledge and training. Furthermore, we will provide you with margins, incentives and marketing assistance that will help you increase your competitive advantage, capitalize on the Barco brand, and grow market share and revenue.

In short: we recognize your expertise and will help your business thrive as a reward for your total impact. In this way, we can help each other grow. Sounds like a good deal, doesn't it? So let's Connect!

We have developed three levels of Partnership: Authorized, Silver and Gold. Each level recognizes the Partner's potential and leverages your organization's resources, areas of specialization, and engagement.

How to join the Connect! Program

Your application starts by completing the online application form on: <http://Partners.barco.com>. Barco will review your application for your entry in the program.



The Barco Connect! Program Onboarding Terms

	AUTHORIZED	SILVER	GOLD
Program application	✓	✓	✓
Promoting Barco	✓	✓	✓
Endorsing Barco's Values	✓	✓	✓
Training & Certification	Recommended	Professional	Professional
Revenue Commitment		✓	✓
Joint Annual Business Planning		✓	✓
Value Added Services		✓	✓
Demo Investment			✓
Brand Loyalty			✓
Swap Stock*			✓

*Only applicable in selected regions

The key benefits of the Barco Connect! Program

BENEFITS	AUTHORIZED	SILVER	GOLD
Access to MyBarco Partner Portal	✓	✓	✓
Access to Connect! Marketing Portal	✓	✓	✓
Barco & Partner Status Logo	✓	✓	✓
Connect! Newsletters + direct info	✓	✓	✓
Access to Barco Demo Facilities	✓	✓	✓
Discounts on Demo Equipment*	✓	✓	✓
Healthcare Partner Induction Training Program (mandatory)		✓	✓
Dedicated Account Manager		✓	✓
Joint Business Planning		✓	✓
Project Pricing		✓	✓
Marketing Development Funds		✓	✓
Performance Back Rebates		✓	✓
Lead Generation & End-user campaigns		✓	✓
Recognition in Barco Partner Locator		✓	✓
Professional Level Trainings		✓	✓
Expert Training and Certification			✓
Additional Performance Rebates			✓

*Please consult your Barco representative for all eligible product lines

Partners are critical to Barco growth – The Barco Connect! Program will offer you a framework that is:

Simple

The Program provides you a framework for doing business together with Barco. This makes working with Barco simple and transparent.

Reliable

As a Partner in the Barco Connect! Program, we will deliver the products, support, and commercial benefits detailed in the Program.

Engaging

We want to engage in growing business together by offering the best program features and margin protection, supported by excellent tools and training to help you succeed.