

Marketing Development Fund (MDF) Program Request Form

Company:	<input type="text"/>	Date of Request:	<input type="text"/>
Authorized Representative:	<input type="text"/>	Date of Activity:	<input type="text"/>

Partner Page Login Username:

Company Address and Contact Information:

Address:	<input type="text"/>	Suite/Apt:	<input type="text"/>
City:	<input type="text"/>	State/Province:	<input type="text"/>
Country:	<input type="text"/>	Postal Code:	<input type="text"/>
Phone/Fax:	<input type="text"/>	Email:	<input type="text"/>
Please check:			
<input type="checkbox"/> Authorized Reseller	<input type="checkbox"/> Authorized Distributor		
<input type="checkbox"/> Authorized Third Party Reseller*			
Please List Reseller:			
<input type="text"/>			

*Must be approved by AJA Video Systems, Inc. and be an Authorized Third Party AJA Reseller through an Authorized AJA Distributor. Please note: MDF will be awarded directly to the AJA Authorized Distributor not Third Party Resellers.

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Activities (check all that apply):

- | | |
|---|--|
| <input type="checkbox"/> Advertising (print, internet) | <input type="checkbox"/> Promotional items |
| <input type="checkbox"/> Campaigns (direct mail, email) | <input type="checkbox"/> Sponsorship |
| <input type="checkbox"/> Customer Success Stories | <input type="checkbox"/> Sales Incentive (SPIFF) |
| <input type="checkbox"/> Events – Customer Event | <input type="checkbox"/> Signage/Print Materials |
| <input type="checkbox"/> Events – Trade Show | <input type="checkbox"/> Sales Training |
| <input type="checkbox"/> Events - Other | <input type="checkbox"/> Website – Reseller/Distributor |
| <input type="checkbox"/> Newsletter | <input type="checkbox"/> Other: Please List |
| <input type="checkbox"/> Marketing Collateral | <input type="checkbox"/> Request AJA Demo Artist or Representative* |
| <input type="checkbox"/> Online (key words, third party website banner ads, etc.) | |

*Please note: Requests for AJA Demo Artist or Representative do not guarantee participation of AJA representatives. Requests are determined based on availability and Activity value.

Description of Activity (Please detail as much information as possible):

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Activity Objectives (Please provide as much information as possible):

Expected Attendance/Total Outreach:	<input type="text"/>	Additional information: <input type="text"/>
Number of Targeted Leads:	<input type="text"/>	
Outreach Process/Steps:	<input type="text"/>	

Key Message/Product Focus (List as many that apply):

1:	<input type="text"/>	3:	<input type="text"/>
2:	<input type="text"/>	4:	<input type="text"/>

Expense Allocation(s):

Resource Allocations Please List (i.e. booth rental, ad space, printing, key words, etc.):	Expense Amount (circle/list local currency)	Percentage of Activity Dedicated to AJA Video Systems, Inc Products
<input type="text"/>	<input type="text"/> USD GBP EUR	<input type="text"/> %
<input type="text"/>	<input type="text"/> USD GBP EUR	<input type="text"/> %
<input type="text"/>	<input type="text"/> USD GBP EUR	<input type="text"/> %
<input type="text"/>	<input type="text"/> USD GBP EUR	<input type="text"/> %
Total Estimated Expenses:	<input type="text"/> USD GBP EUR	
Total Requested Amount:	<input type="text"/> USD GBP EUR	

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MDF Request Submission Notes:

MDF requests must be submitted no sooner than 90 days prior to requested Activity. Requests are reviewed and approved on a first come first serve basis. Requests will be assessed by the value the Activity brings to AJA Video Systems, Inc., cost of Activity, etc. You will be notified within 15 business days of request submission with an approval, conditional approval or denial confirmation.

Please fill out one MDF Program Request form per each separate Activity. An "Activity" is defined as one event, advertisement, campaign etc, that may have several Resource Allocations associated with the Activity. Example: a Trade Show is the Activity. Resource Allocations for that Activity may include booth fees, printed materials, etc.

MDF will be compensated via credit to the Reseller or Distributor's account.

All claim documentation must be provided to AJA within 30 days of completion of Activity and within the calendar quarter the Activity was completed in. Complete MDF Program Guidelines and Details, MDF Request and Claim forms can be found on the AJA Website. Please contact AJA Sales, sales@aja.com or 530-274-2048 for login information.