

Activity Type	Definition	Required Proof of Performance (POP)
CDW Facing Events (Trainings)	Partner-led event with internal (sales, solutions) teams. Event agenda to include dedicated time for a presentation, technology showcase, demo or whiteboarding session focused on a Cisco specific topic.	<p>ONE of the following:</p> <ul style="list-style-type: none"> - Agenda - Presentation - Invitation <p>Document(s) must include: 1. Name of Event 2. Event description 3. Event audience 4. Event Start and End Date</p>
Customer Facing Events (Red Carpet)	Event in which customers are invited to hear a subject matter expert speak to a Cisco related topic. Event agenda to include dedicated time for a presentation, technology showcase, demo, whiteboarding or account discovery	<p>ONE of the following:</p> <ul style="list-style-type: none"> - Agenda - Presentation - Invitation <p>Document(s) must include: 1. Name of Event 2. Event description 3. Event audience 4. Event Start and End Date</p>
Sales Meetings/Field Alignment	A CDW hosted event focused on sales strategy and future goals.	<p>ONE of the following:</p> <ul style="list-style-type: none"> - Presentation - Agenda <p>AND</p> <ol style="list-style-type: none"> 2. Description of event 3. List of attendees
Merchandise	<p>Cisco and CDW branded materials and items that include the appropriate Cisco Partner Relationship Logo.</p> <p>Merchandise must be intended to support a specific Cisco program or event.</p>	<ol style="list-style-type: none"> 1. Digital copy or photo of physical item with visible use of Authorized Cisco Partner relationship logo. <p>AND</p> <ol style="list-style-type: none"> 2. Overview of intended usage

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Contest/Incentive	<p>Any partner reward for a contest, incentive and/or promotion activity that targets eligible sales individuals within the Partner organization.</p> <p>Rewards must be no greater than \$25/each</p>	<ol style="list-style-type: none"> 1. Incentive description and objective showing Cisco focus 2. Incentive program eligibility and rules 3. Names of winners (Listing the amount paid to each individual) 4. Itemized list of prizes and quantities 5. Dates of execution
3 rd Party Sponsorship	<p>Participation and inclusion in various sponsorship events that are NOT owned or driven by Cisco. There should be a strong promotional benefit to Cisco.</p> <p>Includes participation in conferences, trade shows, exhibitions and other Cisco business oriented events held at a physical location.</p>	<p>ONE of the following:</p> <ul style="list-style-type: none"> - Agenda - Presentation - Invitation <p>Sponsorship Agreement or Breakdown Document(s) must include: 1. Name of Event 2. Event description 3. Event audience 4. Event Start and End Date</p>