

Introducing you to MAPS the  
**MAXHUB AUTHORISED  
PARTNER SCHEME** >



**MAXHUB**

## ➤ What is MAPS

The MAPS is our MAXHUB Authorised Partner Scheme. It is a scheme for resellers who have been acknowledged by MAXHUB as having made the necessary commitment to ensure end user satisfaction and continued growth for the brand.

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## ➤ Why do we have a special scheme for partners?

At MAXHUB we value long term relationships. We want to identify and reward those partners who engage meaningfully with the MAXHUB product and to assist them to remain competitive in a very aggressive market. MAPS resellers have a more focused approach to audio visual solutions and to the MAXHUB suite of products. Connecting with those partners allows MAXHUB an opportunity to support them better, fostering long term relationships between both parties.

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## Why join the MAPS program?

### ➤ Benefits of the MAPS program include

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| • Increased margin opportunity                    | • Access to co-branded MAXHUB marketing material |
| • Access to additional training resources         | • Inclusion in certain MAXHUB marketing events   |
| • Access to exclusive MAPS rewards and incentives | • Inclusion in MAXHUB social media advertising   |
| • Paid installation and training opportunities    | • Other exclusive benefits as they arise         |
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## ➤ What is involved in joining MAPS?

We have several ways you can engage with MAPS. Each partner level has different requirements and therefore different rewards. Simply choose the level of engagement and commitment that works best for you and complete the attached application form. This can be sent to us either directly or via your chosen distributor. You will receive advice on your application within 5 business days of it being received and the benefits will commence immediately after that date.

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## ➤ What if I fail to meet the minimum requirements?

Although we reserve the right to adjust your level of partnership, we are motivated only to help you grow with MAXHUB. We know that our future and the future of our partners are intertwined and for this reason we are always looking for ways to support like minded AV specialists who can partner with us long term.

## ➤ MAPS BENEFITS

Benefit	Silver Partner	Gold Partner	Platinum Partner
Quarterly Requirements exgst	NA	\$45,000	\$70,000
Partner discount	NA	7-10%	15%
Volume Rebate	NA	Up to 2%	Up to 4%
Invitation to attend MAXHUB Launch	No	No	Yes
Marketing Co-op	No	3%	6%
Bid Registration	No	Yes	Yes
Price Protection	No	Yes	Yes
Demo Unit Support	Yes	Yes	Yes
<b>DEMO Pricing below is for corporate models only – Education Demo equipment is POA</b>			
Single Demo Discount	10%	20%	20%
Dedicate Demo Room Discount	20%	40%	40%

## ➤ Benefits Expanded

**Quarterly Requirements** - This is the expected volume of MAXHUB sales ex gst and based on standard reseller buy prices which can be obtained from your chosen distributor. It is inclusive of MAXHUB machines and MAXHUB accessories. The distributor will provide MAXHUB with sales reports as proof of purchase. The quarterly requirement does not include the purchase of demo equipment or any NFR equipment.

**Partner Discount** – a discount offered over and above the standard reseller buy price designed to allow you to always remain competitive

**Volume Rebate** – is an additional rebate paid at the end of 12 months consistent involvement in MAPS, if the yearly target has been achieved. At 100% achievement of the sales requirement, 50% of the total achievable rebate will be paid. At 101 to 149% of the achievement, 75% of the total achievable rebate will be paid. At 150% or greater of the sales requirements, 100% of the total achievable rebate will be paid. Payment may take the form of pre-paid visa cards, EFTPOS cards or goods to the value of the rebate payable.

After 12 months consistent involvement in MAPS, the Volume Rebate will be paid quarterly based on achievement of the previous quarter. If at the end of that 12 months, the annual target has been achieved, the partner will be paid the prorata amount of rebate for any individual quarters they may have missed, allowing them to earn the total available rebate for that 12 months.

MAXHUB Launch – MAXHUB may invite resellers to attend launch events held either in Australia or overseas

Marketing Co-op – Your marketing co-op funds can be requested from MAXHUB at any time by providing a detailed description of the event or exercise including an expected ROI. Marketing co-op can be used for up to 50% of the total cost of the planned marketing activity.

Bid Registration – Gold and Platinum partners can apply for special pricing over and above standard discounts for strategic deals. They can also register a BID for specific end user opportunities or tender responses, ensuring they remain competitive.

Price Protection – on a case by case basis, MAXHUB may offer price protection to resellers who are involved in large tenders or extended sales opportunities.

Demo Unit Support – MAPS participants are entitled to purchase demo units at discounted prices with a limit of one unit per model, per reseller location, per 12 month period.

Single Demo Discount – refers to the purchase of a demo NFR machine either stand alone or on a trolley, designed to be transportable or sharing a space with other audio visual equipment

Demo Room Discount – refers to the purchase of a MAXHUB panel and the peripherals, installed into a room designed to showcase the best of the MAXHUB product suite and where it is not sharing the space with other audio visual equipment.

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## ➤ Considerations

There are a number of things taken into account when approving a reseller to be part of MAPS. These considerations help us to assess the level of partnership most suitable for each reseller. They include (but are not limited to) the below points

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|--|---|
| <ul style="list-style-type: none"><li>• <b>Showroom capability</b></li><li>• <b>On line sales</b></li><li>• <b>Install and training ability</b></li><li>• <b>Geographical location and reach</b></li></ul> | <ul style="list-style-type: none"><li>• <b>Experience</b></li><li>• <b>Marketing activities</b></li><li>• <b>Involvement with other audio visual brands</b></li></ul> |
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\*If you wish to become a part of the MAXHUB Authorised Partner Scheme please complete the following page and forward to o\_kellie@cvte.com

\*If you wish to supply any additional information to support your application, please forward at the same time as your application document.





## Application for inclusion in MAPS MAXHUB Authorised Partner Scheme

Registered Business Name	
ABN / ACN	
Trading Name	
Web Address	
Trading Address	
Business Phone	
Contact Name	
Position	
Email	
Phone	
Reseller Type	<i>Eg Installer, Systems Integrator, Retailer, Managed Services Provider</i>
Target Customer Segment	<i>Eg Education, SME, NFP, Corporate, Construction</i>
Number of locations	
Address of locations other than main site listed above	<i>please write location details on a separate sheet if required</i>
Which level of partnership are you applying for?	
Have you sold MAXHUB previously?	
Do you currently sell any other brand of IFP?	<i>Please provide brands ie</i>
Do you have a preferred distributor?	<i>BTC Wholesale</i>
Do you have any specific marketing planned MAXHUB product in the next 12 months including events?	<i>Please provide details including whether you would like support from MAXHUB for these events</i>

Name \_\_\_\_\_

Date \_\_\_\_\_

Signature \_\_\_\_\_