

Subject: Panasonic Systems Reseller Program: April 1, 2017 – March 31, 2018

Bulletin Type: Product Marketing Service

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Product: Systems Reseller Category

INTRODUCTION

The goal of the Panasonic Media Entertainment Company of North America, Division of Panasonic Corporation of North America (“PMEC” or “Panasonic”) **Broadcast, Cinema and Professional Video Systems** Reseller Program is to offer high quality products, while maintaining profitability for our valued, authorized Systems Resellers. Systems Resellers will be authorized to sell Panasonic Studio and Broadcast products, including the AK series Studio and Box Cameras (AK-UC3000, HC3800/HC5000, AK-UB300); Ruggedized Outdoor PTZs (AW-HR140), AV-HS6000 series switchers; P2 HD Shoulder-mount Camcorders (AJ-PX800/5000); and the P2SS Streaming Server. Systems Resellers must have Video Integration capability, as well as an outside sales force. Systems Resellers should have engineers with knowledge of Broadcast, Professional Video and IP networking.

SYSTEMS RESELLER QUALIFICATION

- Systems Resellers are expected to work closely with Panasonic on customer demonstration, workflows and production requirements.
- Systems Resellers should be able to install and provide after-sale support.
- Systems Resellers are chosen due to their strong AV, Broadcast, Production market experience, as well as integration and technical support capabilities.
- Systems Resellers are chosen due to their close relationships with local and national customers, including Higher Education, Enterprise, Broadcast, AV and House of Worship.
- Systems Resellers are chosen due to their own outside sales force.
- Systems Resellers are required to provide a 90-day monthly forecast and to share their pipeline of Systems opportunities with Panasonic.



- Systems Resellers are required to provide a Business Plan that explains how they plan to market the Panasonic Systems product line.
- Systems Resellers will perform training programs and workshops for their Systems customers.
- Systems Resellers should be knowledgeable about fiber optic connectivity and broadcast type control rooms.
- Systems Resellers are required to have a Panasonic Systems Specialist at each location (who must attend a future Systems training course).
- Systems Specialists must be able to travel to the customer location to perform a qualified product demonstration.
- Under no circumstances may resellers sell Systems products for resale by another reseller. Violation of this policy is cause for suspension or termination of the reseller's appointment as a PMEC Authorized Systems Reseller.

MARKETING COMMUNICATION / PARTNER UPDATE

PMEC will issue Partner Updates for the Broadcast, Cinema and Professional Video Systems group, approximately once every two weeks. These updates, or bulletins, can cover a wide variety of product introductions, pricing, promotions, marcom and service. These Partner Updates will be issued separately, with separate images within the email containing the links to the update, for the Cinema, Systems and Professional Video categories, respectively. Resellers in these categories will receive specific communication, as related to their category(s).



PRODUCT AVAILABILITY AND PRICING

PMEC may, from time to time, issue revised Price Lists. In between the issuance of revised Price Lists, new Systems products may be introduced and will be announced by Panasonic Marketing Bulletins. Panasonic may delete, at its sole and absolute discretion, any product or related accessory from its product line at any time without prior notice.

Panasonic Systems Resellers may only sell related Panasonic products and accessories to end user customers. Violation of this requirement is cause for suspension or termination of the Reseller's appointment as a Panasonic Systems Reseller.



MINIMUM PURCHASE REQUIREMENT

A Reseller's status as a Panasonic Systems Reseller will be independent of any other status that the Reseller may have with other Panasonic sales companies or product categories of Panasonic other than **Broadcast, Cinema and Professional Video Systems**. In addition, the Reseller will have a separate Annual Minimum Purchase Requirement for Panasonic models within the Cinema, System and/or Professional Video categories.

For the 12-month period from April 1, 2017 through March 31, 2018, the Annual Minimum Purchase Requirement for Panasonic Systems Resellers shall be: \$75,000

The Annual Minimum Purchase Requirement for a particular Reseller may be prorated based upon the effective date of a Reseller's Authorized Agreement for Panasonic Systems products during such fiscal year. The Annual Minimum Purchase Requirement for subsequent fiscal years will be announced by P MEC Marketing Bulletins and/or by new P MEC Professional Video Sales and Marketing Programs. A Reseller's continuing authorization as a P MEC Systems Reseller will depend heavily on whether the Reseller has satisfied its then-current Annual Minimum Purchase Requirement.

PRODUCT DEMONSTRATION PROGRAM

Product demonstration is an essential component of the sales process for Panasonic Systems products. To help with customer demonstrations and engineering support, it is suggested that each P MEC Systems Reseller shall maintain demonstration inventory of key products, such as the AK-UC3000 or AK-HC5000 Studio Camera Systems. To assist Systems Resellers in defraying the cost of demonstration units for these key products, Resellers may purchase one individual unit of each applicable model within each product category, at the following discounts:

- Studio / Box Cam (AK-UC3000, AK-HC3800/5000, AK-UB300, controllers): 40% discount from MSRP
- Ruggedized Outdoor PTZ (AK-HR140): 40% discount from MSRP
- P2 (PX5000, PX800): 40% discount from MSRP.
 - P2 Media is NOT offered with demo pricing.
- Switcher (AV-HS6000): 40% discount from MSRP

To obtain this discount, the Reseller must utilize such units for actual customer demonstrations and report such activity to Panasonic. The Panasonic Territory Account Manager (TAM) or other representatives authorized by Panasonic must confirm that such units are available for demonstrations at any given time according to the intent of this demonstration program. In addition, upon the introduction of a new major model in the Panasonic Professional Video product line, P MEC may make

special introductory demonstration equipment purchase offers available to Resellers. Demonstration units are expected to be used for at least six months, before the units can be sold.

Please contact your Panasonic Sales representative to purchase applicable demonstration equipment.

INCENTIVE REBATES

Panasonic may, from time to time, offer special Programs and/or Incentive Rebates to authorized Professional Video Resellers. Resellers will be notified of any such promotions by a marketing bulletin.

DEAL REGISTRATION PROGRAM

Resellers will be able to participate in PMEC Professional Video Deal Registration (Deal Reg) Program. PMEC Deal Reg is intended to aid eligible Resellers to close hard-earned business. A Reseller who notifies PMEC of an opportunity that PMEC is not already aware of may be eligible for a price discount pursuant to PMEC's then current Deal Registration Guidelines. Deals can be registered via <http://www.Panasonicpartnerportal.com/> The Deal Registration Guidelines can be found on the Panasonic Partner Portal. Please note, not all Systems models qualify for Deal Registration.

Deal Registration Discounts

- Studio Cam (AK-UC3000/HC5000): 21%
 - Box Cam (AK-UB300GJ): 12%
 - Ruggedized Outdoor PTZ (AK-HR140): 10%
 - P2 (AJ-PX5000, AJ-PX800): 10% (Currently 12%. 10% starting June 1).
 - Switcher (AV-HS6000): 20%
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SPIFF PROGRAM

Reseller sales personnel will be able to participate in certain SPIFF programs, as announced by PMEC in its marketing bulletins. All SPIFF rewards can be claimed via the www.PANASONICrewardscentral.com website, and by entering the requisite data. All rewards are paid via prepaid reloadable debit card. Model requirements will be listed in the applicable product bulletin.



MAP PRICING

PMEC Broadcast, Cinema and Professional Video Systems Resellers must adhere to all applicable PMEC Minimum Advertised Price (MAP) Policies, including, without limitation, the Panasonic Authorized Reseller Program, Advertising UMAP Policy effective December 1, 2015, and any amendments thereto.

PMEC HAS THE SOLE AND ABSOLUTE RIGHT TO INTERPRET THE MEANING OF THE FOREGOING TERMS AND CONDITIONS, AND MAY, IN ITS SOLE AND ABSOLUTE DISCRETION, MODIFY OR TERMINATE SUCH TERMS AND CONDITIONS AT ANY TIME WITHOUT PRIOR NOTICE.

