

# ZONES

# AMPLIFY

2016 PARTNER SUMMIT



# ZONES



# AMPLIFY

## CORPORATE and SALES LEADERSHIP

**Firoz Lalji**  
President and Chief Executive Officer

**Ronald McFadden**  
Chief Financial Officer

**Anwar Jiwani**  
Chief Information Officer and  
Senior Vice President, Operations

**Dominic Camden**  
Senior Vice President, Enterprise Sales

**Derrek Hallock**  
Senior Vice President,  
Partner and Product Management (PPM)

**Sean Hobday**  
Senior Vice President, Global Sales

**Asif Hudani**  
Senior Vice President,  
Advanced Solutions Group (ASG)

**Linda Marbena**  
Senior Vice President,  
Purchasing and Logistics

**Robert McGowen**  
Senior Vice President, SMB and Mid-Market Sales

**Jim Grass**  
Vice President, Public Sector Sales

**Lori Stewart**  
Vice President, Human Resources

## PPM and MARKETING LEADERSHIP

**Jon Allen**  
Vice President, PPM, Cloud

**Mike Dennis**  
Vice President, PPM, Data Center

**Byron Fehler**  
Vice President, PPM, Microsoft

**Todd Leeson**  
Vice President, PPM, Security

**Greg Parsonson**  
Vice President, PPM, Core and Mobility

**Scott Priest**  
Vice President, PPM, Cisco

**Rob Stone**  
Vice President, PPM, Operations

**Cathie Fowler**  
Vice President, Marketing

# ZONES





**Derrek Hallock**  
Senior Vice President,  
Partner and Product Management

At Zones, we've defined a go-to-market strategy that works in tandem with yours to create a clear voice in the marketplace. And we're going to amplify that voice like never before.

We're proud of our dynamic history and excited about the future as we continue our role as an innovator in the channel. We've optimized our systems and tools, and created a tremendous team to carry that momentum forward.

- We've built the company into a best-in-class solution provider by making significant investments to expand the scope and scale of our advanced solutions lines of business.
- We're continuing to expand our physical presence in key markets across the U.S., more than doubling the number of sales professionals and tripling our technical resources in cities across the country.
- We've increased marketing and sales capabilities, with a strong focus on enlarging our healthcare and public sector teams.
- We've grown our global sales and service organizations around the world.

Teams and processes have been calibrated for maximum efficiency. Across the company, we've created a spirit built around productivity, accountability, and the delivery of Five-Star Service.

Now we're bringing that spirit to our partnership program; reshaping it in the Zones way to work better for you, our partners.

We've orchestrated a perfectly balanced program that puts the entire partner ecosystem in tune with our key solutions: cloud, data center, mobility, security, unified communications, and the Internet of Things. It's a go-to-market strategy designed to deliver year-over-year growth in these important categories, while driving greater velocity in our core and advanced technology product lines.

Our 2016 marketing program is on pitch, well-conducted, and LOUD!

We are proud to have you be a part of it.

Derrek Hallock  
Senior Vice President,  
Partner and Product Management





## Zones is a global provider of comprehensive IT solutions

We enable positive business outcomes through innovative solutions that leverage technology from best-of-breed partners and exceptional service from our team of certified sales, technical engineering, and supply chain specialists.

# Awards & Honors

We're proud to be recognized for performance excellence and good corporate citizenship by our customers and partners, as well as industry publications and organizations.



## 2015

- Cisco Partner of the Year for Solution Innovation
- Cisco Partner of the Year for U.S. National Solution Excellence
- CRN Tech Elite 250
- Ingram Micro Top Revenue in Cloud
- Microsoft Operational Excellence Award
- Microsoft Supplier Program (MSP) Diversity Excellence Award
- National Minority Supplier Development Council Minority Business Enterprise Class IV Supplier of the Year
- Oracle Excellence Award for Specialized Partner of the Year - North America in Hardware
- Tyson Foods Diverse Supplier of the Year



The background of the entire page is a blue-tinted photograph of a person from behind, with their arms raised in a gesture of excitement or participation. The scene is dimly lit, with bright vertical light sources in the background, possibly stage lights. The overall aesthetic is professional and energetic.

# AMPLIFY

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## A go-to-market strategy that rocks



While we provide our worldwide customers with thousands of individual SKUs, the products, components, and services they represent are typically pieces of comprehensive solutions that help customers achieve their business objectives.

For 2016, we've created a perfectly modulated go-to-market strategy that balances broad product knowledge with a deep solutions focus. This will be reflected in our training program, our national and regional events, and our marketing programs.

By focusing on the positive business outcomes we support, we've been able to expand our sphere of influence beyond the IT department and position Zones in a way that resonates with influencers in the C-suite and across lines of business - where more of today's critical IT projects are born and owned.

## Lines of Business (LOBs)



**CLOUD:**  
On-Premises/  
Off-Premises/Hybrid



**DATA CENTER:**  
Server/Storage/  
Networking/Virtualization



**MOBILITY:**  
Devices/Connectivity/  
Security/Management



**SECURITY:**  
Firewall/Antivirus/  
Encryption/Data Protection



**UNIFIED COMMUNICATIONS (UC):**  
Voice/Video/Collaboration



**INTERNET of THINGS (IoT):**  
Sensors/Data Analytics

Of course, we continue to provide our customers with access to essential end-user computing, power, cooling, and document management technologies, primarily within the larger solutions framework.

## A sales organization optimized for today's market

We've built a winning team of sales professionals who are driving significant growth across all key markets.

Our enterprise, SMB/mid-market, healthcare, public sector, software, and cloud teams - as well as our Advanced Solutions Group (ASG) of presale engineers and solution architects who support them - all benefit from continuous training, assessment, and certification programs that hone their sales skills and help to position them as trusted advisors to their customers across all industries.

Zones sales professionals work with ASG and other internal and partner resources to provide customers with comprehensive consultation, design, specification, and deployment services.

## The Zones Advanced Solutions Group: Supporting the strategy. Executing the solutions.

ASG solution architects support our sales team on the front lines, providing pre-sales expertise and technical perspective for customers throughout the sales cycle. Their knowledge of our partners' advanced technology products is key to our success in these critical areas.

After the sale, ASG systems engineers implement and support complex IT solutions.





# PARTNERSHIPS





## Partnerships

Of the thousands of technology companies whose products we sell, only select partners are invited to participate in the Zones partnership program. As a member of this group, you represent a company whose partnership we value very highly.

As we've remixed our go-to-market strategy, we've also fine-tuned our partner engagement program. For 2016, Zones is implementing a three-level partnership program aligned with our product- and line-of-business-focused strategy.

The **Elite** level provides enhanced engagement for the category-leading brands that form the foundation of our cloud, data center, mobility, security, UC, and IoT solutions.

The **Premier** level delivers a high degree of engagement for partners whose products we support.

The **Select** level offers a range of packaged and à la carte engagement vehicles that ensure representation and visibility to our sales force and to our customers, for partners in a wide range of product categories.

## ELITE \$50,000 per Quarter (\$200,000 Annually) Annual program commitment, billed quarterly.

**New!** Elite partners benefit from a high level of integration into the Zones go-to-market strategy, with access to premium marketing and training vehicles, and deep engagement with our customers, sales teams, and executive leadership. In addition to the elements shown below, an Elite partnership sets the stage for enhanced participation in our CustomerConnect events as well as all training and enablement vehicles across all sales channels, including the ability to develop a custom curriculum of interactive classroom, online, and field training vehicles. See the Sale Training & Enablement and Events sections for complete details.

### Access to Sales and Leadership

- **Zones Platinum Sales Trip: New International Venue!** Join Zones for a luxury trip to Mexico to recognize our top sales professionals and engage with the leadership team in Los Cabos. One executive and a guest may attend our annual award trip as a sponsor.
- **Zones Winners Circle Trip:** One executive and a guest may attend our annual award trip as a sponsor, when we recognize the top performers across our entire organization at a luxurious resort in the Pacific Northwest.
- **Zones Annual Awards Banquets: New Event!** Join the Zones team as we recognize our top performers in Auburn and Chicago, as well as at our new Enterprise Banquet. Elite partnership includes sponsorship of these marquee corporate events, branding on all event material, and invitations for two partner attendees.
- **Zones Executive Partner Advisory Council (ZEPAC) Membership:** As an Elite partner, we want to hear from you and give you the opportunity to preview and collaborate on initiatives and future strategies. Appoint a senior executive to attend the annual ZEPAC meeting that brings together leaders from our key strategic partners.
- **Zones Partner Summit:** Send up to four executives to the annual Zones partner conference in Seattle, to catch up on the state of the company and hear our plans for the future. During Partner Summit, you have the option to schedule a private meeting to plan training, branding, and promotional activities for the following year.
- **SMB/Mid-Market Sales Leadership Roundtable:** Participate in a forum with Zones SMB/ mid-market sales leaders at our Auburn headquarters. Roundtables are designed to discuss strategies and ideas to drive more business, and will be followed by dinner at a local restaurant.
- **Enterprise Field Team Roundtable:** Schedule a working session with enterprise account executives and their area vice president or regional vice president in mutually agreed upon geos to discuss issues and ideas to drive business. Roundtable will be followed by dinner at a local restaurant.
- **Partner Fair: New Format!** Showcase new technology with a tabletop exhibit at our reformatted after-hours trade-show-style Partner Fairs in Auburn and Portland. In 2016, these events will feature a social aspect that includes cocktails and snacks. Elite partnership includes six fairs in each location throughout the year.
- **Enterprise Leadership/Regional Call: New!** Four times a year, Elite partners can schedule a time slot during our monthly leadership or regional call to have a channel executive or field representative share a brief update on key programs.
- **Quarterly Business Review (QBR):** Elite partners can schedule quarterly face-to-face business reviews between their channel account managers and executives and our PPM executives.
- **Hoteling Cube:** Access work space at our corporate headquarters in Auburn and in regional offices by prior arrangement.
- **Zones Family Picnics:** Relax and enjoy some summer activities. One executive and a guest may attend our annual family outings in Auburn, Chicago, and Portland, where your brand will be featured as an Elite sponsor.

## Customer Events

- **CustomerConnect: New Format!**

As an Elite partner, you can take part in our expanded business conferences that take place twice a year. Each CustomerConnect will host more than 150 of our top and emerging customers. In addition to your included CustomerConnect Partner Showcase exhibitor opportunity, Elite partners can elect to purchase a keynote or presenting partner slot in the program, and sponsor a brand-exclusive CustomerConnect pavilion or experience for maximum exposure. See the Events section for details.

- **Regional Customer Events: New Format!**

Sponsor and present at custom experiential events in the field. See the Events section for details.

- **CustomerConnect Partner Showcase: New Format!**

Exhibit your products and services to over 150 IT decision-makers during a CustomerConnect Partner Showcase. Elite partnership includes a showcase at our reformatted and much larger CustomerConnect events.

- **Zones Golf Tournament:** Join Zones senior executives, sales leaders, and our customers at this popular annual event. Your brand will be featured on event materials, with preferred positioning on course signage, a dedicated hole sponsorship, and the option to sponsor a hole-in-one contest. Includes invitation for one golfer.

- **Trade Show Sponsorships: New!**

Elite partners will be featured booth co-sponsors at over 20 major trade shows and conferences. Sponsorship includes branding in the booth and inclusion in on-site collateral and show marketing. You can also have a representative join us in the booth or at an off-site event at an additional charge. See the Events section for a complete list of shows.

## Co-Branding & Promotion

- **Exclusive Microsite on Zones.com:**

Partner microsites are some of the most trafficked areas on Zones.com, and help to move prospects through the sales cycle from awareness and consideration to decision-making. Microsites typically contain 20 or more individual pages of linked content, and allow visitors to explore your solutions in depth - all under the Zones umbrella.

- **Brand Logo on Zones.com Home Page:**

Linked to your microsite on Zones.com, your logo appears prominently on our home page.

- **Digital Marketing: New Format!**

Elite partners benefit from a range of email, social media, video, advertising, and online vehicles designed to promote your offerings as key elements of the comprehensive solutions and services deployed by Zones.

- **Zones Solution Center: New!**

All Elite partners will have their logos displayed in our enhanced Solution Center in Carol Stream, Illinois. Additionally, Elite partners will have the opportunity to showcase data center technology in our Solution Center.

- **Branding on Zones Holiday Gifts:** Elite partners are recognized on the card accompanying our annual holiday gift to customers.

## Internal Brand Awareness

- **Partner Page on the Zones Intranet:**

Individual partner pages integrated into our CRM system provide the Zones sales force with access to a vast knowledge base covering your products, services, incentives, and key contacts.

- **Digital Signage:** Opportunity to run static (9 seconds) or animated (up to 60 seconds) video-only messages to run for a two-week period per quarter on our digital signage networks in Auburn, Chicago, and Portland.

- **Video Wall:** You may contribute high quality, high-definition content of up to two minutes to our curated library of videos that run on the 11-foot-wide by seven-foot-high video wall located in the Zones Café. Your video will run for two weeks per quarter.

- **Zones SMB/Mid-Market, Enterprise, and ASG Team Newsletters:** Your brand appears in an exclusive feature highlighting new products, promotions, training opportunities, and other news of specific interest to our sales force.

- **Zones TeamConnect Newsletter:** Elite partner logos appear in the sidebar of the Zones corporate newsletter.

### Additional Elite Partner Opportunities:

- Sponsor and participate in Zones sales training and enablement programs.
- Sponsor a CustomerConnect keynote or presentation.
- Sponsor a CustomerConnect pavilion or after-hours event.

## PREMIER \$20,000 per Quarter (\$80,000 Annually) Annual program commitment, billed quarterly.

**New!** Premier partners connect with the Zones sales organization through a wide selection of training and engagement opportunities, as well as internal and external brand awareness vehicles that bring them closer to our customers. A Premier partnership offers enhanced participation in our CustomerConnect events and provides access to a wide range of training and enablement vehicles across our sales channels, allowing you to create a custom curriculum built from a variety of interactive classroom, online, and field training vehicles. See the Sales Training & Enablement and Events sections for details.

### Access to Sales and Leadership

- **Partner Fair: New Format!**  
Showcase new technology with a tabletop exhibit at our reformatted after-hours trade-show-style Partner Fairs held in Auburn and Portland. In 2016, these events will have a social aspect that will include cocktails and snacks. Premier partnership includes four fairs in each location throughout the year.
- **Zones Partner Summit:** Send up to three executives to the annual Zones partner conference in Seattle, to catch up on the state of the company and hear our plans for the future. During Partner Summit, you have the option to schedule a private meeting to plan training, branding, and promotional activities for the following year.
- **Zones Annual Awards Banquet:** Premier partnership includes co-sponsorship of our Auburn and Chicago events, and an invitation for one attendee. Come celebrate with us and recognize our top performers.

### Customer Events

- **CustomerConnect: New Format!**  
Premier partners can take part in our expanded business conferences that take place twice a year. Each CustomerConnect will host more than 150 of our top and emerging customers. In addition to your included CustomerConnect Partner Showcase exhibitor opportunity, Elite partners can elect to purchase a presenting partner slot in the program. See the Events section for details.
- **CustomerConnect Partner Showcase: New Format!**  
Exhibit your products and services to over 150 IT decision-makers during a CustomerConnect Showcase. Premier partnership includes a showcase at our reformatted and much larger CustomerConnect events.
- **Zones Golf Tournament:** Join Zones senior executives, sales leaders, and our customers at this popular annual event. Your brand will be featured on event materials, course signage, and you will have the option to sponsor on-site activities. Includes invitation for one golfer.

## Co-Branding & Promotion

- **Partner Showcase on Zones.com:** Premier partners receive a dedicated brand page with brand messaging and rapid access to product information and specific products available for purchase on the site.
- **Featured Brand Status:** Premier partners appear as “Featured Partners” on Zones.com. Users have easy access to your Partner Showcase via the Partner Showcase directory page.
- **Digital Marketing: New Format!** Premier partners benefit from a range of email, social media, video, advertising, and online vehicles designed to promote your offerings as key elements of the comprehensive solutions and services deployed by Zones.

## Internal Brand Awareness

- **Partner Page on the Zones Intranet:** Individual partner pages integrated into our CRM system provide the Zones sales force with access to a vast knowledge base covering your products, services, incentives, and key contacts.
- **Digital Signage:** Opportunity to run static (9 seconds) or animated (up to 60 seconds) video-only messages to run for a two-week period per quarter on our digital signage networks in Auburn, Chicago, and Portland.
- **Zones TeamConnect Newsletter:** Premier partner logos appear in the sidebar of the Zones corporate newsletter.
- **Zones Platinum Sales Trip:** Your brand will be identified as a co-sponsor of this annual incentive trip honoring our top account executives. This includes your logo on event materials and acknowledgment at the recognition dinner.
- **Zones Winners Circle Trip:** Your brand will be identified as a co-sponsor of this annual incentive trip honoring top performers across our entire organization. This includes your logo on event materials and acknowledgment at the recognition dinner.
- **Zones Family Picnics:** Your brand will be identified as a Premier sponsor of our annual family outings in Auburn, Chicago, and Portland.

### Additional Premier Partner Opportunities:

- Sponsor and participate in Zones sales training and enablement programs.
- Deliver a CustomerConnect presentation.

# SELECT

|  | TIER 1            |                   | TIER 2            |                   | TIER 3       |  |
|--|-------------------|-------------------|-------------------|-------------------|--------------|--|
| Quarterly*                                       | \$10,500+         |                   | \$7,500+          |                   | \$4,500      | <p><b>New!</b> Select partnership provides the entry point into Zones. Tier 1 and Tier 2 Select partners can access key training, engagement, and marketing vehicles to amp up brand awareness and exposure to Zones account executives and customers.</p> |
| Annually   | \$42,000+         |                   | \$30,000+         |                   | \$18,000     |  |
|  | Hardware Partners | Software Partners | Hardware Partners | Software Partners | All Partners |  |
| Web Enabled                                      | ●                 | ●                 | ●                 | ●                 | ●            | Brand and product representation on Zones.com.   |
| CRM Enabled                                      | ●                 | ●                 | ●                 | ●                 | ●            | Product visibility within the Zones CRM system.  |
| Upsell Items                                     | 4                 |                   | 4                 |                   | 4            | Ability to display a specified number of related upsell items on an item's product detail page. Enhances brand integrity within a product category.  |
| Attach Items                                     | 10                |                   | 10                |                   | 6            | Ability to display a specified number of related attach products on an item's product detail page. Enhances brand integrity across product categories.   |
| Discount on A La Carte Activities                | 15%               | 15%               | 10%               | 10%               |              | Receive discounted rates on trade-show-style exhibit space at events including Zones CustomerConnect Showcases and Partner Fairs.  |
| Enhanced Search Results                          | ●                 |                   | ●                 |                   |              | Increase ranking and visibility of your products in Zones.com search results.  |
| Brand Showcase Page on Zones.com                 | ●                 | ●                 | ●                 | ●                 |              | A dedicated point of entry for your brand, featuring a custom header and landing page or syndicated content for product information, as well as featured products and featured product categories.   |
| ZF Keyword Search                                | ●                 |                   | ●                 |                   |              | Focused SKUs that receive enhanced visibility to account executives within select lines, products, and categories.   |
| Intranet Enabled                                 | ●                 | ●                 | ●                 | ●                 |              | Inclusion among the partner pages hosted on the Zones Intranet reference site (Webster/SharePoint) for Zones account executives.   |
| Digital Signage                                  | ●                 | ●                 | ●                 | ●                 |              | Display product information or promotional offers on the Zones digital signage network for two weeks per quarter.  |
| What Goes  | ●                 |                   |                   |                   |              | Representation for specific attach products within primary categories, with non-competing options attach.  |
| Focus SKU  | ●                 |                   |                   |                   |              | Reserve heightened visibility for high-profitability products.   |
| Web Category Page Features                       | ●                 | ●                 |                   |                   |              | Feature a product in a tile on up to two Zones.com category landing pages. Each may be refreshed up to three times in 2016.  |
| QBR Managed                                      | ●                 | ●                 |                   |                   |              | Scheduled quarterly business review (QBR) and strategy discussion. Next steps and focus on increasing sales.   |
| Email Products Sub-Feature                       | 4                 |                   |                   |                   |              | Inclusion of a product sub-feature in a Zones product email, four times in 2016.   |
| <b>New!</b> Software Search Keyword Redirect     |                   | ●                 |                   | ●                 |              | Key product descriptions will be loaded with redirects to your brand store.  |
| <b>New!</b> Software Attach Battlecard Placement |                   | 2                 |                   | 1                 |              | Feature your products as attach options on category battlecards.   |
| Renewal Lead Load                                |                   | ●                 |                   | ●                 |              | Participate in Zones renewal program and have leads loaded on active renewals.   |
| <b>New!</b> Software Newsletter Update           |                   | 2                 |                   | 1                 |              | Feature your brand updates in digital newsletter that is sent to our customers.  |

Distribution and CNET feeds are required for participation in all Select partner tiers.



# LINE-OF-BUSINESS TRACKS

LINE-OF-BUSINESS  
TRACKS





## Line-of-Business Tracks

Zones is cranking up the volume on our key lines of business (LOBs), continuing to make substantial investments that position us for significant growth in today's most important product categories. As part of the 2016 marketing program, Zones is offering key partners the opportunity to be a part of the go-to-market strategy for each of our primary LOBs.

Partners can take advantage of these solution-specific engagement vehicles to drive additional influence and awareness of cloud, data center, mobility, security, unified communications, and IoT products and services.

The line-of-business tracks are available to our Elite and Premier partners, and many offer a choice of two participation levels.



Cloud technology is a powerful combination of computing, networking, storage, management solutions, and business applications. As a single source for IT solutions and services, Zones is highly qualified to provide for the natural integration of enabling technologies that occurs when organizations implement a cloud platform.

As cloud adoption is accelerating, Zones is driving customer efficiency and productivity by assessing, deploying, and managing their cloud solutions. You can be part of this exciting journey by engaging in the following programs. The cloud line-of-business track gives you two options to enhance visibility of your solutions among our customers and prospects, through a variety of event, online, and print vehicles.

### Level 1: \$45,000 Per Quarter (\$180,000 Annually)

- **Go-to Cloud Partner Status**
- **Zones.com Cloud Solutions Microsite:**  
Featured brand on landing page with link to brand store
- **Zones Cloud Marketplace: New!**
  - Brand tile placement on landing page of the provisioning portal
  - Premium placement on “Shop by Brand”
  - Premium placement on search results
  - Ability to promote on the Marketplace
- **Training: New Vehicles!**
  - Featured sponsor in cloud solutions training for SMB/mid-market sales
  - Upload of cloud accreditation program to Zones Learning Center
  - Access to train cloud team 2x per year
- **Cloud Competency Testing: New!**  
Sponsoring partner of assessment testing
- **Sales Certifications: New!** Minimum of 40 participants in certification program
- **Solutions by Zones: New Format!**  
Full-page ad in *Solutions by Zones* magazine (1 issue per year)
- **Case Study:** Dedicated case study development
- **Newsletter:** Featured sponsorship of digital newsletter
- **Cloud Solution Architect Resources: New!**  
Sponsorship of team of cloud solution architects (4 technical resources)
  - Access to cloud SA team (quarterly roundtable)
  - Training of cloud SA team (2x per year)
  - Completion of technical certification (1 team member)

### Level 2: \$10,000 Per Quarter (\$40,000 Annually)

- **Zones.com Cloud Solutions Microsite:**  
Brand listing on landing page with link to brand store
- **Zones Cloud Marketplace: New!**
  - Brand logo on landing page of the provisioning portal
  - Brand placement on “Shop by Brand”
- **Training: New Vehicles!**
  - Inclusion in Cloud Pavilion at Partner Fair (1x per year in each location)
  - Upload of cloud accreditation program to Zones Learning Center
  - Roundtable with cloud sales team (1x per year)
- **Solutions by Zones:** 1/2-page ad in *Solutions by Zones* magazine (1 issue per year)
- **Email: New!**  
Product feature in cloud email



## Data Center

The data center remains a significant area of growth for advanced technology solutions partners.

The data center line-of-business track provides a choice of two platforms to promote your server, storage, virtualization, networking, and data center services offerings to the Zones customer base.

### Level 1: \$95,000 Per Quarter (\$380,000 Annually)

- **Go-to Data Center Partner Status**
- **Zones.com Data Center Solutions Microsite:**
  - Featured brand on landing page with link to brand store
  - Content link on landing page (case study, white paper, or data sheet)
- **Training: New Vehicles!**
  - Featured sponsor in data center solutions training for SMB/mid-market sales
  - Priority access to ASG training (see ASG Training section)
- **Data Center Competency Testing: New!**  
Sponsoring partner of assessment testing
- **Sales Certifications: New!**  
Minimum of 50 participants in certification program
- **Solutions by Zones:** Full-page ad in *Solutions by Zones* magazine (1 issue per year)
- **Case Study:** Dedicated case study development
- **Newsletter:** Featured sponsorship of digital newsletter
- **Data Center Solution Architect (SA) Resources: New!**  
Sponsorship of team of data center SAs (8 technical resources)
  - Access to data center SA team (quarterly roundtable)
  - Training of data center SA team (2x per year)
  - Completion of technical certification (2 team members)
  - Attendance at partner's national conference (2 team members)

### Level 2: \$10,000 Per Quarter (\$40,000 Annually)

- **Zones.com Data Center Solutions Microsite:**  
Brand listing on landing page with link to brand store
- **Training: New Vehicles!**
  - Featured partner in data center boot camp (1x per year in 1 location)
  - Inclusion in Data Center Pavilion at Partner Fair (1x per year in each location)
  - Inside solution architect (ISA) training (2x per year)
- **Solutions by Zones:** 1/2-page ad in *Solutions by Zones* magazine (1 issue per year)
- **Email:** Product feature in data center email



## Mobility

Zones continues to enjoy significant growth in the design and delivery of mobility solutions across many industries, including enterprise, retail, healthcare, and education engagements.

Our mobility line-of-business track provides two levels of added visibility for your mobility solutions to Zones' customers and prospects, with a mix of sales enablement and marketing vehicles targeting our SMB/mid-market, and enterprise segments.

### Level 1: \$80,000 Per Quarter (\$320,000 Annually)

- **Go-to Mobility Partner Status**
- **Zones.com Mobility Solutions Microsite:**
  - Featured brand on landing page with link to brand store
  - Content link on landing page (case study, white paper, or data sheet)
- **Training: New Vehicles!**
  - Featured sponsor in mobility solutions training for SMB/mid-market sales
  - Priority access to ASG training (see ASG training section)
  - Mobility computer based training (CBT) loaded to Zones Learning Center
- **Mobility Competency Testing: New!**  
Sponsoring partner of assessment testing
- **Sales Certifications: New!**  
Minimum of 100 participants in certification program
- **Solutions by Zones:** Full-page ad in *Solutions by Zones* magazine (1 issue per year)
- **Case Study:** Dedicated case study development
- **Newsletter:** Featured sponsorship of digital newsletter
- **Event: New!**  
Featured partner in Mobility Innovators' Forum, a think-tank lunch event
- **Mobility Solution Architect (SA) Resources: New!**  
Sponsorship of team of mobility solution architects (7 technical resources)
  - Access to mobility SA team (quarterly roundtable)
  - Training of mobility SA team (2x per year)
  - Completion of technical certification (2 team members)
  - Attendance at partner's national conference (2 team members)

### Level 2: \$10,000 Per Quarter (\$40,000 Annually)

- **Zones.com Mobility Solutions Microsite:**  
Brand listing on landing page with link to brand store
- **Training: New Vehicles!**
  - Featured partner in mobility boot camp (1x per year in 1 location)
  - Inclusion in Mobility Pavilion at Partner Fair (1x per year in each location)
  - Inside solution architect (ISA) training (2x per year)
- **Solutions by Zones:** 1/2-page ad in *Solutions by Zones* magazine (1 issue per year)
- **Email:** Product feature in mobility email





## Security

The demand for advanced security solutions is increasing at a rapid rate. As hackers and cybercriminals become more sophisticated, persistent, and creative, organizations have no choice but to try and keep up.

The security line-of-business track is designed to heighten awareness of your security solutions among a very receptive audience.

### Level 1: \$40,000 Per Quarter (\$160,000 Annually)

- **Go-to Security Partner Status**
- **Zones.com Security Solutions Microsite:**
  - Featured brand on landing page with link to brand store
  - Content link on landing page (case study, white paper, or data sheet)
- **Training: New Vehicles!**
  - Featured sponsor in security solutions training for SMB/mid-market sales
  - Featured partner in security boot camp (1x per year in 1 location)
  - Inclusion in security Pavilion at Partner Fair (1x per year in each location)
  - Priority access to ASG training (see ASG Training section)
- **Security Competency Testing: New!**  
Sponsoring partner of assessment testing
- **Sales Certifications: New!**  
Minimum of 60 participants in certification program
- **Solutions by Zones:** Full-page ad in the *Solutions by Zones* magazine (1 issue per year)
- **Case Study:** Dedicated case study development
- **Newsletter:** Featured sponsorship of digital newsletter
- **Security Inside Solution Architect (ISA) Resources: New!**  
Sponsorship of team of inside solution architects (2 technical resources)
  - Access to security ISA team (quarterly roundtable)
  - Training of security ISA team (2x per year)
  - Completion of technical certification (1 team member)
  - Attendance at partner's national conference (1 team member)



## Unified Communications

Zones delivers effective and efficient UC technologies that revolutionize the way people work. We design and deploy solutions tailored to existing networks, and can optimize networks to support powerful UC implementations that offer global telepresence capability.

The unified communications line-of-business track provides a comprehensive program to enhance visibility of your solutions among our customers and prospects, through a variety of event, online, and print vehicles.

### Level 1: \$60,000 Per Quarter (\$240,000 Annually)

- **Go-to UC Partner Status**
- **Zones.com UC Solutions Microsite:**
  - Featured brand on landing page with link to brand store
  - Content link on landing page (case study, white paper, or data sheet)
- **Training: New Vehicles!**
  - Featured sponsor in UC solutions training for SMB/mid-market sales
  - Featured partner in UC boot camp (1x per year in 1 location)
  - Priority access to ASG training (see ASG Training section)
- **UC Competency Testing: New!**  
Sponsoring partner of assessment testing
- **Sales Certifications: New!**  
Minimum of 40 participants in certification program
- **Solutions by Zones:** 1/2-page ad in *Solutions by Zones* magazine (1 issue per year)
- **Case Study:** Dedicated case study development
- **Newsletter:** Featured sponsorship of digital newsletter
- **UC Solution Architect (SA) Resources: New!**  
Sponsorship of team of UC SAs (2 technical resources)
  - Access to UC SA team (quarterly roundtable)
  - Training of UC SA team (2x per year)
  - Completion of technical certification (1 team member)
  - Attendance at partner's national conference (1 team member)



## Internet of Things

While other solution providers are talking about IoT, Zones is in the field doing IoT on a major scale.

The IoT line-of-business track offerings will help you leverage our success and reputation for IoT solution excellence to your advantage, and increase exposure of your advanced technology solutions across our customer base.

### Level 1: \$60,000 Per Quarter (\$240,000 Annually)

- **Go-to IoT Partner Status**
- **Zones.com IoT Solutions Microsite:**
  - Featured brand on landing page with link to brand store
  - Content link on landing page (case study, white paper, or data sheet)
- **Training: New!**
  - Priority access to ASG training (see ASG Training section)
- **Solutions by Zones:** Full-page ad in *Solutions by Zones* magazine (1 issue per year)
- **Case Study:** Dedicated case study development
- **Newsletter:** Featured sponsorship of digital newsletter
- **IoT Practice Solution Specialist (PSS) Resources: New!**
  - Sponsorship of team of IoT PSSs (3 technical resources)
    - Access to IoT PSS team (quarterly roundtable)
    - Training of PSS team (2x per year)
    - Completion of technical certification (2 team members)
    - Attendance at partner's national conference (2 team members)

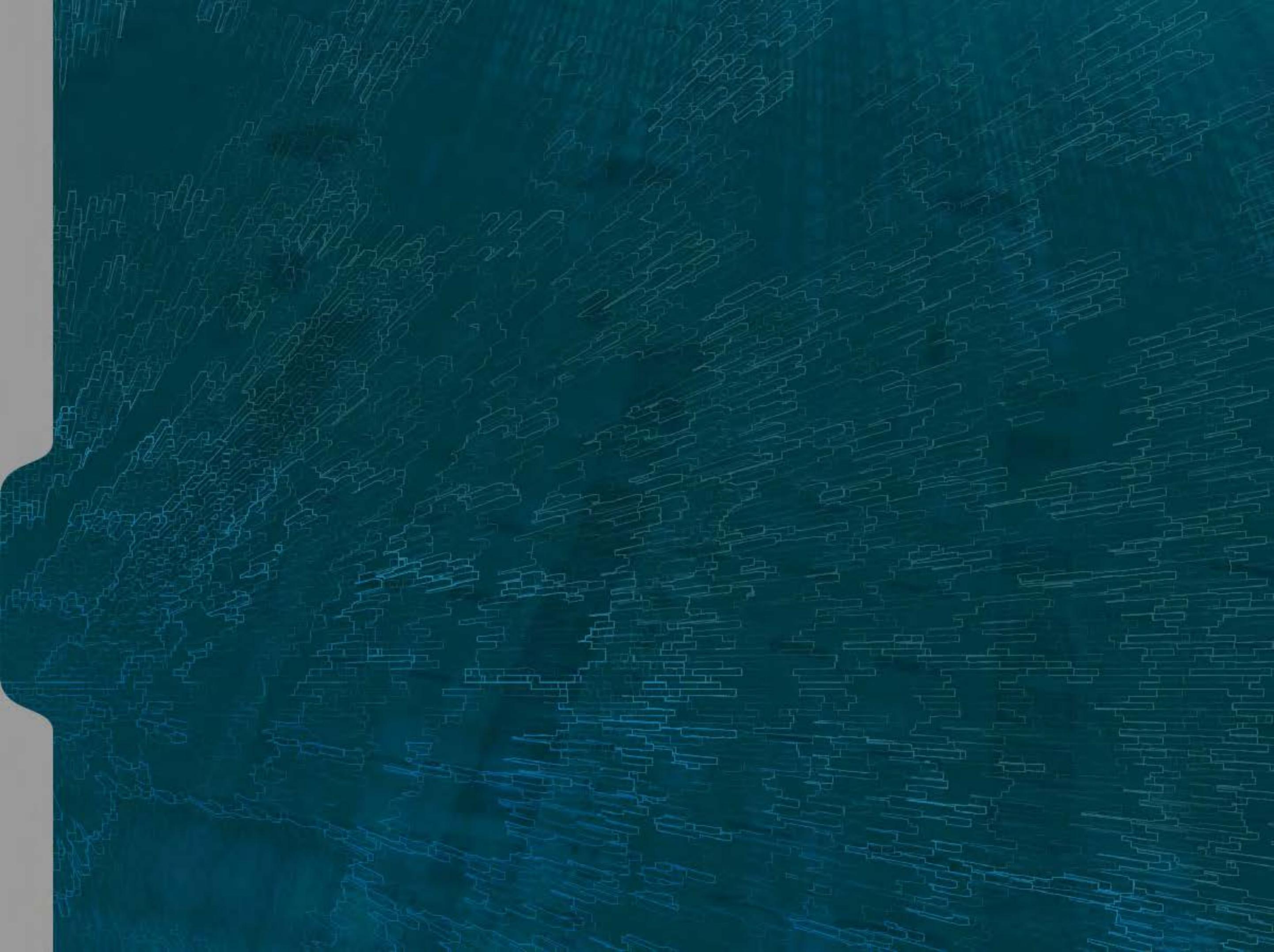
### Level 2: \$6,000 Per Quarter (\$24,000 Annually)

- **Zones.com IoT Solutions Microsite:** Brand listing on landing page with link to brand store
- **Training: New!**
  - Inclusion in IoT Pavilion at Partner Fair (1x per year in each location)
- **Solutions by Zones:** 1/2-page ad in *Solutions by Zones* magazine (1 issue per year)
- **Email:** Product feature in IoT email



# VERTICALS & MBE

VERTICALS & MBE





## Verticals & MBE

Our healthcare, public sector, and minority business enterprise programs provide greater exposure of your solutions to large numbers of highly specialized buyers. Through them, we effectively promote your products and services for greater penetration and faster growth in niche markets.



## Healthcare

Zones has built a dynamic healthcare sales division that continues to expand rapidly. To support the growth we're experiencing in this segment, we are tripling our selling resources and adding business development managers (BDMs) in each of our six regions to support our Auburn- and Portland-based teams. The BDMs will engage with Zones solution architects and software executives in the field, as well as with partner field organizations.

Group purchasing organizations (GPOs) play a significant role in the healthcare segment. Zones is proud to be a contracted supplier with Premier and to maintain a custom contract with Novation Children's Hospital Association (CHA), two of the largest GPOs in the country.

To support your healthcare go-to-market strategy, we'll work with you to develop a program that includes the following elements designed to support and drive business in this vertical market.

- **Healthcare-Specific Training and Enablement Programs (see page 36):**
  - Classroom and online training
  - Multi-partner solutions boot camps
  - After-hours enablement events
  - BDM engagement and enablement programs
  - Digital signage on the healthcare sales floors
- **Healthcare-Specific Events (see pages 36, 47):**
  - Premier and HIMSS national conferences (base sponsorship included in Elite partnership)
  - Sponsorship opportunities for regional HIMSS events
  - Dedicated healthcare customer events
- **Digital Marketing and Marketing Programs (see pages 51-57, 61-62):**
  - Vertical email and digital program
  - Promotional features on healthcare microsite on Zones.com
  - Customer-facing webinars
  - Collateral development (case studies, white papers)

## Public Sector

For many years, K-12, higher education, and state and local government entities have been the focus of our public sector division. In 2016, we are expanding our scope to include the federal segment as well. To support our expansion in the segment, we are increasing our public sector selling resources through aggressive hiring and growth plans.

Zones holds a number of public sector contracts that provide customers a streamlined purchasing process for IT solutions in hardware, software, and services. We want to help our partners leverage these contracts and win new ones.

If you want to drive more business in the public sector, Zones is ready to build out a program based on the following elements.

- **Public-Sector-Specific Training and Enablement Programs (see page 36):**
  - Classroom and online training
  - Multi-partner solutions boot camps
  - After-hours enablement events
  - Digital signage on the public sector sales floors
- **Digital Marketing, Marketing Programs, and Events (see pages 47, 51-57, 61-62):**
  - Vertical email and digital programs
  - Promotional features on the public sector microsite on Zones.com
  - Sponsorship opportunities for trade shows (base sponsorship included in Elite partnership)
  - Custom marketing to leverage specific contracts
  - Customer-facing webinars
  - Collateral development (case studies, white papers)

## MBE & Diversity



Zones is a nationally recognized minority business enterprise (MBE), certified as a Corporate Plus Member through the National Minority Supplier Development Council (NMSDC). Our MBE certification allows customer organizations of all sizes to meet their diversity requirements by choosing Zones as their IT partner.

In October 2015, Zones was honored to receive the Class IV National Supplier of the Year award from the NMSDC, in recognition of our business acumen,

outstanding performance, and commitment to minority business development, as well as our excellence in community service as an MBE. Zones has also been recognized as a top diversity supplier by both customers and partners, most recently Tyson Foods, Microsoft, and the Premier healthcare GPO.

If you are looking to open up diversity opportunities, Zones is your partner of choice. Our diversity executives are available to engage with your supplier diversity contacts to pursue new business with customers in the field, and through the MBE events in which we participate.

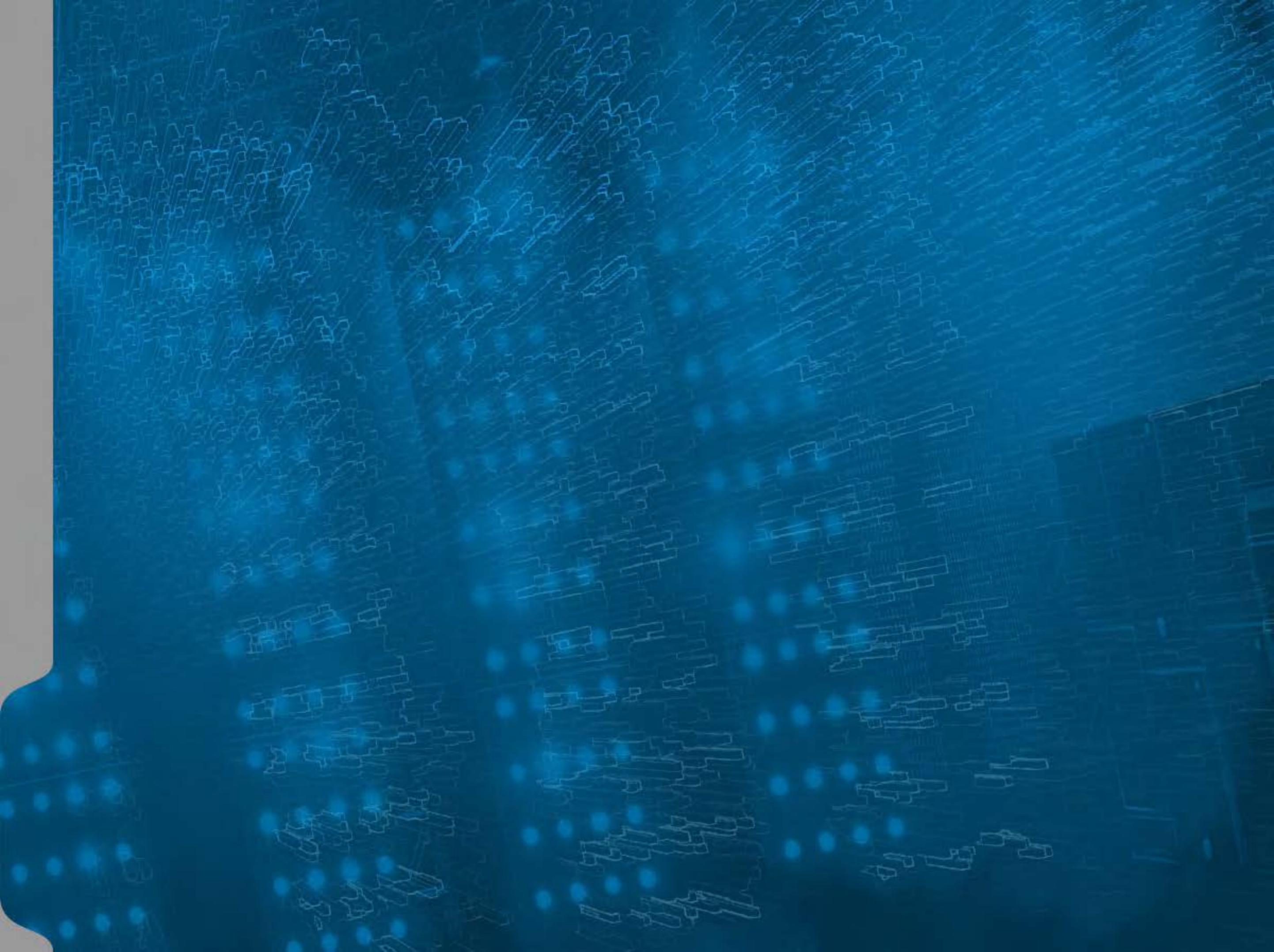
### 2016 Diversity Trade Shows Sponsorship Opportunities:

| MBE & Diversity                  | Month   | Location     |
|----------------------------------|---------|--------------|
| Georgia MSDC Trade Show          | May     | Atlanta, GA  |
| Dallas MSDC Trade Show/Gala      | May     | Dallas, TX   |
| NY & NJ MSDC Trade Show          | June    | New York, NY |
| NW Mountain MSDC Golf Tournament | August  | Bellevue, WA |
| National MSDC Conference         | October | Chicago, IL  |





# SALES TRAINING & ENABLEMENT





## Sales Training & Enablement

Our sales training and enablement programs are designed to create and maintain a well-informed sales organization that knows how to hunt, knows how to recognize an opportunity, and knows how to engage the right internal and partner resources to close the deal.



## Sales Training & Enablement

At Zones, newly hired account executives go through a comprehensive onboarding and training curriculum that gives them a solid foundation in the art and science of selling. Along with sales training, they learn the key elements of the cloud, data center, mobility, security, unified communications, and IoT solutions they will be speaking with customers about after graduating to the sales floor.

Once they are on the sales floor, account executives receive ongoing training coordinated by our Partner and Product Management (PPM) organization, which includes direct partner participation. This training is designed to give our account executives an understanding of a wide range of your technologies and solutions so they can start conversations, spot opportunities, and engage prospects. More importantly, they learn how to recognize when it's time to engage internal and partner technical resources who can drive the opportunity through to a sale.

### Learn. Test. Repeat.

As they progress, Zones account executives complete basic and advanced certifications and assessments in products and solutions that allow them to be more informed resources for their growing books of business.

And because technology continually evolves, our account executives continue to expand their knowledge through ongoing training, along with competency testing to validate its effectiveness. We also mandate certain sales and technical certifications to ensure that Zones sales

teams are performing at the highest levels of professionalism. In 2016, we are broadening our focus, expanding Elite and Premier partner field training opportunities for our ASG, enterprise, and vertical sales professionals.

We've also engaged a world leader in solution-based IT training and assessment to develop a rigorous curriculum and testing program that will ensure our account executives are among the best trained, most knowledgeable in the industry.

## Partner Participation and Visibility

Our training program is built to benefit everyone. We want our sales force to succeed, our customers to thrive, and our partners to grow.

We invite our Elite and Premier partners to sit in and participate directly in our highly structured training program, in order to validate that our sales force has the knowledge and insight to present your offerings to customers in the best possible way. We back up our training with testing and share those results with you, so everyone is on the same page.

## ZBS: SMB/Mid-market

- **New Hire Track: New Format!**

Elite and Premier partners can present pre-approved training modules to new hires within the established curriculum. Classes are held in Auburn and Portland.

**Rate: (40 minutes) \$4,000**

- **Classroom Training: New Format!**

Elite and Premier partners can deliver a live, hands-on 40-minute solution training presentation within a 60-minute Zones-led training class in Auburn or Portland.

**Rates: (40 minutes) Auburn & Portland: \$14,000;**

**With healthcare teams: \$20,000**

- **Interactive Computer Based Training:**

For Elite and Premier partners, Zones will host an online Zones Learning Center training module focused on your solution, product, or service.

**Rate: (15 minutes) \$2,500**

- **Lunch and Learn:**

Elite and Premier partners can schedule a 45-minute classroom training session for 30-40 account executives, at our Auburn or Portland locations. Attendees can be pre-selected by team, tenure, certifications attained, or other criteria. Lunch will be served after the training session.

**Rate: (45 minutes) \$5,000**

- **Boot Camp:**

This after-hours immersive training vehicle allows Elite and Premier partners to provide members of our ZBS team with a deep-dive into your products and solutions. Highly customizable in length and structure, boot camps are ideal for training account executives on complex single- or multi-brand solutions.

**Rate: (per location) \$8,000**

- **Regional BDM Virtual Training: New!**

Elite and Premier partners can present an exclusive 50-minute solution training program within a monthly 60-minute must-attend web conference that draws regional business development managers from across the country.

**Rate: (50 minutes) \$4,000**

- **Partner Fair: New Format!**

Partners can showcase solutions, products, and services during our after-hours trade-show-style events held in Auburn and Portland, as well as one in Chicago, for public sector teams.

**Rates: Auburn: \$3,500; Portland: \$2,000; Both locations: \$5,000; With Chicago public sector \$6,500**

- **Sales Pitch Tool: New!**

Elite and Premier partners can sponsor a “virtual sales pitch” contest. Account executives will practice, then record their sales pitch for sales leaders to evaluate and select a winner. Includes prize allocation of \$500.

**Rate: \$7,500**

## Healthcare

- Classroom Training: New Format!**  
 Elite and Premier partners can deliver a live 40-minute healthcare solution training presentation within a 60-minute Zones-led training class in Auburn and Portland.  
**Rate: (40 minutes) \$8,000**
- Interactive Computer Based Training:**  
 For Elite and Premier partners, Zones will host an online Zones Learning Center training module focused on your healthcare solution, product, or service.  
**Rate: (15 minutes) \$2,000**
- Lunch and Learn:**  
 Elite and Premier partners can schedule a 45-minute classroom training session for 30-40 account executives at our Auburn or Portland locations. Attendees can be pre-selected by team, tenure, certifications attained, or other criteria. Lunch will be served after the training session.  
**Rate: \$5,000**
- Boot Camp:**  
 This after-hours immersive training vehicle allows Elite and Premier partners to provide members of our healthcare team with a deep-dive into your products and solutions. Highly customizable in length and structure, boot camps are ideal for training account executives on complex single- or multi-brand solutions.  
**Rate: (per location) \$8,000**
- Healthcare BDM Training: New!**  
 Elite and Premier partners can present an exclusive 50-minute solution training program within a monthly 60-minute must-attend web conference that draws healthcare business development managers from across the country.  
**Rate: (50 minutes) \$4,000**
- Partner Fair Healthcare Pavilion: New Format!**  
 Partners can showcase healthcare solutions, products, and services in a dedicated healthcare section of our monthly trade-show-style events held in Auburn and Portland.  
**Rates:**  
**Auburn or Portland: \$2,500**  
**Both: \$4,000**

## Public Sector

- Classroom Training:**  
 Elite and Premier partners can deliver a live 40-minute public-sector-focused solution training presentation within a 60-minute Zones-led training class.  
**Rate: (40 minutes) \$6,000**
- Interactive Computer Based Training:**  
 Zones will work with Elite and Premier partners to create an interactive public-sector-specific online training module focused on your solution, product, or service, and hosted on the Zones Learning Center.  
**Rate: (15 minutes) \$2,000**
- Lunch and Learn:**  
 Elite and Premier partners can schedule a 45-minute classroom training session for 30-40 public sector account executives at our Auburn or Chicago locations. Attendees can be pre-selected by team, tenure, certifications attained, or other criteria. Lunch will be served after the training session.  
**Rate: \$5,000**
- Boot Camp:**  
 This after-hours immersive training vehicle allows Elite and Premier partners to provide members of our public sector team with a deep-dive into your products and solutions. Highly customizable in length and structure, boot camps are ideal for training account executives on complex single- or multi-brand solutions.  
**Rate: (per location) \$8,000**
- Public Sector Partner Fair: Chicago: New Format!**  
 Partners can showcase solutions, products, and services in our monthly trade-show-style events held in Chicago.  
**Rate: \$2,000**

## Enterprise

- **National Sales Conference in Bellevue, WA January 2016:**

The National Sales Conference brings together Zones account executives, licensing executives, and Advanced Solutions Group directors for intensive training, and to set the strategy for the coming year. During the conference, Elite and Premier partners may present a 60-minute in-depth training session or a 30-minute solution overview.

**60-minute Training with Showcase:**

**Rate: \$30,000**

**30-minute Training with Showcase:**

**Rate: \$20,000**

**Showcase Exhibitor:**

Also available to Select partners

**Rate: \$8,000**

**Dinner Sponsorship:**

**Rate: \$25,000**

**Lunch Sponsorship:**

**Rate: \$10,000**

**Lanyard Sponsorship:**

**Rate: \$5,000**

**Room Drop:**

**Rate: \$5,000**

- **Regional Trainings: New!**

These full-day or multi-day gatherings of the Zones sales force, by region, provide Elite and Premier partners an opportunity to deliver in-depth training to regional enterprise sales teams and ASG teams, with a focus on programs, field resources, and ways to best engage partner and company sales and technical resources. Elite and Premier partners can also schedule partner-led regional technical deep-dive training for the Zones ASG team.

**Rate: Variable**

- **Enterprise Virtual Training: New Format!**

Elite and Premier partners can present an exclusive 50-minute solution training program within a monthly 60-minute must-attend web conference that draws enterprise account executives from across the country.

**Rate: \$7,500**

- **Onboarding New-Hire Dinner:**

Elite and Premier partners can take advantage of the opportunity to host receptions and dinners held in conjunction with our enterprise new-hire training class.

**Rate: \$2,500**

- **CAM Training: New!**

Our Customer Account Managers (CAMs) who support the field sales team are in close contact with our customers. Now you can train them on your programs and engagement best practices. The training will be live in Auburn for either the hardware CAM team or the software CAM team, and includes two 50-minute, back-to-back sessions.

**Rate: (Hardware or software CAM teams) \$3,500**

## Advanced Solutions Group (ASG)

- **Inside Solution Architect (ISA) Boot Camp – Auburn: New!**

Elite and Premier partners may host two- or four-hour modules within these quarterly technical training boot camps that emphasize case studies and role-playing exercises over the course of three consecutive half-days. These rigorous educational opportunities include homework and testing requirements.

**Rates: Two-hour module: \$5,000; 4-hour module: \$10,000**

- **Technical Solution Specialist (TSS) Boot Camp – India: New!**

Elite and Premier partners may host two- or four-hour modules within these quarterly technical training boot camps that emphasize case studies and role-playing exercises over the course of two consecutive half-days. These rigorous educational opportunities include homework and testing requirements.

**Rates: Two-hour module: \$5,000; 4-hour module: \$10,000**

- **Inside Solution Architect/Technical Solution Specialist Virtual Training: New!**

Open to Elite and Premier partners, virtual training brings real-time instruction to Zones technical resources. These one-hour solution-focused sessions include a 50-minute segment covering content presented by a partner representative. Partner presentation may include process-oriented information such as deal registration and engaging partner field resources, as well as relevant technical, program, and promotion information.

**Rate: \$3,500**

- **Inside Solution Architect Lunch and Learn: New!**

Elite and Premier partners can host an exclusive 90-minute solution-focused training seminar that includes lunch. May be extended to technical solution specialists in India via WebEx.

**Rate: \$5,000**

- **ISA/TSS Self-Paced Computer Based Training: New!**

Elite and Premier partners can request mandatory specialized computer based training for identified inside solution architects and technical solution specialist resources. Training may include required testing that can lead to certification.

**Rate: \$2,500-\$5,000**, based on complexity

- **Solution Architect (SA) and Systems Engineer (SE) Virtual Training: New!**

Elite and Premier partners can participate in monthly WebEx training for field-based SAs and SEs. These one-hour solution-focused sessions are hosted by a Zones PPM trainer, and include a 45-minute segment covering complementary content presented by a partner representative. Partner presentations can include process-oriented information such as deal registration and engaging partner field resources, as well as relevant technical, program, and promotion information.

**Rate: \$5,000**

- **Practice Solution Specialist (PSS) Virtual Training: New!**

Elite and Premier partners can participate in WebEx training for field-based PSS team members. These one-hour solution-focused sessions are hosted by a Zones enterprise trainer, and include content presented by a partner representative. Partner presentations can include process-oriented information such as deal registration and engaging partner field resources, as well as relevant technical, program, and promotion information.

**Rate: \$5,000**

- **Practice Solution Specialist Self-paced Computer Based Training: New!**

Elite and Premier partners can request mandatory specialized CBT for identified PSS resources. Training may include required testing that can lead to certification.

**Rate: \$2,500-\$5,000**, based on complexity

# EVENTS





## Events

Personal connections are the lifeblood of business. In 2016, we're launching an enhanced events program that will give our partners exciting new ways to build personal connections with Zones executives and with our customers.

The expanded events program we're introducing will bring Elite and Premier partners face-to-face with more of our customers than ever before.

The high-quality, high-impact events we produce at unique venues across the country will allow our top partners to open up opportunities and deepen relationships with our top and emerging customers.

## CustomerConnect

**New Format!** In 2016, we're turning up the volume and optimizing the frequency on our popular CustomerConnect events, to deliver two large-scale customer gatherings that will attract three times more IT decision makers at each conference than in 2015.

We'll produce two highly informative and engaging multi-day events highlighting key technology trends of interest to our customers; one in the Seattle area, and another in a highly accessible and desirable location.

Each of these signature events will give our partners the chance to personally connect with IT leaders from up to 180 of our key customer and prospect organizations from across the country. The individuals on our carefully curated lists of invited technology leaders each receive complementary travel and lodging, and enjoy one-of-a-kind outings and gourmet meals during their time with us. As a CustomerConnect sponsor, you have an all-access pass to sharing these experiences with our guests.

Elite partners may choose to accept an invitation to present either a keynote address or presentation in the general session, and may elect to sponsor a shared or exclusive "Technology Experience" engagement event; and take part as an exhibitor in a trade-show-style "Partner Showcase" held during the event.

Premier partners may present during the general session, and take part as an exhibitor in a trade-show-style "Partner Showcase."

Select partners in tiers one and two may elect to exhibit in the CustomerConnect Partner Showcase.

**New Format!**  
**More Customers!**  
**Exciting Venues!**

## CustomerConnect Speaking & Sponsorship Opportunities

- **Partner Keynote Address:**  
Open to Elite partners by invitation, the keynote puts your company in the spotlight as an IT visionary during a 45-minute solution overview.  
**Rate: \$40,000**
- **Partner Presentation:**  
Open to Elite and Premier partners, these 30-minute speaking opportunities give you a powerful platform to connect with conference attendees.  
**Rate: \$30,000**
- **Guest Speaker Sponsor: New!**  
Sponsor one of our industry analyst presentations that deliver research-based data and strategic information for IT leaders.  
**Rate: \$20,000**
- **Brand Pavilion Sponsor:**  
We'll help you create an exclusive experience dedicated to your products.  
**Rate: \$30,000**
- **Offsite Dinner Sponsor: New!**  
Gain recognition as the sponsor of an off-site dinner at a fine-dining restaurant, or a combined dinner and reception at a unique off-site venue.  
**Rate: \$40,000**
- **Lunch Sponsor: New!**  
Receive featured billing during an on-site CustomerConnect lunch.  
**Rate: \$20,000**
- **Showcase Exhibitor:**  
Take the opportunity to personally connect with conference attendees in this trade-show-style event.  
**Rate: \$8,000**
- **Snack Sponsor: New!**  
Give CustomerConnect attendees – and your brand – a boost by sponsoring a light afternoon pick-me-up.  
**Rate: \$7,500**
- **Lanyard Sponsor:**  
Put your name front and center – for the duration of a CustomerConnect conference.  
**Rate: \$5,000**
- **Room Drop Sponsor:**  
Get your message delivered to the rooms of CustomerConnect attendees, in a gift bag we'll help you design.  
**Rate: \$6,000**



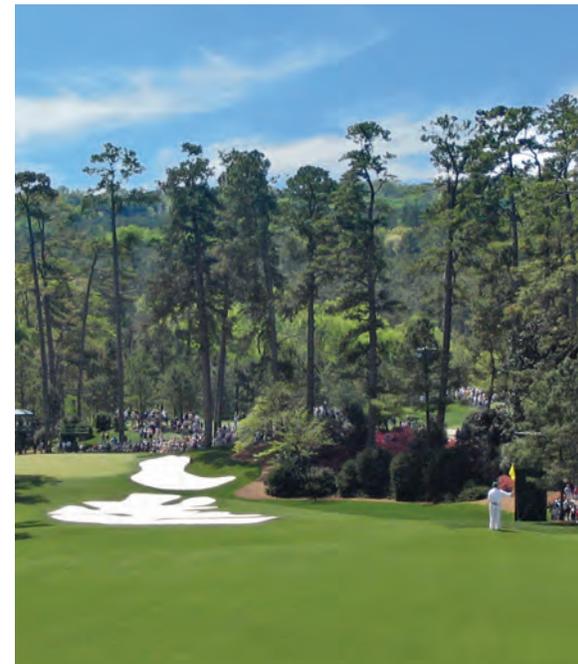


## CIO Summit

**New!** In April 2016, the Zones CIO Summit will bring some of our Elite partners together with senior IT leadership for a weekend at the Masters Golf Tournament at Augusta National Golf Club.

This all-expense-paid, three-day event at the Masters will give Elite partners the opportunity to engage with senior leadership from our largest customer organizations in an elegant and relaxed atmosphere. Availability is limited to four sponsor opportunities.

**Sponsorship (includes invitation for one partner executive): \$40,000**



## Regional Customer Engagement

**New Format!** For 2016, we've remixed and elevated our regional customer engagement events to deliver high-value, high-impact experiences that will bring you together with our customers in a way they'll never forget.

Designed to welcome 12-25 IT decision-makers, these dynamic customer engagement vehicles will give you the opportunity to personally connect with our best customers and prospects while enjoying unique experiences such as an afternoon at the 2016 US Open in Flushing Meadows, deep-sea fishing with former Dallas Cowboys coach Jimmy Johnson in the Florida Keys, or driving a 600-horsepower stock car around the track at the Indianapolis Motor Speedway.

These highly customizable experiences offer the option to include a solution overview or demo, or to simply focus on building relationships with the IT leaders who attend.

**Variable rate: \$15,000-\$25,000**





## Trade Shows & Exhibitions

As part of the Elite level partnership, we'll amplify your brand by positioning you as a booth co-sponsor at more than 20 major trade shows and conferences where Zones exhibits throughout the year.

Sponsorship includes branding in the booth and inclusion in on-site collateral and pre- and post-show marketing. You also have the option of sending a representative to join the Zones team in the booth at an additional charge.





## Trade Shows & Exhibitions

### HEALTHCARE

|   | Month    | Location       |
|---|----------|----------------|
| HIMSS16   | February | Las Vegas, NV  |
| 2016 Premier Annual Breakthroughs Conference and Exhibition | June     | Washington, DC |

### STATE & LOCAL GOVERNMENT

|   |         |                     |
|---|---------|---------------------|
| CAPPO Annual Conference and Supplier Exposition | January | Santa Barbara, CA   |
| FAPPO Annual Conference and Trade Show          | May     | Orlando, FL         |
| 2016 TAGITM Education Conference                | May     | San Antonio, TX     |
| IPMA Forum                                      | May     | Lacey, WA           |
| 2016 NIGP Forum & Product Exposition            | August  | National Harbor, MD |
| GMIS International Annual Conference            | August  | Atlantic City, NJ   |
| ACCIS Fall 2016 Conference                      | October | Blaine, WA          |

### K-12 & HIGHER EDUCATION

|   |           |                     |
|---|-----------|---------------------|
| Ohio Educational Technology Conference          | February  | Columbus, OH        |
| TCEA 2016 Convention & Exposition               | February  | Austin, TX          |
| NCCE 2016 Annual Conference                     | February  | Seattle, WA         |
| BrainStorm Conference                           | February  | Wisconsin Dells, WI |
| 2016 ACPE Conference                            | May       | Welches, OR         |
| Hot Springs Technology Institute                | June      | Hot Springs, AR     |
| ISTE 2016 Conference and Expo                   | June      | Denver, CO          |
| Massachusetts Higher Education Consortium       | September | Boston, MA          |
| EDUCAUSE Annual Conference 2016                 | October   | Anaheim, CA         |
| GaETC Georgia Educational Technology Conference | November  | Atlanta, GA         |
| CETPA 2016 Annual Conference                    | November  | Sacramento, CA      |

### MBE

|                                  |         |              |
|----------------------------------|---------|--------------|
| Georgia MSDC Trade Show          | May     | Atlanta, GA  |
| Dallas MSDC Trade Show/Gala      | May     | Dallas, TX   |
| NY & NJ MSDC Trade Show          | June    | New York, NY |
| NW Mountain MSDC Golf Tournament | August  | Bellevue, WA |
| National MSDC Conference         | October | Chicago, IL  |

### Sponsorship Opportunities:

Product represented in booth: **\$2,000 per show**

Brand representative in booth: **\$4,000 per show**

## Partner Engagement

Our annual partner and customer events held during partner conferences create high-energy opportunities for us to showcase our mutual partnership to Zones customers and prospects. We highlight that partnership by hosting world-class events in amazing venues, to create valuable connections between you, Zones sales leadership, and our customers.

Rate: **Variable**



# DIGITAL MARKETING





## Digital Marketing

When your customers are all about digital, your marketing better be, as well.

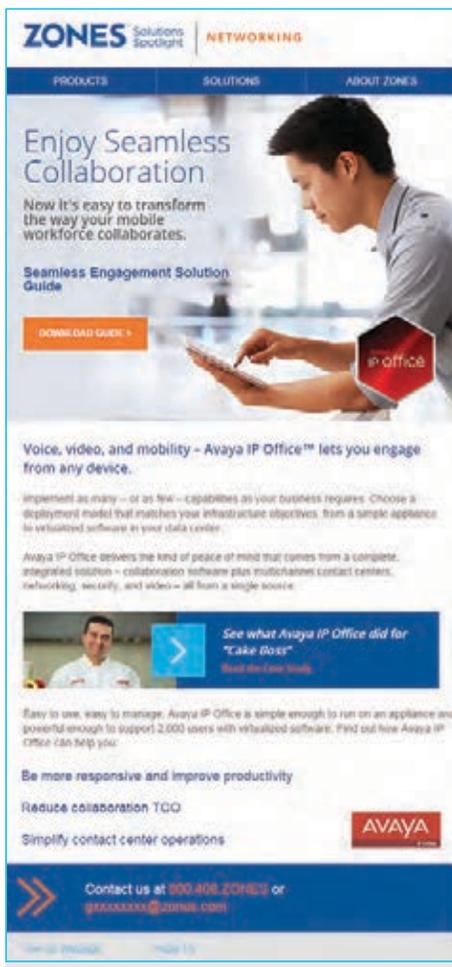
We target our customers and prospects with high-quality content, using vehicles that not only resonate with them, but that show measurable results to us - and you, our partners. Like you, we want to know the return on marketing investment we're achieving.

That's why everything produced by our digital marketing team in 2016 will be tracked and evaluated by specific key performance indicators (KPIs), with dashboards and reports available to partners on a regular basis.

You'll be able to see the reach, effectiveness, and return delivered by your presence on our website, in our email marketing program, on our blog, and through our social media campaigns.

# Email

Email is a key element of our customer and prospect contact strategy. We employ a two-pronged approach to our email marketing efforts: a broad-circulation receives partner-agnostic solutions-based messaging; and key category, brand, and vertical prospects receive targeted, relevant content that is specific to their interests. We use A/B and multivariate testing to ensure content is optimal, and personalization that furthers a 1:1 relationship with customers and prospects. We also produce a series of monthly and quarterly email vehicles that provide product and service offers, as well as news and information.



## Custom Partner Dedicated Email

**New Format!** Our marketing team will work with you to create a custom email message sent to a select group of highly targeted customers that helps to move them through the buying cycle. Together, we'll develop specific KPIs to ensure we effectively measure ROI.

- Rates:**
- 1,000 targeted addresses: **\$2,500** per email
  - 1,500 targeted addresses: **\$3,000** per email
  - 2,000 targeted addresses: **\$3,500** per email

## IT Solutions Digital Newsletter

**New Format!** This monthly newsletter provides valuable insights on key industry trends, Zones' solution-oriented approach, and your partnership with Zones. We target SMB/mid-market and enterprise customers, feature your logo, and promote your brand.

**Rate: \$8,000** per email

## Software Solutions Digital Newsletter

**New Format!** Our software newsletter highlights key issues, solutions, and products that are impacting the IT landscape. Your product will be featured in one of two places in the email: a spotlight, which is the most prominent placement in the email, or a tile ad featuring your solution.

- Rates:**
- \$2,000** for spotlight placement
  - \$1,000** for partner tile

## Healthcare Solutions Digital Newsletter

**New Format!** The healthcare solutions newsletter features relevant content about technology trends in healthcare. It focuses on technology solutions, legislation impacting the market, and relevant case studies. Your brand and logo will be featured.

**Rate: \$2,000** per email

## SLED Solutions Digital Newsletter

**New Format!** This newsletter provides relevant content to state and local government IT decision makers as well as education buyers. Your brand and logo will be featured.

**Rate: \$2,000** per email



## Product Spotlight

Display your product in a variety of vehicles in this monthly product-focused email that targets our SMB/mid-market customers.

### A Feature:

This is the most prominent placement in the email, and includes placing your brand name in the subject line of the email.

**Rate: \$4,000** for spotlight placement

### B Banner:

This banner spans the width of the email, directly under the feature.

**Rate: \$3,000** per banner, per email

### C Sub-Feature:

There are six spots available in every email. Option to purchase multiple sub-features.

**Rate: \$2,000** per sub-feature, per email

### D Sub-Banner:

These two large tiles are a great low-cost option to call out your brand at the bottom of our emails. Two spots are available, with the option to purchase both.

**Rate: \$1,000** per sub-banner, per email

# Zones.com

**New Homepage!** Zones.com is a rich source of solution-focused content, case studies, industry information, and thought leadership with a unique perspective. We will drive traffic to the website with a range of digital marketing programs that will encourage customers to access content, research solutions, and shop for products on Zones.com. We've created a variety of Zones.com advertising vehicles you can use to amplify your presence on the site.



## Partner Microsite

A microsite provides a comprehensive, centralized presence for your brand on Zones.com, featuring multiple web pages and nested navigation dedicated to your brand's messaging. A microsite allows you to tell more complete branded stories across a variety of product categories and families, and gives you the opportunity to detail featured products and solutions.

**Rate:** Included with Elite partnership, or **\$30,000** per year

## A Partner Showcase

This is a brand-specific static page that features a hero image and up to six different product or category tiles.

**Rate:** Included with Premier partnership, or **\$12,000** per year

## B Product Search Results Feature

These three panels are perfect for featuring your product on each search results page (across all markets or categories), and give your products the highest possible prominence, where buyers are actively engaged in their search. Three spots are available, with the option to purchase multiple units.

**Rate:** **\$1,000** per month

## C Shop by Brand Logo Feature

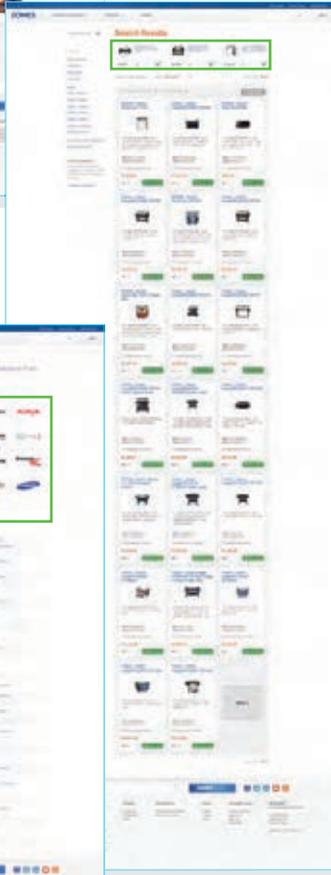
Feature your showcase on the Zones "Shop by Brand" page, to grab the attention of site visitors.

**Rate:** Included with Premier partnership, or **\$12,000** per year

**A** PARTNER SHOWCASE



**B** PRODUCT SEARCH RESULTS FEATURE



**C** SHOP BY BRAND LOGO FEATURE



## Product Home Page Ads

**D** Feature:

Dominate the most visually prominent space on the product home page of your choice with this multi-panel image rotator.

**Rates:**

- Corporate: \$6,000** per two weeks
- Public Sector: \$1,500** per two weeks
- Healthcare: \$1,500** per two weeks
- Retail: \$1,500** per two weeks

**E** Sub-Banner:

Quickly highlight your selected product in this tile positioned just below the feature. Two spots are available, with the option to purchase both sub-banners.

**Rates:**

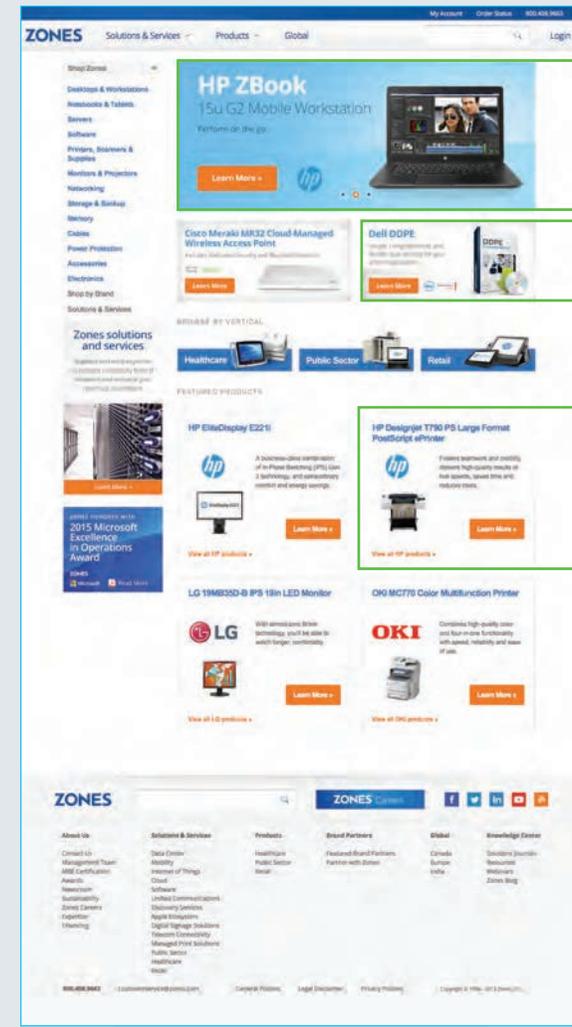
- Corporate: \$4,000** per two weeks
- Public Sector: \$1,000** per two weeks
- Healthcare: \$1,000** per two weeks
- Retail: \$1,000** per two weeks

**F** Sub-Feature:

These panels provide prominence for the product of your choice. Two to four spots are available, with the option to purchase multiple sub-features.

**Rates:**

- Corporate: \$4,000** per sub-feature
- Public Sector: \$1,000** per sub-feature
- Healthcare: \$1,000** per sub-feature
- Retail: \$1,000** per sub-feature



## Product Category Browse Page

**A** **Leaderboard:**

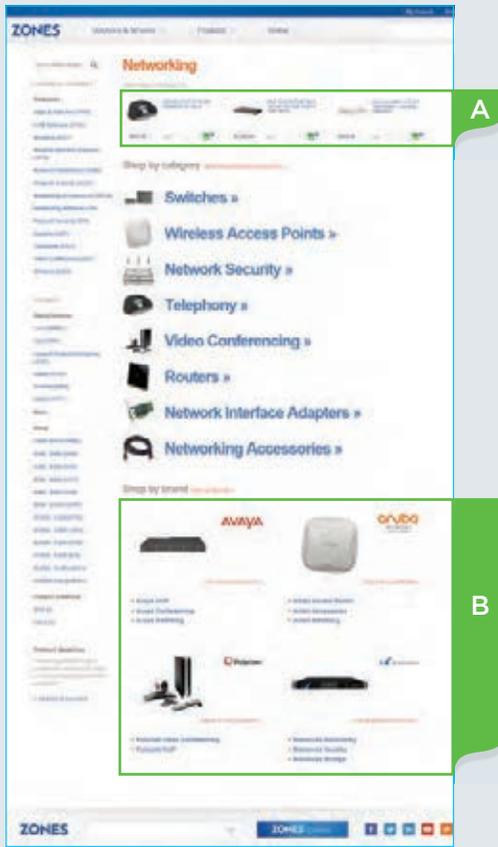
The leaderboard tops each product category browse page and gives your product the highest possible visibility, when buyers are actively engaged in their search.

**Rate: \$1,500** per month

**B** **Sub-Feature:**

The “Shop By Brand” area on each product category browse page is available to feature your brand and your associated product lines.

**Rate: \$2,500** per month



## Product Category Home Page: **New!**

**A** **Feature: **New!****

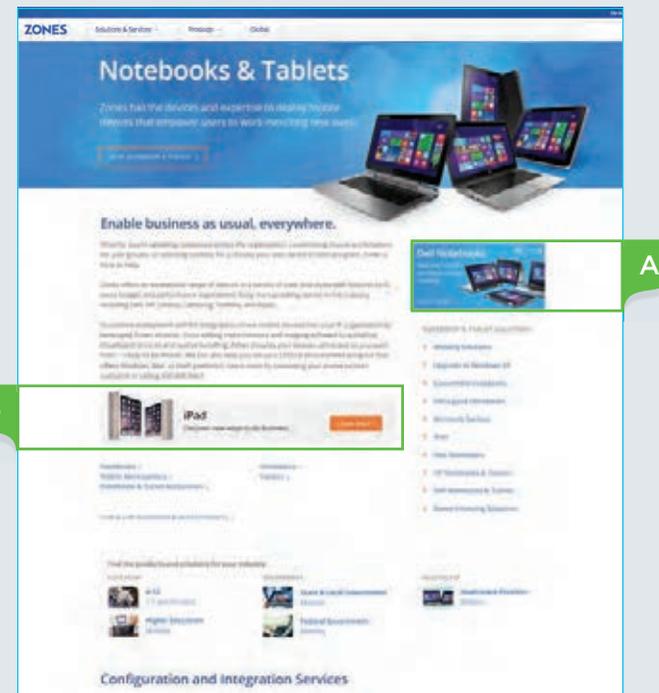
Features stand out to customers and prospects who are researching specific category solutions at Zones.

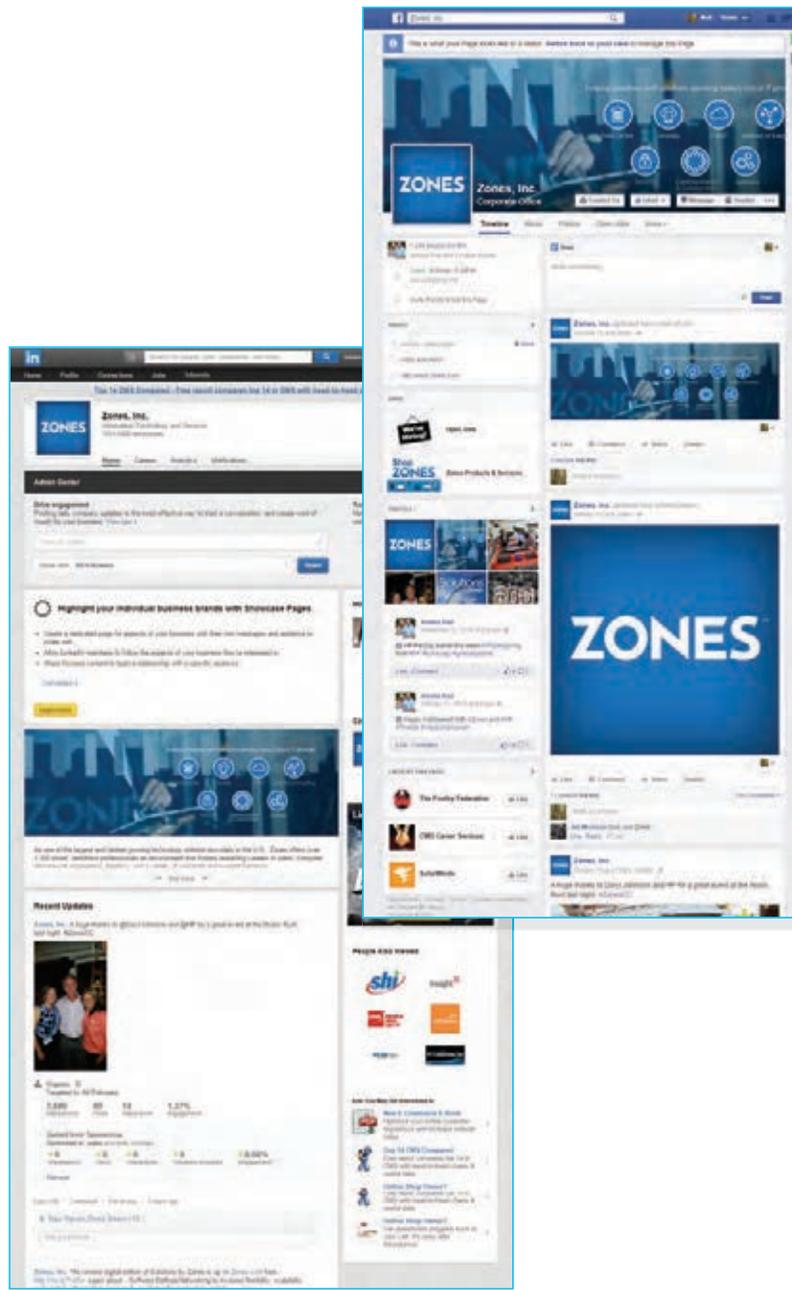
**Rate: \$2,000** per page, per month

**B** **Sub-Banner: **New!****

Sub-banners are available to highlight your brand or product line in the category of your choice.

**Rate: \$1,500** per page, per month





## Social Media Engagement

From our blog to Twitter® to LinkedIn®, we leverage social media channels to connect with prospects and customers, and deliver just-in-time messaging and news that is consumable and shareable. We're also building digital communities around our events and within vertical markets, to better connect with customers and prospects.

Zones leverages its reputation as a premier IT solution provider to create a community of engaged followers with targeted, relevant content. Through LinkedIn, Twitter, and Facebook®, we promote Zones events like CustomerConnect and local field engagements, and steer followers to unique case studies and thought leadership pieces on the Zones blog. We can work with you to create custom campaigns that target key verticals, promote product introductions, reinforce a national campaign, or simply boost customer engagement.

## Social Media Package

**New!** The digital marketing team will work with you to create a custom social media engagement plan that will highlight and complement our partnership and initiatives. Package includes six tweets, three posts on Facebook, and three updates on LinkedIn.

**Rate: \$6,000**

## The ZONES Blog

**New Format!** In 2016, our blog will undergo a drastic transformation, with a new name and a new focus on our data center, mobility, cloud, security, unified communications, and IoT solutions. We're increasing the depth and quality of content to reinforce our position as a thought-leader and industry innovator. Sponsorship of a blog post includes a brand mention along with content that supports your go-to-market plan.

**Rate: \$6,000** per post





# MARKETING PROGRAMS





## Marketing Programs

In addition to the programs, events, and initiatives, described in this guide, Zones can create custom programs to fit your unique objectives. Leveraging our industry knowledge and experience, Zones can target buyers based on past purchase history, vertical, and geographic location. We will work with you to develop the right touch for an effective and results-driven program.

## Custom Programs

Based around key initiatives, Zones will develop a timed, integrated approach to drive all phases of the sales cycle: awareness, consideration, and purchase. This can include a multi-touch digital marketing, content, or drip marketing program.

### Targeted Email Programs:

From developing the criteria of the audience to building the content and frequency schedule, Zones will build a targeted email program that can range from a single deployment to multiple touches.

### Web Landing Pages and Microsites:

To ensure you are delivering the right message on the web for a targeted program, Zones can create an enhanced custom online presence, ranging from a single landing page to rich microsites on Zones.com.

### Content Development and Social Media:

To further support an initiative, Zones will develop content and leverage social media to deliver an integrated program.

### Lead Nurturing:

Zones can also develop a targeted lead nurturing program designed to deliver content to the right contacts at the right point in the sales cycle.

### Renewals Program:

Leverage renewals opportunities with a multi-touch program to drive renewal rates of software or service contracts.

### Rates: Variable

Please work through your PPM manager to develop a custom program plan.

## Custom Content

As a central element to any strong marketing strategy, content is still king. Zones can work with you to create custom case studies and white papers that can be leveraged on Zones.com, via email, social media, and in print.

### Case Studies: **New!**

Zones will develop a professionally researched and written one- to two-page case study that chronicles how your organization and Zones worked together to successfully implement an IT solution for a specific customer. Case studies will be promoted via email and social media, and will be made available to the Zones sales force for use with customers. Case studies may also be the subject of stories to appear in *Solutions by Zones*.

**Rate: \$5,000**

### White Papers: **New!**

Zones will develop a professionally researched and written four- to six-page white paper detailing the functionality and business value of your solutions, and how your organization and Zones work together to implement them successfully. White papers will be promoted via email and social media, and will be made available to the Zones sales force for use with customers.

**Rate: \$10,000**

## Webinars

Live and archived webinars are an effective way to inform an audience and identify those with interest in technology topics. Zones will target the audience, develop invitations and registration site, and host the event.

**Rate: (60 minutes) \$6,000**

(\$1,500 supplement for each 100 attendees over the first 100)

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## Video

**New!** Zones can work with you to develop a professionally produced live action or animated video to explain your IT solutions, or to bring a case study to life.

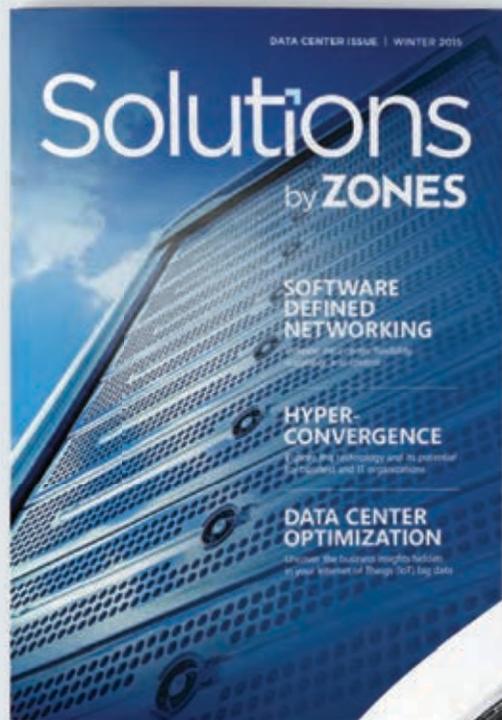
### Animated video:

**Rate: (2-4 minutes) \$8,000**

### Video case study:

**Rate: \$10,000 minimum**

Final cost varies with length, travel, and logistics.



## Solutions by Zones

**New Format!** The completely redesigned *Solutions by Zones* is a high-end magazine we publish twice each year. *Solutions* features articles, interviews, thought leadership pieces, and roundtable discussions on topics of interest to IT leaders and line-of-business executives at our customer organizations.

The print edition of *Solutions* is mailed to customer and prospect organizations, with a digital edition available on [Zones.com](http://Zones.com). Beyond these distribution channels, *Solutions* is used by Zones sales professionals as a conversation-starter, a leave-behind, a consistent touch, and a demonstration of our expertise in advanced technology solutions. We also leverage *Solutions* content to our blog and other social media channels to support our position as an industry leader.

*Solutions by Zones* carries full-page display ads provided by each partner's marketing organization, with spread ads available at a nominal upcharge. Ads should support your cloud, data center, mobility, security, UC, and IoT solutions. Specialized layouts are not required, and ads submitted may be drawn from current print campaigns.

### Rates:

Full Page: **\$15,000**

Two-Page Spread: **\$25,000**

Line-of-business track participant upgrade  
from base full-page to two-page spread: **\$10,000**







# NOTES

NOTES













# ZONES

