

PARTNER APPRECIATION CAMPAIGN

FAQ

*Your promo code is applicable to qualified partner registrations (managing end-user customers) **ONLY**. It will **NOT** apply to suppliers, or previous/current sponsors. Please see below for more details.*

Q: What is the Partner Appreciation Campaign?

A: The Partner Appreciation Campaign (PAC) is a benefit of sponsoring/exhibiting and makes marketing your presence at Channel Partners events simple. We provide you with custom discounts to invite your partners to attend and a suite of turnkey marketing assets to easily promote your participation.

Q: Why should my company participate in PAC? What are the benefits?

A: There are many reasons to participate, but here are the top three: (1) free marketing assets for your business to promote your sponsorship/booth, (2) add value to current and prospective partners by extending a complimentary pass, and (3) opportunity to receive leads, free branding at the event, and an award! The sponsor or exhibitor with the most uses of their promo code are dubbed a top community partner, receive the leads of who used the promo code pre-event, and more!

Q: I'm sharing my promo code, but it's not working. What's going on?

A: When we receive an email about a promo code not working, we check it in our system. Usually the promo code isn't working because the person has selected a supplier business type and not a partner business type. Your promo code is only valid for partner businesses. It is not valid for industry suppliers and previous or current sponsors/exhibitors, including your internal team. The partner business types listed below are the only ones qualified to use the promo code.

Agent/Subagent
Cloud Services Provider
Consultant - End Customer
Managed Security Provider
Managed Security Service Provider
Distributor/Technology Services Broker (formerly Master Agent)
Systems Integrator
VAR/Solution Provider
ISV/Application Developer

For any questions regarding the Partner Appreciation Campaign please reach out to
Ginette Andre at ginette.andre@informa.com.



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Q: What custom marketing materials are provided?

A: Channel Partners provides a custom landing page, email template, graphics for social media and email, a customizable video template, and pre-drafted copy for social media. All of these materials are delivered to you via email by **our partners at Feathr.co**. (Consider whitelisting the @feathr.co domain.)

Q: Can I make my own marketing assets for the show?

A: Of course you can! You are welcome to create your own marketing materials to invite partners to the event. Don't forget to add your custom promo code.

Q: What if I want to customize the templates you provide further?

A: If you want to create more customized social and email banners beyond what we provide, you can reach out to your Channel Partners marketing point-of-contact, Ginette Andre, at ginette.andre@informa.com. She will provide you with blank templates your designer can use to create unique graphics and promote your promo code. We cannot provide further customization of the email or landing page.

Q: How long does the PAC campaign run?

A: PAC usually runs for 15-20 weeks before the event, giving you plenty of time to market your participation at the show!

Q: When does my promo code expire?

A: Your promo code expires on Friday, September 13 at 11:59 p.m. ET. Be sure to remind your partners to register by this date to take advantage of this offer. **No exceptions can be made.**

Q: What is the PAC competition?

A: This is an opportunity to win additional benefits for your involvement in the event! Your marketing POC will reach out regarding the rules, categories for winners, and potential prizes. Historically, prizes have included the list of leads who used your promo code, a Channel Futures TV interview, recognition on signage, and a social post.

Q: How do I know if I won?

A: You will be contacted throughout the campaign with updates on the current leaders of the competition. Around two weeks out from the event, you will hear your results.

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