



## Premier Partner Guide

**4Q -2010**

October 01, 2010 – December 31, 2010



Dear Canon imageCLASS Premier Partner:

As a Canon Premier Partner for imageCLASS Laser Multi-Function Printer and Copier products, there are a variety of programs that you can choose to participate in, to help you to increase your margins and to achieve your sales goals.

On the following pages, we will identify the opportunities we offer to our partners. The more you sell, the more you can earn through our Canon Premier Partner advantages.

For additional information on our programs and products, please log onto our website [www.imageclassresellers.com](http://www.imageclassresellers.com) or contact your assigned Canon Sales Specialist. A listing of our Canon Account Executives and the assigned territories are listed below:

Lucile Michel (Southern California)

Lmichel@cusa.canon.com

Chuck Imperato (Northeast)

Cimperato@cusa.canon.com

John Malko (West / Southwest / N. Calif)

Jmalko@cusa.canon.com

Stan Klin (Southeast, Wash. D.C.)

Sklin@cusa.canon.com

Heidi Andrews (East Midwest)

Handrews@cusa.canon.com

Jack Smead (TN, MS, FL)

Jsmead@cusa.canon.com

Mindy Chotiner (South/Central, TX, OK, LA, AR)

Mchotiner@cusa.canon.com

Scott Rice (West Midwest)

Srice@cusa.canon.com

In addition to an assigned Canon Sales Specialist, we offer the following toll-free number for technical assistance:

Pre/Post Sales Technical Support: 1.877.226.6697

\* When calling for pre/post sales support on imageCLASS laser products, you must provide the specific model number to the technical support person.



# CANON imageCLASS AUTHORIZED DISTRIBUTORS

## **CAROLINA WHOLESALE**

425 East Arrowhead  
Drive

Charlotte, NC 28213  
800.521.4600

[www.cwholesale.com](http://www.cwholesale.com)

## **D&H**

2525 North Seventh  
Street

P.O. Box 5967  
Harrisburg, PA 17110  
800.877.1200

[www.dandh.com](http://www.dandh.com)

## **EASTERN DISTRIBUTING**

97 McKee Drive  
Mahwah, NJ 07430

1-800-221-0153

[www.edist.com](http://www.edist.com)

## **Horizon USA**

1595 Meadow Wood  
Lane

Suite 1

Reno, NV 89502

800.325.1199

[www.horizonusa.com](http://www.horizonusa.com)

## **INGRAM MICRO**

1600 E. St. Andrew  
Place

Santa Ana, CA 92799  
800.456.8000

[www.ingrammicro.com](http://www.ingrammicro.com)

## **TECH DATA**

5350 Tech Data Drive  
Clearwater, FL 33760

800.237.8931

[www.techdata.com](http://www.techdata.com)

## **NUWORLD BUSINESS SYSTEMS**

13850-B Cerritos Corp.  
Drive

Cerritos, CA 90703

800.729.8320

[www.nuworldinc.com](http://www.nuworldinc.com)

## **WYNIT**

6847 Ellicott  
Drive

East Syracuse, NY  
13057

800.GOWYNIT

[www.wynit.com](http://www.wynit.com)

## **UNITED STATIONERS INC.**

One Parkway North Blvd.  
Suite 100

Deerfield, IL 60015-2559  
847.627.7000

[www.unitedstationers.com](http://www.unitedstationers.com)

## **S. P. RICHARDS COMPANY**

6300 Highlands  
Parkway

Smyrna, GA 30082  
877.319.1262

[www.sprichards.com](http://www.sprichards.com)

## **SYNNEX**

### **CORPORATION**

44201 Nobel Drive  
Fremont, CA 94538

1.800.456.4822

[www.synnex.com](http://www.synnex.com)

## **AZERTY**

13 Centre Drive  
Orchard Park, NY

14127

Tel: 716.662.0200

[www.azerty.com](http://www.azerty.com)



## PREMIER PARTNER REQUIREMENTS

- > Premier Partners must be pre-authorized by Canon Sales Specialists.
- > Once pre-authorized, complete the online resellers form [www.imageclassesellers.com](http://www.imageclassesellers.com).
- > Canon imageCLASS products must be purchase from Canon's imageCLASS authorized distributors to be eligible. Visit our website at [www.imageclassesellers.com](http://www.imageclassesellers.com) for the list of Authorized Distributors.
- > Purchases must be made within the calendar quarter with appropriate dates reflected on the distributor invoice.
- > Sell out units must be sold to the end users only.
- > Programs can only be claimed by resellers. Direct Marketers are not eligible for this program.
- > The Premier Partner Program is a Canon U.S.A. program. To maintain eligibility and qualify for benefits of this program, sales must be made in the United States and to end users only.
- > All programs and promotions may have additional terms and conditions that will apply.
- > Canon reserves the right to revise or discontinue this program at anytime without any notice.

## CANON PREMIER PARTNER ADVANTAGES

As a Premier Partner, you will have direct access to our programs and promotions. The Canon Premier Partner Program Advantages are identified on the following pages; you will find a detailed explanation of each program and offers along with any additional qualifications, terms and conditions.

## INSIDE PRE/POST SALES SUPPORT

Canon Information Technologies Services (CITS) has expert sales support personnel who can guide you through questions that arise during the sales process. The CITS staff will also provide technical support once sales are complete. This service ensures that your Sales Representatives receive the pre-sales and post technical support they need. The toll free pre/post sales technical support help line is 1.877.226.6697. Please provide the specific model number in order to obtain proper assistance.



## **imageCLASS RESELLER WEBSITE**

[www.imageclassresellers.com](http://www.imageclassresellers.com) is your one stop resource for all laser multi-function printers, copier products and marketing information. The following information can be found on our site:

### **\* Product Information**

- Product Images
- Spec Sheets
- Set up Sheets
- User Manual
- Product Updates
- Consumables
- Accessories
- Warranties and Extended Warranties (CarePAK)

### **\* Sales Tools**

- Pricing
- Sales Guide
- Comparison Information
- Press Releases
- Canon Financial Leasing Options

### **\* Marketing Programs**

- Instant Rebate
- Exclusive Instant Rebates** for Canon Premier Partners

### **\* Technical Information**

## **ASSIGNED CANON SALES SPECIALIST**

Your assigned Canon Sales Specialist will help you for all your business needs. We offer support for trade shows open houses, end user sales call.



### **QUARTERLY EMAIL BLAST**

Keeping our resellers informed of our current promotions and programs is important to us. In addition to posting information on our site, we will send you a quarterly email blast just to give you an update on upcoming new products, rebates, and etc.

### **PRODUCT LITERATURE**

You may order hard copies of our complete line of product brochures. All marketing materials are also available on our website and can be downloaded at your convenience.

### **SERVICE WARRANTY**

Canon's imageCLASS high quality products are backed with the best warranties in the industry. In addition, we also offer extended warranties (CarePAK) which are available through [www.carepak.canon.com](http://www.carepak.canon.com) or directly from Canon imageCLASS Authorized Distributors.

### **AUTHORIZED SERVICER**

A Canon imageCLASS Authorized Servicer Program is available. Please contact your Sales Specialist for details.

### **CANON imageCLASS PREMIER PARTNER PROGRAMS**

- Hardware & Cartridge Quarterly Performance Bonus Program
- Bid Pricing Program
- SPIFF Program
- Demo Program
- Cash Back Program



## **HARDWARE AND CARTRIDGE QUARTERLY PERFORMANCE BONUS PROGRAM**

Premier Partners are eligible to participate in Canon's Quarterly Performance Bonus Program. By achieving quarterly sales goals, Premier Partners can earn up to 10% bonus with a quarterly calendar commitment of \$60k for HARDWARE and 3% bonus for CARTRIDGES with a commitment of \$20k.

### **Requirements for HARDWARE QUARTERLY PERFORMANCE BONUS PROGRAM**

- Program starts October 01, 2010 to December 31, 2010.
- Premier Partners must be pre-authorized by a Canon Sales Specialist and have registered on [www.imageclassresellers.com](http://www.imageclassresellers.com).
- A quarterly minimum purchase is necessary.
- Hardware and Cartridge Quarterly Performance Bonus will be distributed based on POS data from Canon imageCLASS Authorized Distributors only.
- Resellers are required to purchase four units in total of any MF8450c, MF9150, MF9170, MF7460/70/80, MF8350Cdn, MF5880dn and MF5850dn to be eligible for HARDWARE Quarterly Performance Bonus Program.
- Purchases of qualifying products must be made from any of the Canon imageCLASS Authorized Distributors listed on [www.imageclassresellers.com](http://www.imageclassresellers.com).
- This program can be combined with all imageCLASS reseller programs.
- Canon imageCLASS refurbished machines and accessories are not included with this program.
- Please allow 4 to 8 weeks to process your Hardware Quarterly Performance Bonus.

### **Requirements for CARTRIDGE QUARTERLY PERFORMANCE BONUS PROGRAM**

- Program starts October 01, 2010 to December 31, 2010.
- Resellers must qualify for HARDWARE QUARTERLY PERFORMANCE BONUS PROGRAM to be eligible for CARTRIDGE QUARTERLY PERFORMANCE BONUS PROGRAM.
- A hardware sales minimum purchase is necessary.
- Canon imageCLASS refurbished machines and accessories are not included with this program.
- Purchases of qualifying products must be made from any of the Canon imageCLASS Authorized Distributors listed on [www.imageclassresellers.com](http://www.imageclassresellers.com).
- Please allow 4 to 8 weeks to process your Cartridge Quarterly Performance Bonus.

\* Product offerings are subject to change without notice.



## **BID PRICING PROGRAM**

This program will give you the chance to request bid pricing on any of the imageCLASS laser products. Bid requests should be sent to your Canon Sales Specialist who will be responsible for processing and responding to your request. Please contact your Canon Sales Specialist.

### **Requirements for this program:**

- Program starts October 01, 2010 to December 31, 2010.
- Canon reserves the right to offer or not to offer bid pricing, depending on the specific situation and opportunity.
- More information may be required before Canon can consider your request for bid pricing, including but not limited to: information pertaining to customer name, product, quantity, source, and time frame.
- Canon Premier Partners will be given 30 days after the end of this program to submit their claim form.

## **SPIFF PROGRAM**

The SPIFF Program is designed to offer reseller sales personnel the opportunity to receive SPIFF payments directly from Canon U.S.A. Inc. for selling eligible imageCLASS products that have been invoiced and shipped during the program promotional period. The current participating models are the Canon imageCLASS MF9170, MF9150, MF8450, MF7400 series, MF8050Cn, D1180/70 and the MF5800dn series.

### **Requirements for this program:**

- Program October 01, 2010 to December 31, 2010.
- Purchases of qualifying products must be made from any Canon imageCLASS Authorized Distributors listed on [www.imageclassresellers.com](http://www.imageclassresellers.com).
- Reseller must complete the claim form and email to [imageCLASS@acbcoop.com](mailto:imageCLASS@acbcoop.com) or mail to Canon ImageCLASS 1610 Century Center Parkway Suite 104 Memphis, TN 38134 together with a copy of Canon imageCLASS authorized distributor invoice and a customer invoice.
- Canon Premier Partners will be given 30 days after the end of this program to submit their claim form.
- This program can be combined with other programs except "Demo Program".
- Please allow 4 to 8 weeks to process your payment.



## DEMO PROGRAM

The Demo Program provides resellers the opportunity to purchase laser products at special prices. Your Canon Sales Specialist will speak with you to determine the most appropriate product to purchase. The eligible demo products are MF8450, MF9170, MF9150, MF7400 series, D1170/80, MF8350Cdn, MF8050Cn and MF5800 series.

### Requirements for this program:

- Program starts October 01, 2010 to December 31, 2010.
- The demo program is limited to one unit each per model until December 31, 2010.
- This program is limited to the eligible distributors on hand inventory; backorders will not be eligible for program.
- Reseller must complete the claim form and email to [imageCLASS@acbcoop.com](mailto:imageCLASS@acbcoop.com) or mail to Canon ImageCLASS 1610 Century Center Parkway Suite 104 Memphis, TN 38134 together with a copy of Canon imageCLASS authorized distributor invoice.
- Upon reseller's sale of the demo product, the balance of the warranty will be transferred to the first purchaser.
- Please see Demo form for eligible products and discount offers.
- Demo Machines purchased through this program must be used for demonstration purposes only.
- Resellers will be given 30 days after the end of this program to submit their claim form.
- This program cannot be combined with any other programs except "Quarterly Performance Bonus".

## CASH BACK PROGRAM

The Cash Back Bonus Program will give resellers the opportunity to get cash back based on qualifying products without any minimum purchase. The more you sell the more cash back you will receive.

### Requirements for this program:

- Program starts October 01, 2010 to December 31, 2010.
- Resellers must purchase from Canon imageCLASS Authorized Distributors between October 01, 2010 to December 31, 2010.
- Canon imageCLASS resellers must purchase from Canon imageCLASS Authorized Distributors only.
- Reseller must complete the claim form and email to [imageCLASS@acbcoop.com](mailto:imageCLASS@acbcoop.com) or mail to Canon ImageCLASS 1610 Century Center Parkway Suite 104 Memphis, TN 38134 together with a copy of Canon imageCLASS authorized distributor invoice and a customer invoice.
- Canon Premier Partners will be given 30 days after the end of this program to submit their claim form.
- Eligible products are MF9170, MF9150, MF7400 series, MF8050Cn and MF5800 series.
- This program can be combined with other programs except "Demo Program".
- Please allow 6 to 8 weeks to process your payment.

