Market Development Fund (MDF) application.

Market Development Funds is defined as funding that is made available by Ingram Micro vendors to be passed-through Ingram Micro on a case-by-case basis for sponsorship of reseller events and activities.

MDF can be utilised to pay for a full range of activities including catalogue advertising, training, promotional programs, events, direct mail, telemarketing, and various other reseller specific marketing programs directed at end users.

Legendary.

INGRAM MICRO ®

Market Development Fund (MDF) application

INGRAM MICRO®

Step 1 – Submit Request for MDF to Ingram Micro

PLEASE PROVIDE THE FOLLOWING INFORMATION:

Company name: _____ Ingram Micro Account #: _____

Contact name: _____ Job title: _____

Address: _____ Suburb: _____

State: _____ Postcode: _____ Phone: _____

Fax: _____ E-mail address: _____

Details of activity:

Activity name:_____

☐ Catalogue   ☐ Training   ☐ Promotional items   ☐ Conference

☐ Fax campaign   ☐ Newsletter   ☐ Demo equipment   ☐ Trade show

☐ Direct mail   ☐ Telemarketing   ☐ Other _____

Industry focus (IE EDUCATION): _____ Proposed date of activity: _____

Total MDF requested: $ _____(ex GST) Total cost of activity: $ _____(ex GST) Anticipated sales growth: $_____(ex GST)

Which vendors will be promoted through this activity (PLEASE TICK):

☐ Microsoft   ☐ HP   ☐ IBM   ☐ VERITAS   ☐ Toshiba   ☐ Intel

☐ 3Com   ☐ Seagate   ☐ Networks Associates ☐ ACT!   ☐ Samsung   ☐ Iomega

☐ Maxtor   ☐ ASUS   ☐ Extreme Networks   ☐ Other _____

Objectives: _____

_____

_____

Step 2 – Proposal Approval

On acceptance of your proposal you will receive written notice of approval from Ingram Micro as well as an individual marketing job number. The approval process will take a minimum of 5 working days. Please email marketing@ingrammicro.com.au for updates on approvals.

Step 3 – Reimbursement (proof of expense)

The following items must be submitted no later than 30 days after the marketing activity is complete:
- Invoice referencing the marketing job number, detailed activity description and activity date(s)
- Proof of performance including copies of supplier invoices and artwork
- Information on sales growth resulting from the marketing activity.

I have read and understand the requirements above: PLEASE SIGN AND DATE X _____

Please fax to 02 9701 4823, Attention: Ingram Micro, Marketing Department or email to marketing@ingrammicro.com.au

FOR OFFICE USE ONLY

Job number: _____ Contact name:_____ Phone: _____

Signed: _____ Date: _____

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