



Acer
VAR
Partner
Program
Overview
Australia



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Acer VAR Partner Program

Welcome to the Acer VAR Partner program!

The objective of this program is to formally recognise those partners whose support and commitment has seen Acer grow to #3 in Australia*. With your business in mind, we have developed a program designed to provide you with the support you need to grow your Acer business partnership.

As an Acer VAR Partner you will receive access to the very best in supply chain excellence, ground-breaking e-business solutions, training, demand generation programs, and a chance to form an important part in the success of Australia's fastest growing brand*. The program offers your business appropriate support and incentives to help you and your sales force sell in a competitive market, including discounts on units for demonstration, rebates, and access to a wealth of Acer resources.

The Acer VAR Program is tailored to support those partners targeting the fastest growing segment of the market – the Small Business/Medium Enterprise (SMB/SME) market. While the benefits of this program can be applied into other segments, the SMB/SME market represents the largest growth opportunities for Acer and our partners.

Classifying this SMB/SME market segment as any business from 20 seats to 500 seats, we find a market of our 3 million businesses, with continuously growing IT hardware needs, as well as a genuine requirement for ongoing IT services.

Partnering with Acer and your preferred Distributor has never been easier. With the introduction of our AcerLink e-business portal in 2003, Acer has set a precedent for frictionless multi-tier e-commerce. AcerLink allows you to view the latest product, marketing, and supply chain information from Acer, while integrating pricing and promotions from your preferred Distributor.

In addition to the above benefits, Acer recognises the importance of keeping up-to-date in this fast-paced industry, all of our Acer VAR Partners will have access to our Acer Channel Forum, other channel events such as our regular Acer Café technology briefings and server and storage industry updates, as well as our Acer e-Academy online training program.



*Q2 2008 IDC report, #3 PC Vendor in Australia with 13.1% share.

Eligibility

To qualify for the Acer VAR Partner program, your business must be able to deliver sales of a minimum of \$65,000 in Acer product quarterly. In addition, at least 1 sales representative from your team must participate in Acer e-Academy training in each product category and support and attend Acer events.

Benefits

Business Support

Acer VAR Partner Accreditation

Becoming an authorised Acer Partner will help convey to your customers and potential customers that your organisation offers them a superior level of professionalism and service. Your image will be supported with Acer authorisation certificates, stickers and promotional material to reflect this status. We encourage you to use the Acer Partner naming in your branding efforts.

Rebate

Quarterly sales target rebate that directly improves your company's bottom-line profitability. Aggregated quarterly results from all nominated distributors and paid directly by Acer. Refer to the Acer VAR Program Application form for detail information on rebate structure.

Sales Support

Distributor sales support & access to Acer Channel Manager

As always, a high level of sales support will continue to be provided by your Distributor's sales team. In addition to this, Acer Channel Managers will provide further support by paying visits, increasing the Acer mind-share among your salespeople and providing business development advice and sales assistance.

AcerLink

Acer's unique AcerLink e-business portal is an online B2B2B2C order processing facility for Channel Partners, with functionality and improved user efficiency for your sales and purchasing departments/staff. AcerLink allows you to easily configure products to your customer's needs. It's unique Build Your Own (BYO) process streamlines and speeds up the end to end process. Refer to the attached AcerLink QuickStart Guide for more information on this powerful tool.

Demo Voucher Program – Acer VAR Partner

Eligibility for six (6) vouchers each of which gives a discount of 15% off your standard ("COMMERCIAL") buy price for systems purchased for internal use or demonstration purposes. These systems must be kept by the dealer for a set minimum period from purchase or until after the product has been phased out. These demo vouchers are serialised for you and your preferred Distributor, and these serial numbers must be quoted at time of order.

Pre-sales support

Our Enterprise Solutions Group can set-up and test Altos solution packages in the Acer Solution Centre facility for testing and demonstrating your total solution to your potential customer (requires advanced preparation).

Special pricing on large opportunities

Acer provides special pricing assistance to partners prospecting and quoting Acer systems for business opportunities of defined quantity and commitment. Special pricing can be facilitated through Special Project Pricing (SPP). Contact your preferred Acer Distributor for more information.

Marketing Support Tools

Authorised Use of Acer Logo & Acer Web Banner

Acer VAR Partners can benefit from the growing brand equity of Acer in their promotional activities, e.g. for print advertisements, online banners, outdoor advertising, press releases, etc. Associating your company with Acer's visible and consistent brand image will help improve the perceptions of your own company as a reputable supplier, thereby helping you to improve the equity in your own brand also. Partners wishing to take advantage of this benefit must formally agree to and use the Acer brand according to Acer's Visual Identity Guidelines in order to ensure that all material has a professional and consistent look. Please refer to the section on Acer Logo Usage and complete and return to Acer the application form in the Appendix of this document.

Additional Marketing Support

Based on an agreed marketing plan, Acer VAR Partners can enjoy additional, case-by-case marketing support from Acer and your preferred Distributor.

Communication & Training

AcerConnect Weekly

Acer provides regular communication updates for dealers on new products and programs via AcerConnect Weekly. Stay abreast of the latest developments with this informative weekly e-publication.

Acer e-Academy

Acer offers sales and technical training to help our dealers confidently sell all of the Acer product range. This is especially useful when selling the Altos server and storage solutions. All training is on line and there are rewards for course completion.

Access to AVP for Acer National Call Centre 1300 723 926

Acer's Call Centre is a great source for you and your customers, with service representatives technically trained to answer questions on Acer product, repair services and repair centre locations, and ensuring any technical services required by your customer are provided to a very high standard.

“Clicks and Mortar” Business Growth Programs

The Acer “Clicks and Mortar” sales strategy symbolises the flexible channel sales model Acer has implemented to leverage the best that modern supply chain has to offer: “Clicks” representing a robust set of online sales tools for our partners and the end user community to view product, marketing, pricing, promotion and supply chain information; and “Mortar” representing real-world fulfilment through a channel of committed and skilled business partners such as yourselves.

Through our “Clicks and Mortar” business programs, Acer provides a number of powerful tools for committed partners such as yourselves to grow your Acer business, increase visibility of your branding, and even increase sales of your peripheral products lines and technical services.

Acer Buyer’s Guide

Acer develops and distributes a Bi-monthly catalogue of promotional products known as “Acer Buyers Guide.” These promotional models are reflected in the Acer Buyers Guide catalogue shown on the AcerLink web-site. As an Acer VAR Partner, you are able to leverage the success of this program. In addition , Acer Price Guarantee Program , will ensure that on a dedicated range of models , Acer will be very competitive in assisting you win business.

Customised Acer Buyers Guide

For every edition of the Acer Buyers Guide, you have the option of ordering a version of this successful catalogue that has been overprinted with your business contact details only. This can be used to market to your local community, as a direct mail piece, or as an in-store marketing and sales tool.

Acer Dealer Locator

In recognition of your status as an Acer VAR Partner, your business details will be added to Acer’s Dealer Locator tool on our public web-site. Acer Dealer Locator allows end user customers to locate the Acer Dealer closest to them, with the expertise they require. Your listing on the Acer Dealer Locator tells customers that your business is a valued part of the Acer sales channel, and recognises and appreciates your commitment to growing the Acer brand in Australia.

Guidelines for Usage of the Acer Logo & Acer Product Images

Introduction

These Guidelines have been specially designed to protect the integrity of Acer's brand and corporate image. Usage of the Acer logo and/or product images, by any of its authorised channels, representatives, or business partners, implies full compliance with all the conditions stipulated below.

Acer shall not, under any circumstances, be liable for any special or consequential damages or any other damages whatsoever, whether in an action in contract or tort, arising directly or indirectly from or in connection with the use of the Acer logo or any of its product images.

The Acer name and logo embody our corporate identity and set us apart from our competitors, and hence there is a need for us to protect them as real assets. Acer product photographs are the exclusive properties of Acer Inc and its subsidiaries.

To legally protect Acer's exclusive right to use its name and logo, as well as its product photographs, we need to use them properly in all commercial and/or marketing materials and activities.

Permission to use the Acer name and logo, as well as the Acer product model names and photographs, is given to Acer's authorised channels and strategic partners, subject to Guidelines/Terms & Conditions indicated in this document.

Prior Approval

A draft layout/proposal of the advertising, merchandising material, presentation or display material, which contains the Acer name, logo, or Acer product photograph/s, should always be submitted to Acer's Marketing Communications Department for review and approval, prior to final printing, production, or release.

Images of Acer Products

The correct product/model name of the Acer product should always be indicated with its corresponding photograph. Acer product photographs should not be modified or changed.

The Acer Logo

The Acer Logo is the foundation of our Visual Identity System. It must never be redrawn or modified. It should be used consistently - following the Acer Corporate Identity (CI) guidelines and as further defined in this section.

Required Format

The Acer logo should appear only in a horizontal format, never in a vertical format.



Illustration A: Acer Logo

Minimum Size

To ensure readability and reproduction quality, the Acer logo cannot be smaller than the minimum size shown below.



Illustration B: Minimum size of Acer logo

Staging Requirements

The Acer logo should always be highly visible. When other graphic elements are present, make sure they do not interfere with the Acer logo's visual impact.

The minimum staging area assures that nothing will interfere with the presentation of the logo. There must be a clear space - free of type, embellishments or any other graphic elements. Calculating 30% of the height of the letter 'a' derives the minimum staging area specification.



Illustration C: Acer's logo: minimum staging area

Acer Corporate Colours, Supplementary Colours, Colour Usage, & Backgrounds

In all applications, the Logo can be reproduced only in the colours mentioned below.

White

The Logo can appear REVERSED white out of any colour within the Acer Colour System as long as sufficient contrast is maintained (see examples below).

The Acer logo can be reproduced only in these corporate colours or in the supplementary colours indicated below. These colours can be reproduced using the Pantone Matching System (PMS) or with four-colour printing using CMYK proportions shown here. Whenever possible, use the standard green.

* Pantone is a registered trademark of Pantone, Inc.

Corporate Colours

Acer Green - PMS 329 (C100 Y60 K45)

Supplementary Colours

Gold / PMS 872

Silver / PMS 877

Black / PANTONE PROCESS BLACK (K100)

Cool Grey / PMS 9 (K65)

Background

You may place the Logo on an image background (photographs, illustrations and textures) as long as the image is manipulated to create sufficient contrast to the Logo (Example: see Illustration D) while maintaining the Logo's minimum staging area.



Illustration D: Logo use on background

The Acer logo can also appear in reverse white against any background colour, as long as sufficient contrast is maintained (see Illustration D above).

When using special treatments like embossing/debossing, foil stamping, and so on, care must be taken so that the logo remains highly visible.

Logo Use on Patterns

The Acer Logo may be placed on a pattern as long as there is clear contrast between the pattern background and the logo (Example: see Illustration E below). Any of the colours defined in the corporate identity (CI) or visual identity (VI) guidelines are allowed for the pattern background. For more information on patterns, refer to Acer Imagery Patterns



Illustration E: Logo on Patterns

Legal Considerations

The following guidelines should be followed whenever the Acer name or logo is used in advertising, publications, signage, displays and any other collateral:

1. When used with the name of an Acer product, "Acer" is to be used solely as an adjective, preceding the name of the product. The font to be used should be the same font used in the rest of the text, never in logotype. All Acer products should be listed after the Acer name.

Example 1:

An Acer Computer
(Trademark) (Product name)

Example 2:

The Acer TravelMate 7100
(Trademark) (Model/Product name)

2. When the Acer name is used in text, it should be used in normal font type or in the same font type as the rest of the text, never in logotype. The Acer name should be clearly marked or separated from the text around it. This can be done in a variety of ways: setting Acer in bold or placing it in quotations; or simply by writing the name "Acer" with a capital "A" followed by lowercase letters. No other format is acceptable.
3. A registration symbol "®" should be placed next to the Acer logo to clearly identify the exclusive rights of Acer Inc. These exclusive rights should be indicated in the disclaimer to be incorporated in the marketing material (see Disclaimer 1 for wording).
4. If the Acer logo appears with other manufacturer's trademarks, put a disclaimer to distinguish Acer from the other manufacturer/s (see Disclaimer 2 for recommended wording).

Guideline Disclaimer

Disclaimer 1:

The Acer name and the Acer logo are registered trademarks of Acer, inc. Other company's product names are used herein for identification purposes only, and are trademarks of their respective companies.

Disclaimer 2:

The Acer logotype is a registered trademark of Acer Inc.

Acer Marketing Communications Contacts

For clarification on any of the items indicated in this document, please contact:

Acer Marketing Communications Department
Telephone: (02) 8762 3000
Facsimile: (02) 9764 2958

APPENDIX 1:

Acer Logo Usage Agreement

Usage of the Acer name, logo, and product model names as well as photographs are subject to the Terms & Conditions indicated below.

Terms & Conditions for Proper Usage of the Acer Name, Logo, Product & Model Names & Product Images

Acer shall not, under any circumstances, be liable for any special or consequential damages or any other damages whatsoever, whether in an action in contract or tort, arising directly or indirectly from or in connection with the use of the Acer logo or any of its product photographs.

A draft layout/proposal of the advertising/merchandising material or presentation should always be submitted to Acer Marketing Communications Department, for review and approval, prior to final printing or release.

The following legal text should be included on each and every instance where the Acer name, logo, and product images are published:

Acer and the Acer logo are registered trademarks and Acer product/model names are trademarks of Acer Inc. Acer product/brand names are trademarks and registered trademarks of Acer Inc. Acer corporate and product photos are the property of Acer Inc.

The Acer Name and Logo

Please see guidelines and staging requirements on page 11. Strict compliance is a requirement for use.

Photographs of Acer products

The correct product/model name of the Acer product should always be indicated with its corresponding photograph. Acer product photographs should not be modified or changed.

Acer product/brand names are:

- Acer TravelMate - notebook PCs;
- AcerPower & Acer Veriton - commercial desktop PCs;
- Acer Aspire - home multimedia PCs;
- Acer Altos - servers.

Please fill in and sign below, and fax back this whole page to (02) 9764 2958.

I agree to abide with the above Guidelines/Terms and Conditions.

Name:..... Company Name:.....

Position:.....

Signature:..... Date:.....

Authorised Representative