



Authorized Reseller Program Guide Book

revision 12/05/2012

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TabletKiosk Authorized Reseller Program Guide

Section I

TabletKiosk and the Reseller Channel



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Program Overview

The TabletKiosk Authorized Reseller Program is designed to provide training, marketing and sales support to resellers that carry the TabletKiosk family of products and accessories. Our goal is to provide our resellers with the best tools and training materials to increase sales of TabletKiosk products.

The newly revamped TabletKiosk Authorized Reseller Program features two distinct benefit levels to fully meet the needs of our various channel partners' business models. TabletKiosk resellers meeting the criteria outlined below are eligible for many benefits, including pre-qualified leads, sales training, volume incentives and marketing support.

In an effort to grow our exposure in the channel, we strive to assist and mentor our new resellers to help them achieve a great understanding of TabletKiosk products to ultimately increase their business to move up to Gold Partnership level.

To assist you in your selling endeavors, we've put together a comprehensive package that we hope will be useful to you and help fuel your sales of TabletKiosk products. As always, we welcome your feedback on the materials included and please feel free to contact TabletKiosk directly with any questions. We are here to help you win business and grow sales!

	TABLETKIOSK AUTHORIZED RESELLER	
	Silver Partner	Gold Partner
Pre-Qualified leads	✓	✓
Partner Newsletter (Monthly)	✓	✓
Partner Portal on website	✓	✓
Competitive Analysis	✓	✓
Access to White Papers and Case Studies	✓	✓
Sales Presentation Templates	✓	✓
TabletKiosk Authorized Reseller Logo usage	✓	✓
NFR (Discounted) units for demonstration and evaluation (1per year)	✓	✓
Free Sales and Product Training	✓	✓
Tech Support / Consultation	✓	✓
Listed and linked as "Where to Purchase" on TabletKiosk Website		✓
Volume Incentive Rebates for qualified deals		✓
Development of Solution Oriented Case Studies and White Papers		✓

Highlights of Becoming a TabletKiosk Gold Reseller Partner

- ☑ A direct link on the “Where to Buy” section of www.tabletkiosk.com
- ☑ (Note that these are not blind sales leads that will require intensive hand holding.
- ☑ They are real customers who are ready to make a purchase)
- ☑ Company logo featured on TabletKiosk website
- ☑ Immediate Sales Opportunity for incremental \$\$
- ☑ Competitive Sales Margins
- ☑ Development of Solution Oriented Case Studies and White Papers
- ☑ Volume Incentive Rebates for qualified deals
- ☑ Marketing and PR Campaigns
- ☑ Free Sales Training and Assistance
- ☑ Free tablet for demonstration after selling the first 10 tablets (limit one free tablet per reseller – free tablet is one time only)



TabletKiosk's Commitment to the Distribution Channel

TabletKiosk is committed to developing its Distribution Channel, and as such, we highly recommend that all TabletKiosk Resellers purchase their inventory through our distribution partners:



Seneca
7401 Round Pond Road
Syracuse, New York 13212
800-227-3432

Seneca, based in Syracuse, NY, is a premier U.S.-based custom system manufacturer and value-added technology distributor with over 30 years of experience. TabletKiosk selected Seneca to distribute our products because of their complete understanding and commitment to the Tablet PC form factor as well as their outstanding value-added services for resellers and software developers throughout the US.



NewWave Technologies
4635 Wedgewood Blvd.
Frederick, MD 21703
800-536-5222

NewWave Technologies, Inc., based in Frederick, MD, is a nationally recognized distributor of document imaging, automated data storage, and CD/DVD duplication products and services. NewWave markets its products and services exclusively to value-added resellers, system integrators, and service bureaus throughout North America.



M-S Cash Drawer
2085 E. Foothill Blvd.
Pasadena, CA 91107
800-544-1749

M-S Cash Drawer, based in Pasadena, CA, is a leading manufacturer of cash drawers and a distributor of touch screen, point of sale, barcode, and card technology equipment. TabletKiosk selected M-S Cash Drawer to distribute our products based on their expertise in the Point of Sale and AIDC markets as well as their commitment to offering value added services to resellers and software developers in North America.



Filbitron
178 Torbay Markham, ON
L3R 1G6, Canada
905-477-0450

Filbitron, based in Markham, ON was founded in 1982 to provide innovative computer and Tablet PC solutions to the North American marketplace. TabletKiosk selected Filbitron to distribute our products due to their dedication and knowledge of the Tablet PC platform.

Benefits of Purchasing through the Distribution Channel

- Financing programs and credit terms
- Timely product delivery
- Increase overall margins
- Move up in the partner program
- Pre-Sales support
- Deal registration



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Section II

Not for Resale Products



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Demonstration (NFR) Units

The Best Way to Sell a TabletKiosk Tablet PC is to put it in the customers' hands

TabletKiosk offers many of its products as **Not for Resale (NFR)** enabling partners to cost-effectively demonstrate the value of TabletKiosk solutions to their clients

As a TabletKiosk Authorized Reseller, we strongly encourage you to own **at least one Not-For-Resale (NFR)** tablet to use for demonstrations and customer calls.

- ☑ Based on our own sales successes through the years, we've demonstrated clearly that in-person meetings which incorporate live product demonstrations consistently yield the best results. For this reason, we strongly encourage our resellers to also own product for demonstration purposes (sold to at a greatly discounted price), so that they may realize similar success.
- ☑ Because TabletKiosk is fully committed to sell through the VAR channel, our sales successes are directly dependent on our reseller's understanding of the versatility of our tablets. Without having your own equipment to work with, this can be difficult to communicate.
- ☑ Our research shows that our most successful sales presentations incorporate an in-person demonstration which shows the applicable software solution running on one of our tablets. By owning and fully understanding the demonstration equipment, you can become a much stronger product evangelist to gain a better understanding of our commitment to quality.
- ☑ Having sample units readily available for your customers to evaluate fulfills a strategic step in the TabletKiosk sales cycle.

Please see the next page for current NFR pricing for TabletKiosk Authorized Resellers.





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Section III

Deal Registration



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TabletKiosk Deal Registration

Registering deals is important because it provides TabletKiosk with pipeline information about deals in progress so that we can better ensure product availability for our reseller partners. Register your deals with TabletKiosk to obtain Account Exclusivity, potential for Volume Incentive Rebates or discounts and Product Allocation preference.

We want to help you in any way that we can to win the deal including helping you create a competitive bid, trial and pilot programs, pre-sale support, etc. Partners benefit from account exclusive sales support, opportunities for volume pricing and overall assistance from our sales and tech teams to assist in closing the deal.

Benefits include:

- Increased chance to win the sale
- Assistance from the TabletKiosk sales team to help close the deal
- Early pre-sales and engineering support
- Project based Volume Incentive Discounts (must meet pre-approved deal volume)

How does it work?

- Register an account opportunity using the form in this kit. The form includes the name of the account, size of the deal, deployment dates, etc.
- We are in the process of setting up a TabletKiosk Partner Portal for web registration. Until the Web Portal goes live, please e-mail the TabletKiosk Deal Registration form to: dealregistration@tabletkiosk.com or print it out and fax it to 310-782-1205.

Submitting a deal for the TabletKiosk Deal Registration program does not mean that the reseller will automatically receive discounted pricing. It also does not mean that the registered reseller will receive exclusive support from TabletKiosk. Rather, the register reseller will receive preferential support over any other resellers that may be bidding on the same project.

TabletKiosk Deal Registration Rules of Engagement

- ☑ Eligibility – The deal Registration Program is limited to TabletKiosk Authorized Resellers in the United States and Canada.
- ☑ Opportunities are registered on a first come, first serve basis using the TabletKiosk registration email (dealregistration@tabletkiosk.com) or the TabletKiosk Partner Portal.
- ☑ Only one registration per opportunity will be accepted. Opportunities cannot be combined.
- ☑ Registered opportunities will typically be accepted or rejected within 48 hours.
- ☑ The opportunity registration window is 90 days. If the opportunity is still open at the conclusion of the 90 days, the deal must be re-registered.
- ☑ If a discount is offered, it is only valid for the opportunity registered. Special pricing may not be carried over to another opportunity that is not registered.
- ☑ Once an opportunity is registered and approved, a TabletKiosk sales representative will be assigned to assist the partner through the entire sales cycle to help increase the possibility of success.

Similarly, a TabletKiosk sales representative may bring a potential deal to partners and would expect to work together in the same way.

Deal Loyalty

Once an opportunity is registered, to the extent possible, we will either win or lose the deal together as business partners. Our resellers should agree to the same adage. If TabletKiosk brings an opportunity to a reseller, the reseller agrees to not introduce a competitive solution into the deal under any circumstances. If the reseller chooses to bid a competitive product, TabletKiosk reserves the right to support other resellers involved in this opportunity.

Pricing

By registering an opportunity, TabletKiosk sales representatives agree to refrain from engaging the end – customer in pricing and/or business terms discussions. The TabletKiosk representative can and should give advice and counsel, based on their competitive and industry knowledge, but all pricing discussions, quotes and other pricing-related material must be delivered to the customer by the reseller.

TabletKiosk reserves the right to alter, delete or modify the program at any time, at its sole discretion. It does not affect a deal already registered and still in progress.

Deal Registration Page Holder

Deal Registration Page Holder



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Section IV

TabletKiosk Support Resources



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TabletKiosk Sales & Support Resources

The TabletKiosk Sales Team is readily available to assist you with the following:

- ☑ General consulting regarding the entire TabletKiosk product line-up
- ☑ Training and “Best Practices” for selling the TabletKiosk brand
- ☑ Introducing and explaining the TabletKiosk ecosystem of Business Smart™ accessories
- ☑ Prompt response to question(s)
- ☑ Making introductions to the other departments at TabletKiosk
- ☑ Onsite demonstration (depending on the size of the deal)
- ☑ Product Roadmap updates

The following tools will be available on our password-protected Reseller Portal: www.tabletkiosk.com/dealer

Updated Price Lists

Product Specification Sheets

Case Studies

White Papers

Authorized Reseller Logos

Shipping and Logistics Tools

Harmonized Tax Codes

International Shipping Information

Lithium Ion Battery Information

MSDS

In addition the following items are currently available on our company website: www.tabletkiosk.com

High Resolution Product Images

Demonstration Videos

User’s Discussion Forum

FAQs

Product User Guides, Quick Start Guides,
and Driver Downloads



TabletKiosk RMA Procedures and Policy

1. A Return Merchandise Authorization (RMA) number must be requested and received before shipping any merchandise to TabletKiosk for repair or refund. Each RMA number assigned is applicable only to the merchandise for which the request is made, and only for the specific incident for which it is intended. RMA numbers may not be re-used for future returns. The RMA number must appear clearly and legibly on the exterior of each and every return shipment addressed to:

TabletKiosk Repair
RMA # _____
2832 Columbia Street
Torrance, CA 90503

2. Items may not be returned without a valid, pre-assigned RMA number. Any merchandise returned to TabletKiosk without a valid RMA number may delay the return process to the customer and/or result in a refusal of package delivery to TabletKiosk.
3. TabletKiosk requires all customers to securely pack the items being returned to prevent possible damage during shipping. If possible please package the unit with its original packing materials. Otherwise, please pack the unit as securely as possible, and backup your data. **WE CANNOT BE HELD LIABLE FOR DAMAGE CAUSED DURING SHIPPING OR THE LOST OF ANY CUSTOMER DATA.** For computer systems to be repaired, unless specifically requested, please only return the unit itself, no peripherals (AC adapter, stylus... etc.) are required.
4. Customers should insure the shipment and use a carrier that can provide proof of delivery in case it is lost or stolen, as we are not liable for any damaged or lost goods.
5. TabletKiosk cannot accept C.O.D shipments. All shipping charges for RMA requests/returns are pre-paid by the customer.
6. For **Warranty repairs**, TabletKiosk will pay for Ground shipping back to the customer (No PO Box addresses will be accepted). If you wish to have it expedited, please request and provide payment for expedited shipping.

For **Non-Warranty repairs**, a \$75 charge (diagnostic fee) will be assessed. If further work is to be done, the fee will be applied towards the total cost of the repair.

A \$9.95 shipping and handling fee will be included for return shipping to the US (higher shipping rates apply for items shipped to Alaska, Hawaii and Canada).

7. For International RMAs, please request Form 3311, Return of American Products, which must be attached to the return shipment. The customer must pay all international duties, taxes and fees, if applicable.

(RMA procedures continued on next page)

TabletKiosk RMA Procedures and Policy

- 8.** All repair work is covered under the terms of the standard warranty (or extended warranty if purchased with the system) or for a period of 90 days from the date that the system was shipped back to the customer, whichever is longer. The repair warranty period does not apply to the entire system, nor any components not directly involved in the repair service.
- 9.** Any merchandise returned for service where no defective components are found may be charged a \$75 diagnostic fee plus return shipping and handling costs.
- 10.** A 15% restocking fee will be applied to all returns for refund. Shipping charges are non-refundable. No refunds after 15 days. Customer agrees that all returned products will be 100% complete, in re-saleable condition, and will include the original packaging materials, manuals, blank warranty cards and other accessories provided. If any component of the returned product is missing, TabletKiosk's Return Procedure will be breached and TabletKiosk may, in its sole and absolute discretion, reject the entire return or choose to impose additional charges against the customer for replacement of the missing component(s). This includes the main Tablet box, please write the RMA number on an exterior (shipping) box.



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Section V

Miscellaneous



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TabletKiosk Authorized Reseller Logos

We are pleased to announce the release of the new TabletKiosk Authorized Reseller Logos. These new TabletKiosk logos act as a symbol of our commitment to work cooperatively with you to deliver solutions that build customer value and drive results.

If your organization engages in selling and servicing TabletKiosk products (through the authorized distributor or direct with TabletKiosk), you can utilize the Reseller logo as a way to identify your organization's commitment to prospects and customers.

We encourage you to include either of these logos on your website.



TabletKiosk Authorized Reseller logo (stacked)



TabletKiosk Authorized Reseller logo (horizontal)

California e-Waste Fee Information

(Important information for Resellers located in California)

The **Electronic Waste Recycling Fee** is a fee imposed by the government of the state of California on new purchases of electronic products with video display screens. It is one of the key elements of the **Electronic Waste Recycling Act**.

The fee was established to help pay for the safe recycling of video display devices such as computer monitors and televisions, which contain hazardous materials. Revenues from the fee are used to reimburse a number of recycling centers, who in turn offer free recycling of e-waste to consumers and businesses.

To reduce burdensome paperwork for our resellers, TabletKiosk collects and submits the Electronic Waste Recycling fees for the California Board of Equalization for all products sold within the state of California.

Effective January 1, 2011, the cost of the eWaste fee is \$6 per computer. Sellers and manufacturers are subject to civil fines for failing to collect and remit the fee.

If you prefer to collect and submit the eWaste fees/paperwork on your own, please let your account manager know, and we will update our records accordingly. We ask that you provide documentation that you will be collecting the fees which we will keep on file.

For more information, please visit the state of California's Board of Equalization website at <http://www.boe.ca.gov/sptaxprog/ewaste.htm>.