

ACOEM Channel Partner Agreement

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ACOEM Channel Partner Program Guidelines and Benefits

Section 1: Succeeding through Excellent Partnerships and Technology

1.1 Safer communities start with smarter security. That's why we are bringing our state of the art threat detection technology to the places where safety matters most. Whether you're exploring downtown, learning in class, enjoying a concert, or hard at work – we know creating safe spaces for people to engage is crucial to maintaining flourishing communities. After 25 years of using our globally tried and true technology to protect the military, we want to partner with you to protect these everyday places that make up the communities we call home.

The Acoem ATD sensor is designed to work within your platform and the solution you create for your customer. By developing a simple API you can tie into any VMS, access control system or camera network. You'll give your customer the situational awareness needed to take immediate action in the most crucial situations, when seconds matter most.

Our Channel Partner Program is specifically designed to give you the ability to compete in any situation while holding significant margin potential. When you become a partner, you are our direct line to the end user and the most important part of our go-to-market strategy, and the overall success of our Threat Detection division. You will be provided with lead generation, marketing and sales support, a direct line of communication in our product development roadmap, and our 25+ years of experience in gunshot detection.

1.2 Partner Levels

Acoem is open to doing business with any company in the security industry including distributors, integrators, value-added resellers and complete solution providers. Our three levels of partnership are designed to reward our partners' investment in the sale of Acoem products.

Authorized Partner

This level is open to any company that is ready and willing to sell our threat detection sensor. This level is focused on partners new to our program and technology with minimal requirements, however you will still have access to basic benefits that will help you hit the ground running.

Silver Partner

Our Silver Partnership is focused on those partners offering complete solutions, on-site installation, first-line support and the ability to do demonstrations with demo equipment. As a Silver Partner you will receive added benefits above those given to Authorized Partners; such as increased margins. To qualify for this level you will have successfully completed training and are actively selling Acoem Threat Detection sensors.

Gold Partner

Our Gold Partnership is the premier level and is focused on partners who have shown exceptional business practice standards, which are measured by revenue, support and training goals. These partners have taken an active role in selling Acoem products in the most challenging end user scenarios.

Section 2: How does the partnership work and upgrading levels

2.1 The Channel Partner Program Levels

Authorized Partner

Becoming an Authorized Partner is a great place to begin unlocking the benefits of the Channel Partner Program. There are no revenue or training requirements at this level. Authorized partners must sign a Mutual Non-Disclosure Agreement.

Each partner and their current level will be evaluated and adjusted on a yearly basis.

Silver Partner- To move up to the Silver Partner level, the following requirements must be met:

- Exceed annual sales target of \$50,000 (MSRP)
- One team member must be certified on the Acoem Threat Detection sensor yearly.
- On-site installation, first-line support and the purchase of demo equipment.

Gold Partner- To move up to the Gold Partner level, the following requirements must be met:

- Exceed annual sales target of \$100,000 (MSRP)
- Two team members must be certified on the Acoem Threat Detection sensor yearly.
- Develop a joint sales and marketing plan with Acoem and a clear business commitment to opportunities.

As a partner of any level we are here to help you succeed, therefore Acoem will review the performance of all partners on a yearly basis, while providing updates on such performance and ways we can continue to add value and help each other succeed.

As with any partner program, discounts on Acoem products are commensurate with partnership level and sales volume.

*Upgrading to the next level is not automatic and is at the discretion of Acoem.

*All partners agree that they are responsible for the compliance of all their employees with the terms and provisions of the Acoem Channel Partner Program.

2.2 MSRP

Our MSRP (manufacturer's suggested retail price) is \$8,500 per sensor.

2.3 Project Pricing

Partners of all levels that identify larger projects may be entitled to sales engineering support, demonstration support and additional pricing assistance to help win the project.

2.4 Demo Equipment Program

Even with 25+ years of expertise and results, we understand that there will be customers that need to see the technology in action before they make a commitment. In the gunshot detection world, where competing technologies rarely fulfill the promises they make, being able to show your customer that our technology will do EXACTLY what we say it will do in a REAL WORLD environment greatly increases your chances at winning the business. This is why we offer our partners the opportunity to purchase demo equipment at a significant discount.

Demo units that are not intended for resale may be purchased.

- First not for resale/demo unit ordered may be purchased for \$3500, and includes your first certification.
- Each not for resale unit thereafter may be purchased at a 50% discount. There is a limit on quantity and is specific to your level of business.

2.5 Marketing Support

- Marketing videos
- Demo videos
- Webinars
- Product information
- Brochures
- Testimonials
- Promotions
- Case Studies
- Technical news
- Social media advertising
- And more...

2.6 Return Material Authorization (RMA)

Please complete one form per product to be returned and send a signed copy back to Acoem USA. We will then send you a RMA reference number.

Before returning your equipment, read and follow the instructions on the next page.

General information	
Company or organization name:	
Physical address:	
Contact name:	
Phone number:	
E-mail address:	
Product information	
Product designation:	
Serial number:	
Delivery order number:	
Purchase date:	
Detailed description of the problem (enclose pictures whenever possible)	

Name:		Customer signature
Title:		
Date:		
		<i>I accept the instructions part of this document</i>

Reserved area for Acoem USA

Allocated RMA number :	Value and designation of equipment to be returned (to be used on the Proforma invoice) :
Shipping mode: <input type="checkbox"/> Pick up <input type="checkbox"/> Ship to Shipping charge : <input type="checkbox"/> Customer <input type="checkbox"/> VIBRALIGN Forwarding agent to be used on the label :	Observations :

- The RMA number must be clearly written on the parcel and on all the enclosed documents. Any good sent without an RMA number will be refused.

- Enclose to the product parcel:
 - This RMA form.
 - A proforma Invoice mentioning :
 - Designation of the item.
 - Serial number of the item.
 - Quantity.
 - Value of the item.
 - The mention: "Return for repair".

- Describe the problem as precisely as you can. The returned products without any description or without noticeable default will be subject to a full test by our technicians and will be invoiced at the current hourly rate (except for Return and Repair services contracts).

- Please make sure the returned products have been tested on your side first. Any product subject to an investigation from our technicians will be invoiced at the current hourly rate (except for Return and Repair services contracts).

- All returned products should be correctly packed. It is recommended that you use the original package. Any product damaged during shipment will not be covered by the warranty.

- All taxes or other additional costs will be invoiced.

- For equipment under warranty, Acoem USA will decide at its convenience if the product will be repaired or exchanged. In case the warranty does not apply, Acoem USA will send a quotation for the diagnostic and repair of the faulty part. Unless agreed otherwise, Acoem USA will wait for the repair purchase order before performing the repair. If the goods should be returned without repair, the shipment as well as the diagnostic costs will be charged to the customer.

- Please make sure the equipment is free of all kinds of contamination.

- You must comply with the recommendations for shipment as stated in the RMA form (pickup or shipment to specified Forwarding Agent). Label the shipment using the following template:

Ship to : <insert the forwarding agent's address>	For the attention of : ACOEM USA 530G Southlake BLVD Richmond, VA 23236 Phone 804-201-9862
RMA number : <insert the RMA number>	