

# Protecting Together is Rewarding!

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Since we started our journey together, you have been enabled to protect your customers with the latest technologies, empowered to grow your revenue with proven security solutions and now you are rewarded for bringing up your business to the next level.

Partner Sales and Presales work together to protect your customers and now you both get your efforts rewarded by winning together.

## What?

Do business with Proofpoint and both SALES and PRESALES receive points that can be redeemed with a large variety of prizes.

- New Deal registration - 20 points each
- Deal Registration win - 20 points each

## Who?

This incentive is open to both Partner Sales and Presales to any Proofpoint Silver, Gold and Platinum partners in the Emerging Markets.

## When?

New Deal Registration: DR approved before December 31st 2020  
Deal Registration Win: Closing DR before March 31st 2021

## Prizes

There are 3 ways in which you can redeem your earned points\* for this incentive:

1. Personal Reward: A selection of prizes to choose from:

<p><b>Up to 30 points</b></p> <p>Prizes include:</p> <ul style="list-style-type: none"> <li>• Proofpoint branded Cap</li> <li>• Proofpoint branded T-shirt</li> <li>• Proofpoint branded wireless Desk Charger</li> <li>• Uber Eat voucher of \$30</li> </ul>	<p><b>31 - 90 points</b></p> <p>Prizes include:</p> <ul style="list-style-type: none"> <li>• Ticket for local theme park</li> <li>• Playstation/Xbox Game of own choice</li> <li>• Proofpoint Backpack</li> <li>• Powerbank</li> </ul>
<p><b>91 - 150 points</b></p> <p>Prizes include:</p> <ul style="list-style-type: none"> <li>• 'Dinner for two' Voucher</li> <li>• Carry-on Suitcase</li> <li>• Gaming Headset</li> <li>• 'Gift for you' box</li> </ul>	<p><b>151 - 180 points</b></p> <p>Prizes include:</p> <ul style="list-style-type: none"> <li>• E-Reader</li> <li>• Canon Powershot Camera</li> <li>• Kodak Smile Instant Digital Printer</li> <li>• Gaming Chair</li> </ul>
<p><b>181 - 210 points</b></p> <p>Prizes include:</p> <ul style="list-style-type: none"> <li>• Personalized Ray-Ban Sunglasses</li> <li>• Fitbit Versa Watch</li> <li>• 'Gift for you' box</li> <li>• Bose Wireless Headphones</li> </ul>	<p><b>211 - 240 points</b></p> <p>Prizes include:</p> <ul style="list-style-type: none"> <li>• Apple Airpods</li> <li>• Nintendo Switch Light</li> <li>• Electric Scooter</li> <li>• Sonos One speaker</li> </ul>

2. Party Pot: We will count all points earned by your company and you can choose how to spend these with your colleagues

3. Charity Donation

\* The maximum points you can earn during the incentive period is 240 points.

Please contact your local Channel Account Manager or Channel Marketing Manager for any further questions.

# Register Here

## How?

Here is how you earn Reward points:

- Deal registration creation above 1,000 seats: When a DR is approved by Proofpoint, both the Partner sales rep and the presales will earn **20 Reward points each**.
- If a DR is closed within the incentive timeline (Before March 31st) with a positive outcome (= win), both the Partner sales rep and the presales engineer who helped on the deal will also be rewarded with **20 Reward points each**.

Your Proofpoint Channel Account Manager and/or Channel Marketing Manager will contact you regularly to update you on the points you earn.

Register here and start today accumulating points!

[Register here](#)

## Terms & Conditions

- This program is available only to currently employed sales representatives deemed eligible by their employer. Your employer reserves the right to disqualify you from these incentives in its sole discretion. Please contact your manager for additional information.
- All deals must be registered in the Proofpoint Partner Portal (via the Deal Registration form) and approved in order to qualify and done so in accordance with the procedure as outlined under "How to Register a Deal". All Deal Registrations (DR) must be submitted and approved between July 6th and December 31st, 2020 to be eligible for the incentive.
- All Deal Registrations (DR) must be closed (=win) between July 6th 2020 and March 31st 2021 to be eligible for the incentive.
- The deal registration must be submitted with the campaign code in the Campaign field of Proofpoint Deal Registration form.  
Campaign code to be used for the Nordics and Benelux: [2020YR - CHANL/ENABL - EMEA/BNO - CP Local Incentive](#)  
Campaign code to be used for Meta: [2020YR - CHANL/ENABL - EMEA/MET - CP Local Incentive](#)
- Partner Sales-rep and presales representatives (reps) in selected countries can take part in this incentive. Both names need to be mentioned on the DR form at time of creation. The dedicated Proofpoint CAM will verify if the presales and sales-rep have been involved in the opportunity.
- Countries eligible for this incentive are the following: Norway, Sweden, Finland, Denmark, Netherlands, Belgium, UAE, KSA, Israel, Kuwait, Turkey, Egypt
- The Partner sales rep. and the pre-sales rep. who will work together on finding, creating and closing the Deal Registrations eligible for this incentive will each a reward of 20 points per approved DR above 1.000 seats.
- The Partner sales rep. and the pre-sales rep. will then each receive a reward of 20 points per closed DR, within the timeline of the incentive. The names of both the sales rep. and presales rep. need to be mentioned in the DR before approval of the DR.
- All reward points must be validated before 30th of April 2021. Points can be redeemed from the moment the first DR is approved, and therefore allocated to the Partner sales and presales representatives. Each individual can make the decision to keep collecting their personal rewarded points until they reach the level, they'd like to redeem a gift from, or start redeeming from a minimum of 20 points. The maximum total points that can be redeemed per individual over the entire period is 240 points.
- An overview of selected prices will be shared with each individual participating in the incentive. If a Sales-rep or presales would like to place an order they need to send an email to [rvandrunen@proofpoint.com](mailto:rvandrunen@proofpoint.com). Proofpoint will check if the reward is eligible and after confirmation a local agency will be in touch with the Sales-rep/presales to finalize and ship the order. Proofpoint will not see, nor get the personal details where the order is shipped to.
- Allocated Reward points cannot be substituted for money.
- Allocated Reward Points cannot be transferred to another individual inside or outside the company.
- For the purposes of this channel sales incentive, an opportunity will be deemed a "Net New Proofpoint Opportunity" if the opportunity involves a prospective end-user account that has not already been engaged by Proofpoint, either directly or with a partner. Also an opportunity for a DR created to an existing account as an add-on opportunity. This opportunity needs to be new for Proofpoint, and not already engaged by Proofpoint.
- Partner may register an opportunity that involves an existing Proofpoint customer, provided that the registration is for eligible Proofpoint products, and a sales cycle to buy those solutions has not already been engaged by Proofpoint, either directly or with another partner.
- Proofpoint reserves the right to modify or cancel this offer at any time without notice, including without limitation in the event any cap on funds available for these incentives are met.
- Proofpoint reserves the right to alter the eligible products or award value associated with this promotion at any time during the Promotional Period.
- Proofpoint reserves the right to qualify deal registration at its sole discretion according to eligibility requirements.
- Participants are subject to eligibility verification.
- By entering the promotion or receipt of any award, each Participant agrees to release and hold harmless Proofpoint and its subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and award suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the promotion or receipt or use or misuse of any award.
- IN NO EVENT SHALL PROOFPOINT BE LIABLE FOR INDIRECT, CONSEQUENTIAL, SPECIAL, PUNITIVE OR OTHER DAMAGES IN CONNECTION WITH THIS PROMOTION, NOR FOR ANY CLAIM BY A THIRD PARTY. Each Participant is responsible for the tax consequences associated with the receipt of the award.
- Proofpoint does not make any representations or assume any responsibility for any taxability of awards or additional withholdings from this program. The responsibility remains with the individual who attends the meeting. You will be solely liable for any tax or any other withholding liability arising out of your receipt of funds under these incentives.