

NewTek Value Added Reseller (VAR) Company Profile NewTek Products/Business Plan Qualifier and Application



This application is designed to obtain information about your company pursuant to joining the NewTek VAR program as a preferred reseller of NewTek products. This information is strictly confidential, and will be used only in the alliance between NewTek and your company. As an attachment, please also submit a copy of your current financial on company letterhead, a copy of your certificate of incorporation and any other relevant documents you deem appropriate, along with a picture of your brick and mortar store front.

I. General Information

Corporate

Full Company Name

Corporate Address

City

State

Zip Code

Telephone

Fax

E-Mail

Web Address

Are you a Corporation, Partnership, etc? Yes

No

Company Principals

Name

Title

Name

Title

Name

Title

Primary Contacts

Sales

Marketing

Service

Accounting

Total number of people on your staff?

Sales

Technical

Administrative

Do you have a service department?

Yes

No

Total number of service people?

If you answered "no", do you offer service through an independent contractor? If so, what is the name of the independent service contractor?

II. Business Information

What was your sales volume in 2009?

What was your top selling product in 2009?

Please describe your geographic territory.

Which of the following products do you currently represent?

Adobe	Apple	Global Streams	Canon-Video
Broadcast Pix	JVC	Panasonic	Sony
AVID	Discreet	Broadcast Pix	Boris
Soft Image	Autodesk	Electric Image	Strata
Maxon	Izware	E-Frontier	Hash
Zax Works	Other _____		

Are you currently one of the following Authorized Resellers/Dealers:

Infocus	Sanyo	Apple	BOXX
Compaq	Dell	IBM	Other _____

What markets comprise your selling profile, and what percentage (approx.) is each of your total sales:

Broadcast/Television _____	Educational _____	Streaming _____
Government _____	Public Access _____	Religious _____
Concerts/Events _____	Live Switching _____	Corporate _____
Event Video _____	Churches _____	Enterprise _____
Visual FX/Motion Graphics _____	Video Production _____	
On-line Post Production _____	Off-line Post Production _____	
Game Development _____	Print Graphics _____	
Independent Film _____	Architecture/Visualization _____	
Other _____		

How many live switching systems did your company sell in 2009?

Less than 4 5- 12 13 +

How many editing systems did your company sell in 2009?

Less than 4 5- 12 13 +

How many presentation systems did your company sell in 2009?

Less than 4 5- 12 13 +

Does your company have anyone capable of performing post and live production presentations?

Please specify name and qualifications _____

Does your company have contracts or contacts with free-lance editors who can demonstrate post and live production presentations? Who are they and what level of experience do they have?

How many web casting solutions did your company sell in 2009?

Less than 4

5- 12

13 +

Does your company have anyone capable of performing a stream or web cast?

Please specify name and qualifications _____

How often have you utilized free-lance or independent contract services? To what purpose (seminar, open house, sales close, consultation, etc.)?

How many 3D graphic/animation workstations did your company sell in 2009?

Less than 4

5- 12

13 +

Does your company have anyone capable of performing 3D modeling/animation?

Please specify name and qualifications _____

Does your company have contracts or contacts with free-lance contractors who can demonstrate 3D modeling/animation? Who are they and what level of experience do they have?

What types of support do you offer the customer?

On Site Technical

Product Training

Product Loaner Units

Newsletter

Consultation

Other _____

Technical Hotline

Maintenance

Seminars

Customer Service

III. NewTek Business Plan

What NewTek related marketing activities will/would you run in a year?

Seminars Open House Direct Mail

Other (Please Explain) _____

How will NewTek products be displayed and demonstrated? Please Explain.

How will purchasers of NewTek products be oriented to the products/ applications/ solutions?

Hands on Demo On-Line Demo Product Tutorial Literature
Consultation Other (Please Explain) _____

How will you train your staff to sell NewTek Products?

In-House Training On-Line Training Product Tutorial
NewTek Sponsored Training Contractor Other (Please Explain) _____

What platforms will you carry in your storefront?

Macintosh Windows

What NewTek products will you carry in your storefront?

TriCaster 3PLAY VT[5] SpeedEDIT 3D Arsenal LightWave

Do you currently stock product in your storefront?

Yes No

Personal

Name (print)

Title

Signature

Date

Submitting a NewTek VAR application does not guarantee approval. Thank you.

Please return this application, a copy of your current financial on company letterhead, a copy of your certificate of incorporation and any other relevant documents you deem appropriate, along with a picture of your brick and mortar store front to:

VAR Authorization Coordinator
NewTek, LP
5131 Beckwith Blvd.
San Antonio, TX 78249
210-370-8000
210-370-8002 fax