



ACER ALLIANCE VAR PROGRAM



ALLIANCE VAR

The Acer Alliance VAR Program was designed to help qualified VARs profit in today's competitive market. Qualified VARs and their reps can earn incentives on the following Acer products when they are purchased from Acer-approved distribution partners.

Program eligible products with Windows Pro OS (including custom configurations):

- TravelMate notebooks
- Swift notebooks
- Veriton desktops
- Enduro notebooks and tablets **(NEW)**
- Spin convertibles

Program Incentives:

- **VARs can earn a Volume Incentive Rebate (VIR) payout by a meeting an assigned quarterly sales growth goal attainment through the sales of program eligible products.**
 - Goals will be provided at the beginning of the quarter by your Acer Account Manager.
 - Acer will pay the volume incentive rebate directly to you on a quarterly basis and will be solely responsible for determining the amount based on its own sell-through data.
- **VAR sales reps can earn rewards for each of the program eligible products sold on a monthly basis through our rewards tool, Acer Rewards.**
 - Simply by registering at www.acerrewards.com, sales reps can start earning these rewards on a reloadable Acer Rewards Visa® Prepaid Card
 - Acer Rewards offers fast registration and real time account access provides claim status, submission history and reloadable card balance.
 - The easy and user friendly Acer Rewards portal allows you to submit claims online, view claim progress, see current promotions and learn more about Acer products and offerings.

Being an Acer Alliance Partner also provides exclusive benefits, including:

- Priority hotlines for inside sales plus service and support
- Increased discounts on demo systems for program eligible products
- Free custom collateral

- VARs must meet select criteria to qualify as an identified Acer Alliance VAR and be eligible for the Acer Alliance VAR Program. Please contact your Acer representative to confirm eligibility status.
- Contact your Acer representative for further information on VIR growth goals.
- VAR sales reps should register at www.acerrewards.com and login to the Acer Rewards portal for program details and to see a complete list of eligible products at any given time.
- Note: VARs are subject to removal from the Acer Alliance VAR Program if they do not show growth potential upon a period of review or have a reoccurring pattern of fraudulent claims entered into the Acer Rewards tool.

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