

**ORC**

Vantage

Joint Marketing Program

The Joint Marketing Program is designed to support Orc partners in proactively marketing Orc's advanced trading and brokerage solutions. The program demonstrates Orc's commitment to building a mutually beneficial relationship with its partners.

Joint Marketing Split

Partners are eligible to request financial contribution.

Marketing requirements:	Distribution Partner	Service Partner	Industry partner
Quarterly Marketing Planning	x	x	
Marketing Activities (per quarter)	2	1	

**Industry Partners may receive financial contribution, but there are no requirements for a quarterly activity*

The Joint Marketing Program is maintained and managed by Orc Partner Marketing Group. The financial contribution is available to cover qualifying expenses related to joint marketing activities with Orc. A typical reimbursement is 50% of the total cost of the

marketing activity. For all marketing activities including other companies' solutions, reimbursement adjustments will be made according to the portion of the marketing activity that is devoted to Orc's solutions.

Financial Contribution Utilization

The program requires that the Orc partner completes a two-step process:

- Applying for prior approval before the activity.
- Submitting a claim for reimbursement within 60 days of the activity.

Administration

The financial contribution is administered by Orc Partner Marketing Group.

Prior Approval Process

Orc's goal is to promote high-quality sales and marketing activities, driving increased sales and growth for our partners. To ensure this objective, prior approval must be granted by Orc for all activities.

Prior Approval Steps

1. Plan marketing activity.
2. Complete the on-line Prior Approval form. The form is available on the Orc partner portal.
3. Submit the Prior Approval form to your Orc Channel Manager along with applicable enclosures (such as artwork or sample promotional piece). This information must be submitted no later than 14 days before an event or activity is to occur. However, approximately 30 days notice of an event or activity is recommended to ensure the review process is completed in time.
4. Receive prior written approval and a Project Approval Number from Orc within one week.
5. Conduct marketing activity.
6. Your Channel Manager will contact you if the marketing activity is not approved.

Claim Process

Reimbursement requires that the activity is completed and that the claim form along with original invoices is submitted for payment. Partners have 30 days from the date of the activity to file a Claim form. The policy for processing claims is Net 30.

Claim Submission Steps

1. Complete the on-line Claim form. The form is available on the Orc partner portal.
2. Send the Claim form and the original invoices and other required documentation to the Channel Marketing Manager at the listed address. Please include the Project Approval Number assigned to you by Orc. This number is located on the signed Approval form.

Qualifying Activities

The following is a list of marketing activities that qualify for financial contribution. Prior approval is required for all activities. Descriptions and documentation requirements for each activity are detailed on the following pages.

Qualifying Activities:

- Print advertising in trade journals and newspapers
- Direct mail pieces

Art & Copy Requirements

The Orc logo must appear on all program collateral including advertisements and direct mail. All Orc solutions and products must be identified with the appropriate trademarks. See also Orc Graphical Guidelines.

Orc Graphical Guidelines

The Graphical Guidelines can be found on the Orc partner portal. Partners must comply with all usage guidelines in order to receive prior approval and reimbursement.

- Partner-developed literature
- Seminars
- Trade shows
- Promotional materials

Any activity, function, or item that does not fall within the above guidelines requires special prior approval from the Channel Manager based on the submission of a business plan. The amount of reimbursement, if approved, is at Orc's discretion.

Qualifying Activities >>

Print Advertising

Description

Advertising in trade journals, catalogs, and daily/weekly newspapers qualifies for market development funds. In addition to the partner information, the advertisements must feature Orc solutions and contain the appropriate partner and Orc logos.

Qualifying Expenses

- Production charges
- Net space charges
- Color charges

Non-Qualifying Expenses

- Advertising which does not include Orc solutions
- Discounts and rebates offered as part of the promotion
- Ads containing competitive solutions
- Rush charges

Required Information Needed with

Prior Approval Submission

- Completed Prior Approval form
- Proposed ad copy and mock-up of graphics
- Ad placement dates
- Orc logo
- Correct usage of trademarks
- Name of publication
- Itemized costs

Requirements/Documents Needed for Reimbursement

- Completed Claim form
- Copy of signed Prior Approval form
- Original tear sheet indicating name and date of publication
- Itemized publisher's invoice with date, size, rate, and total cost for the ad
- Itemized production and design invoice

Direct Mail

Description

Partner developed direct mail pieces that are lead and response generated campaigns.

Qualifying Expenses

- Production charges
- Color charges
- Printing and production costs
- Postage
- List rental

Non-Qualifying Expenses

- Mail pieces containing competitive solutions
- Rush charges for artwork
- Rebates

Required Information Needed with Prior Approval Submission

- Completed Prior Approval form
- Proposed direct mail piece and mock-up of graphics
- Targeted audience
- Orc logo displayed
- Correct usage of trademarks
- Quantity
- Itemized costs

Requirements/Documents Needed for Reimbursement

- Completed Claim form
- Copy of signed Prior Approval form

- Completed, original direct mail piece
- Itemized invoice for design, printing, and/or production
- Postal invoice with quantities mailed and pricing per piece
- Follow-up report detailing number of responses and response rate

Partner-developed Literature

Description

Partner-developed literature that includes solutions and the appropriate logos.

Qualifying Expenses

- Design and production charges
- Printing costs
- Color charges

Non-Qualifying Expenses

- Literature containing competing solutions

Required Information Needed with Submission

- Completed Prior Approval form
- Proposed literature piece and mock-up of graphics
- Orc logo
- Correct usage of trademarks
- Quantity
- Itemized costs

Requirements/Documents Needed for Reimbursement

- Completed Claim form
- Copy of signed Prior Approval form
- The completed literature piece
- Itemized production and design
- Itemized printing invoice

Seminars

Description

Participation in, or creation of, an end-user seminar conducted for the purpose of selling Orc solutions in conjunction with the partner's complementary solutions.

Qualifying Expenses

- Room rental
- A/V costs
- Non-alcoholic refreshments
- Give aways
- Invitations and postage
- Telemarketing
- Advertisement of event

Non-Qualifying Expenses

- Related travel expenses
- Related entertainment expenses
- Attendance only with no participation

Required Information Needed with Prior Approval Submission

- Completed Prior Approval form
- Description of target audience
- Estimated audience attendance
- Seminar agenda
- Copy or mock-up of seminar invitation
- Itemized costs

Requirements/Documents Needed for Reimbursement

- Completed claim form
- Copy of signed Prior Approval form
- Copy of seminar invitation

- Itemized receipts
- Itemized production and design invoice for invitation
- Report of number of attendees and projected revenue

Trade Shows

Description

Participation in a trade show where Orc solutions are featured along with the partner's solutions and value-added services.

Qualifying Expenses

- Booth rental costs
- Set-up costs (electrical, drayage, carpeting)
- Promotional materials

Non-Qualifying Expenses

- Related entertainment expenses
- Related travel expenses
- Attendance only with no participation

Required Information Needed with Prior Approval Submission

- Completed Prior Approval form
- Description of target audience
- Description of solutions being displayed
- Itemized costs

Requirements/Documents Needed for Reimbursement

- Completed Claim form
- Copy of signed Prior Approval form
- Photograph of booth showing the Orc display and logo
- Itemized invoices with show dates and cost breakdown
- Report on number of attendees, number of leads, and projected revenue from leads

Promotional Items

Description

Items intended as giveaways at end-user event such as trade shows and seminars.

Qualifying Expenses

- Cost of giveaways
- Cost of logo production
- Cost of artwork development

Non-Qualifying Expenses

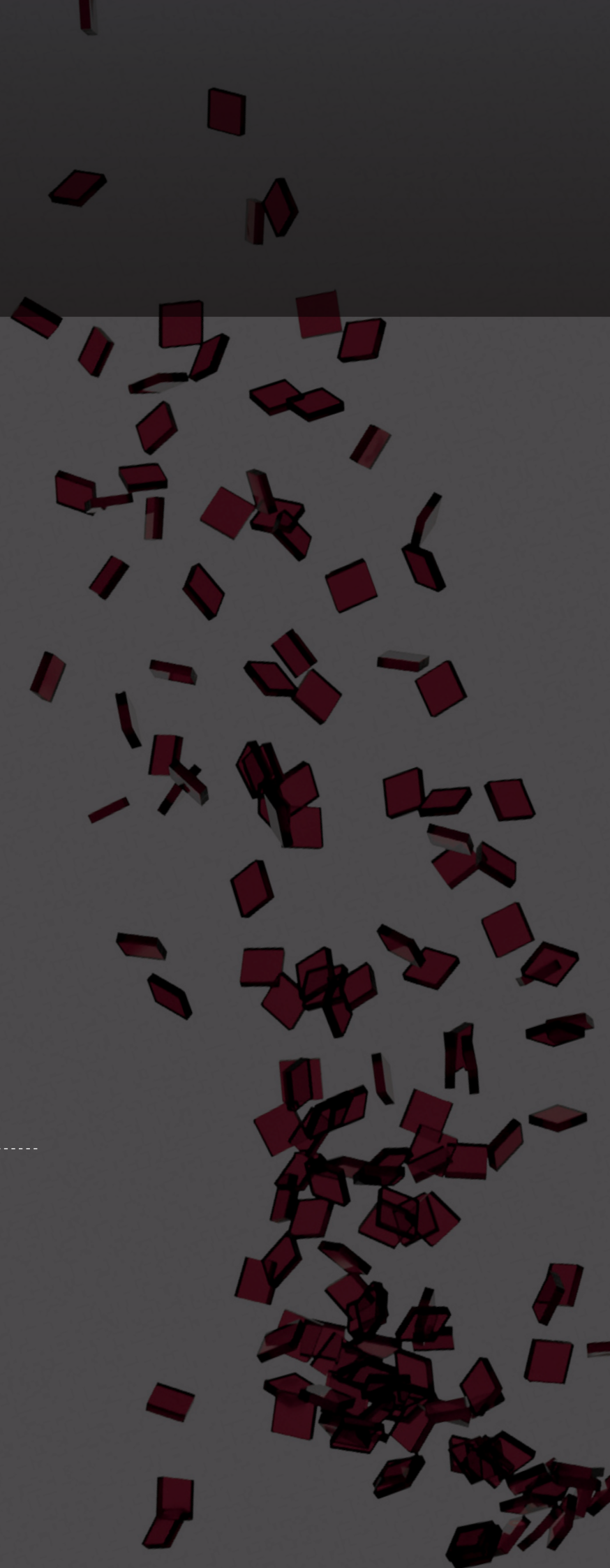
- Gifts for distribution to employees or for internal use

Required Information Needed with Prior Approval Submission

- Completed Prior Approval Form
- Description or mock-up of giveaways
- Company logo
- Quantity
- Itemized costs

Requirements/Documents Needed for Reimbursement

- Completed claim form
- Copy of signed Prior Approval form
- Photo or sample of final item
- Itemized receipts
- Itemized production and design invoice



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