

2022

MICRODRONES AUTHORIZED
DISTRIBUTOR PROGRAM



OVERALL PURPOSE

To expand the global presence of Microdrones by multiplying the strength of marketing, sales and support functions through a network of survey equipment and software distributors.

Such distributors have expertise in serving the needs of geospatial experts within their territories and regions. Microdrones helps these distributors to offer the latest in drone lidar, drone photogrammetry and drone inspection/detection applications, while distributors help Microdrones connect with their network of established and trusted end users.

It's a win for all, with a full end-to-end business solution for the distributor and technology solution for the end user.

The Microdrones Authorized Distributor Program is meant for survey equipment and software distributors who:

- Want to offer their customers the latest in geomatics technology, equipment and software.
- Want to stand out as thought leaders and technology leaders, in helping their customers to do the same.
- Are committed to constant improvement, customer support that goes above and beyond, and smart marketing that not only generates leads but positions distributors and users as subject matter experts.
- Will demonstrate loyalty to the Microdrones brand and commit their professional drone surveying sales opportunities to Microdrones integrated systems.



OBJECTIVES

- Create a well educated sales force, built on the strength of existing distributor end user relationships in the surveying community.
- Expand an established global marketing presence, leveraging the strength of distributor marketing efforts and relationships to help tell the great stories of this new technology, deploying the full marketing mix of global and local contemporary marketing methods.
- Efficiently cultivate, nourish and develop sales opportunities from initial lead generation through constant distributor sales growth.
- Co-develop distributor and manufacturer marketing messages and co-branding that is beneficial for the distributor and Microdrones.

OVERALL REQUIREMENTS

To participate in the Microdrones Authorized Distributor Program, the distributor must have completed a Microdrones distributor agreement and remain a distributor in good standing, complying with all distributor requirements. Program requirements are captured in that agreement.

CO-OP MARKETING: HOW IT WORKS



ONGOING

Distributor accrues co-op market funds on a monthly basis at a rate of 2% of Microdrones sales, must match at 50% to claim credits against this fund.

SPECIAL OPPORTUNITIES

throughout the year coincide with webinars and new product launches to earn additional bonus market funds to help incentivize the field adoption of new technologies.

CO-OP MARKETING FUND

Co-Op Marketing Split	Example Ad Cost	Microdrones Share	Distributor Share
50/50	\$1,000	\$500	\$500

- Initiatives developed in cooperation with the Microdrones Marketing Team must be pre-approved for reimbursement.
- Initiatives developed without the Microdrones Marketing Team must be submitted for pre-approval or no co-op fund credits will be applied.
- Only brands to appear in an approvable communication will be the distributor and Microdrones... ads or content must never reference any drone survey equipment, workflow or software other than Microdrones. All creative messages and content must be pre-approved for reimbursement.
- All materials must adhere to brand standards of Microdrones.
- Distributor will invoice Microdrones for the correct amount of their claim, along with all backup documentation including paid invoices/receipts, proof of performance, and pre-approval emails.
- All accrued funds are "use it or lose it" before end of the year. December accruals transfer to the following year marketing fund accruals.
- Distributor must be current on all payments due to Microdrones before marketing fund will be issued.

PROOF OF PERFORMANCE

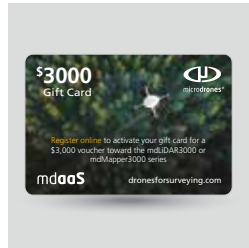
Within 30 days of completing payment in full for a marketing initiative, distributor must submit an invoice to Microdrones for the appropriate amount, as well as documentation, including:

- A valid paid invoice and documentation (ie photos, samples) of acceptable fund usage to the Microdrones Authorized Distributor Program: mad@microdrones.com.
- When emailing, please include or reference the pre-approved program, ad or initiative that you worked out with your Microdrones Sales Manager and Regional Microdrones Marketing Director.
- All claims must be provided to Microdrones no later than December 15th. Funds accrued in December roll over to the following year. Funds accrued January-November are forfeited if not claimed successfully by December 15th.
- The distributor will receive payment within 3-5 weeks following submission of a completed reimbursement claim to Microdrones.

TYPES OF MARKETING INITIATIVES THAT THE MICRODRONES SALES AND MARKETING TEAM CAN CO-DEVELOP WITH YOU



Geo Targeted Local Search Engine Marketing



Geo Targeted Local Post-card/Gift Card Direct Mail



Email Marketing



Turnkey Marketing Approach to reach your customer base



Event Marketing Support



Distributor Showroom Display Support



Distributor "mdTV" showroom display



Vehicle Branding Support



Printed Product Literature



Co-Branded Microdrones
Basic Micro Site



Co-Branded Microdrones
Event Displays



Co-Branded Educational
Webinars Featuring Key
Distributor Personnel



Co-Branded Podcasts
Featuring Key Distributor
Personnel



Distributor Catalog
Support



Distributor Sales Flyer/
Brochure Support



Microdrones Apparel



Microdrones
Promotional Items

WE MAKE IT EASY FOR YOU, AND WE HELP YOU TO BE
MORE EFFECTIVE!
