



Approved Funding Activity Guide

Program Year
2022 - 2023





Develop and Market your Plugin Integrations with Q-SYS

As a member of the Q-SYS Technology Partner Program, you are entitled to a full range of solution development and co-marketing benefits. It's our way of helping you make the very most of your Q-SYS integration!

Through the Technology Partner Program, you will have access to solution development services including Integration Scoping, Plugin Certification/Verification, and more. When your Q-SYS Certified or Ready plugin is released you can tap into a full suite of Q-SYS approved co-marketing activities and materials to help you drive awareness and promote the benefits of your solution and Q-SYS integration.

Leverage the power of the Q-SYS brand

By investing in the Technology Partner Program, you are tapping into the full power of the Q-SYS Partner Ecosystem. The purpose is to ensure every step of your journey—from integration development, to launch and co-marketing initiatives, to ongoing support—is executed efficiently and effectively.

The Technology Partner Program

is built on the pillars of **innovation, collaboration, and acceleration**. We bring this same principled approach to our approved funding activities.

INNOVATION

The cornerstone of the Technology Partner Program is innovation. We will support you in maximizing the functionality of your Q-SYS integration(s) to yield the highest possible value for our mutual end users.

COLLABORATION

From the initial Q-SYS integration scope to post-release co-marketing initiatives, our Q-SYS team will collaborate closely with you to make the most of your investment.

ACCELERATION

Through leveraging our internal Q-SYS team, and our accredited Q-SYS Developers, we will accelerate your integration development efforts and expand your go-to-market reach.



Spending Your Funds

As part of your \$4800 annual Technology Partner Program fee, you receive an annual allowance of \$2400 to allocate towards Solution Development or Marketing Development.

Solution Development

If your Q-SYS integration is in the development stage, you can allocate your \$2400 to help fund integration development or additional Scoping/Certification/Verification services that exceed that which is included within the annual program fee.

Marketing Development

When you're ready to start promoting your Q-SYS integration, you can allocate your \$2400 towards approved co-marketing activities as outlined in this guide.

Submission Process

Whether you want to focus on solution development or marketing, follow these easy steps to receive access to available funds:

Any Program Member eligibility for a benefit under the Program that is not used during an applicable Subscription Term will not roll over to any future Subscription Term including the use of Program Badges, use of Q-SYS's Integration review and test services, use of Q-SYS's scoping services, and reimbursement of certain authorized expenditures for solution development and marketing development activities. Reimbursements for authorized expenditures under this Program Guide shall be made in accordance with the policies, procedures, terms and conditions established by Q-SYS for such reimbursements.

- 1 Choose Solution Development or Marketing Development**
You can choose Solution Development or Marketing Development based on your organization's needs and where you are in the solution development process.
- 2 Create Statement of Work**
Complete a Statement of Work (SOW), including the stated activity, objectives, and desired outcome. Upload the SOW in the Technology Partner Hub.
- 3 Conduct Activity and Submit Claim with Proof of Performance**
Complete the activity and include any required supporting materials. Upload this information including the relevant Proof of Performance for your activity.
- 4 Receive Reimbursement**
We will review your claim and Proof of Performance to ensure it's eligible for reimbursement. If eligible, we will reimburse you for the activity.





Solution Development

The following are the Q-SYS approved activities for allocating available funds for Solution Development:

| ACTIVITY | DESCRIPTION | INFORMATION REQUIRED |
|---|--|---|
| Q-SYS Plugin Development | Allocate up to the full amount of your available funds towards hiring an accredited Q-SYS Developer for plugin development. | <ul style="list-style-type: none">• Name of Plugin Integration• Copy of paid invoice from accredited Q-SYS Developer• Requested SDF amount (Up to \$2400) |
| Q-SYS Plugin Scoping Services | Additional Q-SYS Scoping Services beyond the two included within your annual program fee. Each additional Scoping Service will require \$1000 in available funds. | <ul style="list-style-type: none">• Name of Plugin Integration |
| Q-SYS Certified Plugin Certifications / Recertifications | Additional Q-SYS Certified Plugin Certifications / Recertifications beyond the two included within your annual program fee. Each additional Certification / Recertification will respectively require \$1000 / \$500 in available funds. | <ul style="list-style-type: none">• Name of Plugin Integration• Publish date (if Recertification) |
| Q-SYS Ready Plugin Verifications / Reverifications | Additional Q-SYS Ready Plugin Verifications / Reverifications beyond the two included within your annual program fee. Each additional Verification / Reverification will respectively require \$500 / \$250 in available funds. | <ul style="list-style-type: none">• Name of Plugin Integration• Publish date (if Reverification) |

Services Covered by Your Annual Program Fee
Two instances of these services are included as standard in your Technology Partner Program membership.



Marketing Development

Why Consider Co-Marketing?

Co-marketing can help you amplify your marketing efforts through our full suite of sales and marketing programs. By tapping into our marketing expertise, production capacity, and brand power, you can market your Q-SYS integration to help generate new sales opportunities.

Effective Marketing Materials

We have a team of experienced marketing experts and agency partners who can ensure that your marketing efforts are tactical, focused, and effective. We offer a suite of Q-SYS approved marketing materials and templates that can be easily adapted to your brand and used to promote your Q-SYS integration. If you have limited access to marketing, design, and content creation resources, you can submit a request for support from our external agency partner.

Develop Ongoing Collaborative Relationships

By participating in co-marketing activities, you can also build a closer relationship with the Q-SYS team. You'll work closely with Q-SYS and our agency partners to produce your co-marketing materials.





Co-Marketing Sample Materials

From creating an email marketing campaign to branded wearable merchandise, our co-marketing templates help your team produce professional marketing materials quickly and easily.

To help you envision what co-marketing materials might look like, we have provided a selection of approved marketing assets for reference.

For a complete overview of approved Technology Partner Program badge usage, please refer to the Badge Usage Guide here.

POWERPOINT



EMAIL BLAST



PRINT AD



CASE STUDY



MERCHANDISE





Your Guide to Co-Marketing

This guide outlines the co-marketing activities that are eligible for Marketing Development funding. Each activity is grouped into broad categories to make it easier to develop your marketing plan. Every co-marketing activity includes a summary of the activity, objectives, and requirements to claim reimbursement. To submit a co-marketing activity for funding, follow the process outlined in this guide, under **Spending your funds**.

Get agency support for your marketing

Need support in producing marketing materials? Request the assistance of our trusted marketing agency. They can help you choose the right marketing materials to promote your Q-SYS integration and tailor them to your needs.

Note: This is not an exhaustive list. If you'd like to work on another co-marketing activity together, please let us know by sending an email to tpp@qsc.com and we will do our best to accommodate you.





Content Marketing



Collateral



Email Marketing Campaign Content



Case Studies



Videos



Articles





CONTENT MARKETING

COLLATERAL



COLLATERAL


A selection of marketing materials, sales documents, and product information that will support your team across a range of sales and customer acquisition opportunities, including trade shows, sales meetings, webinars, and many other sales opportunities, both online and offline. These materials can outline the benefits and technical features of your solution and Q-SYS integration, supporting sales efforts and providing information to end-users.

| ACTIVITY | OBJECTIVE | PROOF OF PERFORMANCE |
|--------------------------|--|---|
| Powerpoint Presentations | Sales and Lead Generation <ul style="list-style-type: none">Enhance meetings and events with a presentation that clearly summarizes your solution’s features and benefits, with a focus on your Q-SYS integration. | <ul style="list-style-type: none">Final PowerPoint file |
| Datasheets | Product Information <ul style="list-style-type: none">Provide potential customers with an up-to-date datasheet of your solution’s technical specifications and Q-SYS integration functionality. | <ul style="list-style-type: none">Final PDF file of Datasheet |
| White Papers | Thought Leadership and Lead Generation <ul style="list-style-type: none">Educate your potential customers on the challenges they can overcome with your solution and Q-SYS integration. Can be gated, requiring contact information to view—generating new sales leads. | <ul style="list-style-type: none">Final PDF file of White Paper |
| Brochure | Product Information <ul style="list-style-type: none">Create a co-branded brochure to provide comprehensive information on your solution and Q-SYS integration. The brochure can be handed out at sales events, sent digitally to potential customers, and made accessible via the web. | <ul style="list-style-type: none">Final PDF file of Brochure |



CONTENT MARKETING

EMAIL MARKETING CAMPAIGN CONTENT



| <div></div> <div><h3>EMAIL MARKETING CAMPAIGN CONTENT</h3><p>A selection of email marketing tools that will support your team in creating an effective email marketing campaign to drive sales and create customer acquisition opportunities.</p></div> | ACTIVITY | OBJECTIVE | PROOF OF PERFORMANCE |
|--|-----------------------|---|---|
| | Email Campaign | Lead Generation and Product Information <ul style="list-style-type: none">Contact customers at scale with a series of emails introducing the benefits of your solution and Q-SYS integration. | <ul style="list-style-type: none">Screenshot of email sent and report of email performance (including metrics such as open rate and click-through rate) |
| | Landing Page Template | Lead Generation and Product Information <ul style="list-style-type: none">Direct customers to a dedicated landing page where they can learn more about the power of your solution and Q-SYS integration. | <ul style="list-style-type: none">Screenshot of landing page and share URL |



CONTENT MARKETING

CASE STUDIES


ARTICLES

| | ACTIVITY | OBJECTIVE | PROOF OF PERFORMANCE |
|--|----------------------------|---|---|
| <div><h2>CASE STUDIES</h2><p>Demonstrate why your solution and Q-SYS integration can solve a particular challenge in your audience’s industry. Conduct a detailed analysis of how your solution is being utilized by one of our mutual customers outlining how your solution and Q-SYS integration enabled them to achieve their objectives, solve existing challenges, and deliver tangible benefits, focusing on real-life results.</p></div> | Case Study Template | Product Information and Thought Leadership <ul style="list-style-type: none">Put your solution and Q-SYS integration into context by showing how a customer is using it effectively, demonstrating the benefit of your solution through real-life results. | <ul style="list-style-type: none">PDF file of Case Study |
| <div><h2>ARTICLES</h2><p>Communicate the benefits of your solution and Q-SYS integration in greater detail with a dedicated article for posting online or featuring in a publication. We recommend articles should follow a problem > action > result format, and provide new insights and information to your target audience.</p></div> | Article Creation | Thought Leadership and Product Information <ul style="list-style-type: none">Inform and educate your potential customers with a bespoke article introducing your solution and Q-SYS integration and corresponding features and benefits. | <ul style="list-style-type: none">Final PDF file of completed article |



CONTENT MARKETING

VIDEOS

| | ACTIVITY | OBJECTIVE | PROOF OF PERFORMANCE |
|---|--------------------------------|---|--|
| <div><h3>VIDEOS</h3><p>Create a branded video to convey the features and benefits of your solution and Q-SYS integration. Video can be a versatile tool to support other marketing efforts—including landing pages, sales presentations, events, and social media.</p></div> | Video (Partner-Centric) | Sales and Product Information <ul style="list-style-type: none">• Create a video highlighting the specific features and benefits of your solution and Q-SYS integration. Use the Q-SYS brand and Q-SYS team testimonials to create authenticity and trust. | <ul style="list-style-type: none">• Final video file and link to video (if hosted online), including details on where it will be shown |



Creative and Advertising



Advertising



Social Media




Digital Photography Assets



Graphic Design




| | ACTIVITY | OBJECTIVE | PROOF OF PERFORMANCE |
|--|--|--|--|
| <div>  <h2>ADVERTISING</h2> <p>Publish co-branded advertising across print and digital media to raise awareness and interest in your solution and Q-SYS integration.</p> </div> | Co-Branded Print Ad Template - Full page version | Brand Awareness and Product Information <ul style="list-style-type: none"> Create a full-page print ad for your solution, featuring your Q-SYS integration. Reach your target audience through placement in industry publications. | <ul style="list-style-type: none"> Final PDF file of artwork for advertisement and a screenshot or image of the final ad in its publication |
| | Co-Branded Print Ad Template - Half page version | Brand Awareness and Product Information <ul style="list-style-type: none"> Create a half-page print ad for your solution, featuring your Q-SYS integration. Reach your target audience through placement in industry publications. | <ul style="list-style-type: none"> Final PDF file of artwork for advertisement and a screenshot or image of the final ad in its publication |
| | Digital Ad Templates | Sales and Lead Generation <ul style="list-style-type: none"> Create a variety of ads to be used across digital marketing channels, directing users to your landing page. | <ul style="list-style-type: none"> Final PDF file of artwork for advertisement and a screenshot of digital ad online with timestamp |





CREATIVE AND ADVERTISING

SOCIAL MEDIA

| <div><h3>SOCIAL MEDIA</h3><p>Build a following for your brand and market your solution and Q-SYS integration through organic or paid social media ads. Target a specific audience on social media and build a following, or use paid ads to direct them to your website or landing page.</p></div> | ACTIVITY | OBJECTIVE | PROOF OF PERFORMANCE |
|---|-----------|--|---|
| | Facebook | Brand Awareness and Lead Generation <ul style="list-style-type: none">Reach an enthusiastic audience through targeted social media posts that engage your audience and promote your solution. | <ul style="list-style-type: none">Image of final artwork and screenshot of post |
| | Instagram | Brand Awareness and Lead Generation <ul style="list-style-type: none">Engage a more casual audience through engaging social media imagery and posts that enhance brand awareness. | <ul style="list-style-type: none">Image of final artwork and screenshot of post |
| | LinkedIn | Brand Awareness and Lead Generation <ul style="list-style-type: none">Target your professional audience through informative or sales-focused social media posts. Effective when used alongside content marketing efforts. | <ul style="list-style-type: none">Image of final artwork and screenshot of post |



CREATIVE AND ADVERTISING

| | ACTIVITY | OBJECTIVE | PROOF OF PERFORMANCE |
|---|------------------------------|--|--|
| <div><h2>DIGITAL PHOTOGRAPHY ASSETS</h2><p>Source digital photography image assets for your solution’s marketing materials. Use these images across your marketing and promotional materials, including brochures and digital ads to showcase your hardware or software alongside Q-SYS through lifestyle imagery.</p></div> | Digital Images | Brand Awareness <ul style="list-style-type: none">Choose from a selection of images that can be used to feature your solution and Q-SYS integration. | <ul style="list-style-type: none">Final PDF file of digital images |
| <div><h2>GRAPHIC DESIGN</h2><p>Create digital banners and images to market your solution as Q-SYS Ready or Q-SYS Certified on your website and sales landing pages. Use the recognition of the Q-SYS brand to increase awareness and interest.</p></div> | Website Page Banner Template | Product Information <ul style="list-style-type: none">Create a website banner to let your audience know that you’ve invested in a Q-SYS Certified or Ready integration. | <ul style="list-style-type: none">Final PDF file of artwork for advertisement and a screenshot of web page banner online |



Events



Events (Customer Owned)



Sponsorships/Third-Party Event



Event Promotion/Invitations



Webinars





EVENTS

EVENTS (CUSTOMER OWNED)



EVENTS (CUSTOMER OWNED)

Launch your own event to promote your solution and Q-SYS integration, allowing you to interact face-to-face with customers and generate new sales leads and brand awareness. Events are large-scale, targeted sales opportunities—allowing your organization to demonstrate your solution, distribute sales collateral, and capture information for follow-up communications.



| ACTIVITY | OBJECTIVE | PROOF OF PERFORMANCE |
|---|--|---|
| Co-Branded Pull-Up (Retractable) Banner | Brand Awareness <ul style="list-style-type: none">Create a large, reusable event banner to attract attendees' attention and inform them about your solution. | <ul style="list-style-type: none">Picture of banner at event |
| Co-Branded Tabletop Sign Template | Brand Awareness <ul style="list-style-type: none">Create a reusable tabletop sign to attract attendees' attention and inform them about the benefits of your Q-SYS Ready or Q-SYS Certified integration. | <ul style="list-style-type: none">Picture of sign at event |
| Giveaway Promotion | Data Capture and Lead Generation <ul style="list-style-type: none">Gather event attendee contact details and expand your email list with a giveaway, promoted through postcard-sized handouts and an online user journey. | <ul style="list-style-type: none">Final PDF file of page design, plus report of overall engagement statistics—including pageviews and entries |
| Training Session Handout | Product Information and Lead Generation <ul style="list-style-type: none">Invite attendees to attend a training session with postcard-sized handouts. | <ul style="list-style-type: none">Final PDF file of card design |
| Merchandise | Brand Awareness <ul style="list-style-type: none">Give attendees co-branded merchandise of your choice when they visit your booth. | <ul style="list-style-type: none">Image of proof merchandise and a PDF invoice from supplier |



EVENTS

SPONSORSHIP / THIRD PARTY EVENTS

EVENT PROMOTION / INVITATIONS

| | ACTIVITY | OBJECTIVE | PROOF OF PERFORMANCE |
|---|----------------------------|--|---|
| <div><h3>SPONSORSHIP/ THIRD-PARTY EVENTS</h3><p>A third-party event allows you to market your solution to a wider audience who may be unfamiliar with your brand or solution. By attending an event relevant to your target audience, you can generate interest and potential sales opportunities.</p></div> | Sponsorship Package | Brand Awareness <ul style="list-style-type: none">Use a sponsorship opportunity within a relevant third-party event to raise your profile within your target industry and reach more potential customers. | <ul style="list-style-type: none">Pictures of event booth /space featuring Q-SYS brand prominently displayed, PDF of invoice |
| | | | |
| <div><h3>EVENT PROMOTION/ INVITATIONS</h3><p>Event promotion enables you to begin the marketing process before an event has even begun. By distributing invitations and event promotion materials, you can boost attendance and registration.</p></div> | Email Invitation Templates | Lead Generation <ul style="list-style-type: none">Build anticipation and awareness of the event through a series of emails encouraging attendees to visit your booth. | <ul style="list-style-type: none">Screenshot of email send and report of email performance (including metrics such as open rate and click-through rate) |
| | Event Services | Brand Awareness and Lead Generation <ul style="list-style-type: none">Ensure your event attendance is a success with an analysis of the opportunity and design of the event booth. | <ul style="list-style-type: none">Pictures of event and number of attendees |



EVENTS

WEBINARS



WEBINARS

Webinars help establish your brand as a thought leader and generate sales leads. By hosting an informative online broadcast focusing on your solution and Q-SYS integration, you can raise awareness and generate new sales opportunities through data capture.

| ACTIVITY | OBJECTIVE | PROOF OF PERFORMANCE |
|---------------------------|---|---|
| Webinar Kit - Assets Only | Thought Leadership and Lead Generation <ul style="list-style-type: none">• Access a range of assets needed to build out a user journey for the webinar, including pre-event email invitations, a presentation for the webinar itself, and follow-up email content. | <ul style="list-style-type: none">• Final PowerPoint of webinar presentation and engagement data, including number of attendees |
| Webinar Package | Brand Awareness and Lead Generation <ul style="list-style-type: none">• Create an end-to-end experience for the webinar — including the production of webinar materials and the full production process of the online event. | <ul style="list-style-type: none">• Final PowerPoint of webinar presentation and engagement data, including number of attendees |



Quick Links to Q-SYS Resources

- **Technology Partner Marketing Toolkit**
- **Q-SYS Brand Guidelines**
- **Technology Partner Quick Start Guide**
- **Technology Badge Usage Guide**





Contact us for more information
tppmarketing@qsc.com



Appendix 1: Proof of Performance Samples

Proof of performance (POP) is required to receive MDF reimbursement. Guidance on acceptable POP is noted in the examples to the right. The MDF activity list provides instructions on the minimum required POP for each activity.

Online POP

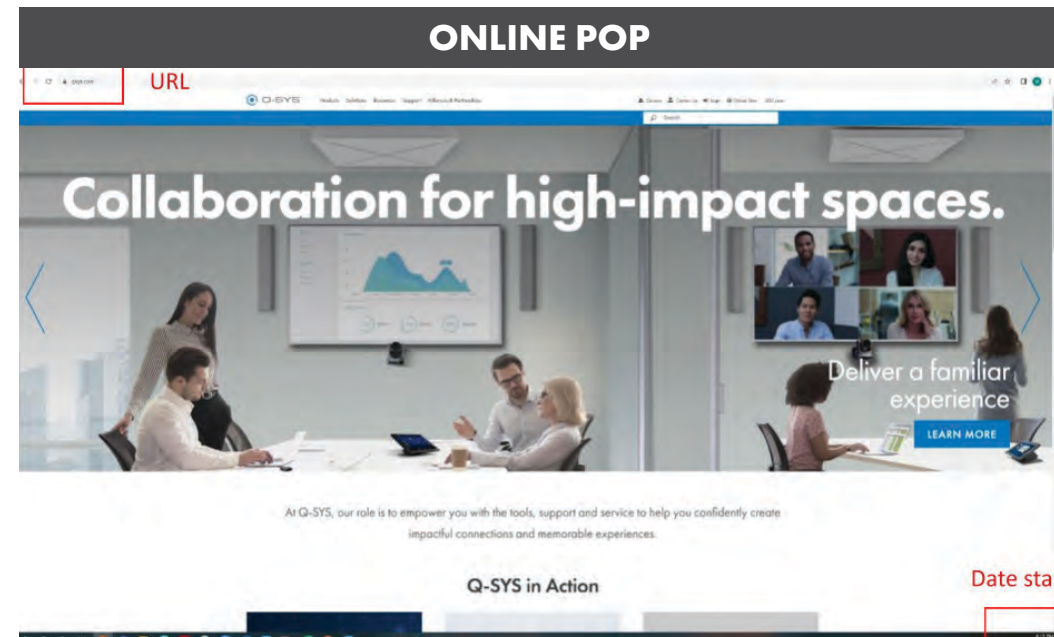
Digital documentation for POP should be submitted in a static format. Links to websites are not acceptable forms of POP since they cannot provide a permanent record. Screenshots should include the URL where the advertising or post was published along with the date stamp.

Event POP

When photos are presented as POP, they must be relevant to the event and reflect the presence of Q-SYS Technology Program badges. The image should show how the activity prominently promoted your membership in the Technology Partner Program or the benefits of your technology integration.

Collateral POP

When collateral is presented as POP, it must validate the activity materialized. Finalized PDFs of assets must be uploaded along with any requested reporting information such as email reports, photos of print ads in publication, or photos of merchandise.



Acceptable Photo

- Presence of Q-SYS Technology Partner badge
- Presence of Q-SYS technology integration as described by marketing activity
- Identification of customer (event audience)

Not Acceptable Photo

- No presence of Q-SYS Technology Partner badge
- No presence of Q-SYS technology integration
- No identification of customer (event audience)

Appendix 2: Agency Support

Y&C

Introducing York & Chapel, our approved agency partner

York & Chapel is a full-service marketing and branding agency with strong expertise and experience supporting technology clients. A trusted marketing partner of Q-SYS, York & Chapel has been producing compelling, effective, and on-brand B2B marketing materials for over 20 years.

We recommend York & Chapel because of their in-depth experience of the Q-SYS brand—they are experts in our brand guidelines, ensuring any marketing materials produced on your behalf will be approved quickly and easily.

They offer a wealth of experience producing marketing materials—from digital marketing and email campaigns to webinars and event production. We are confident that they would provide invaluable support to your selected marketing activities.

Find out how York & Chapel can help you
Email qsyspartners@yorkandchapel.com
to set up an introductory call.

See more of their work at yorkandchapel.com