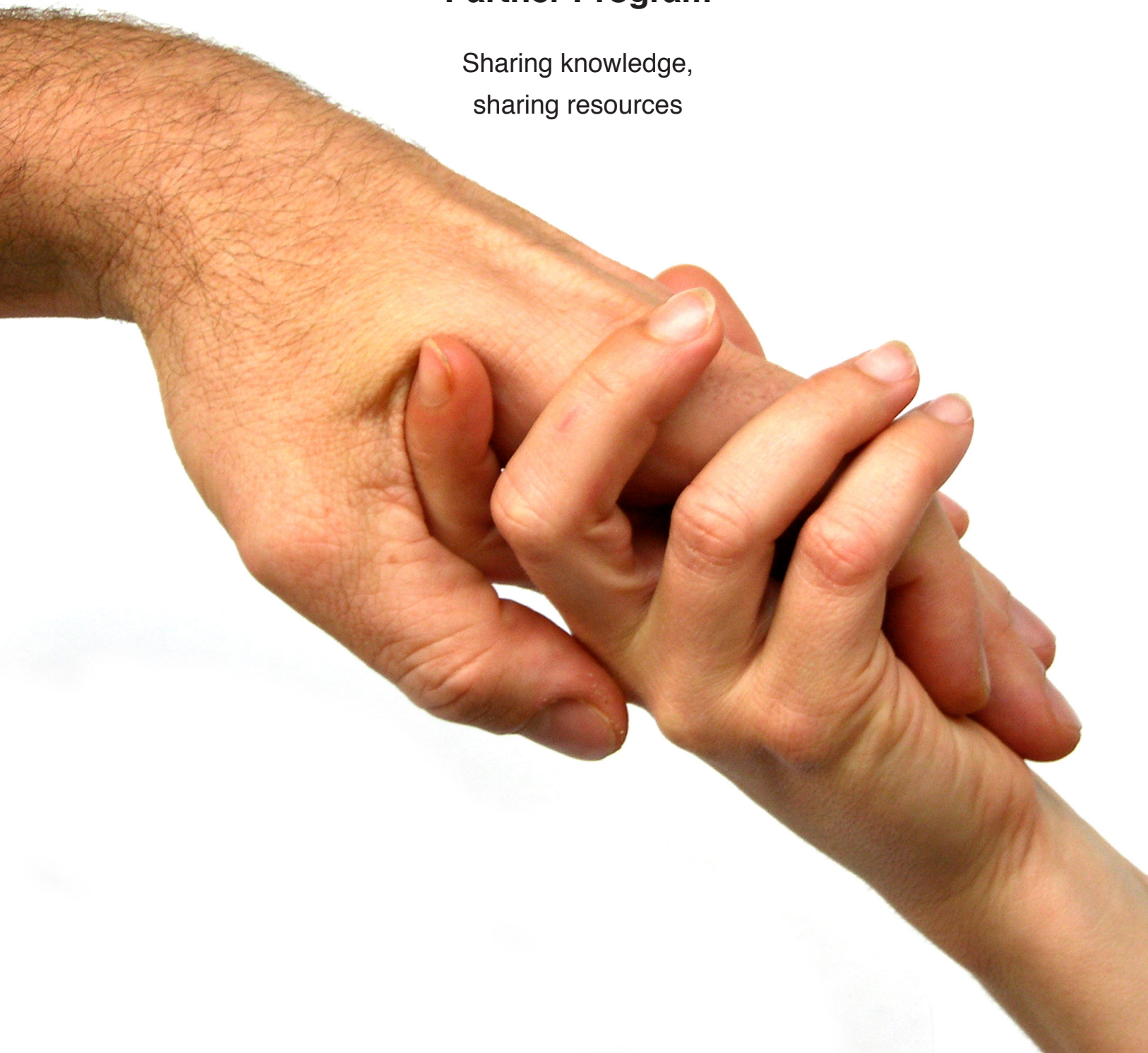




Glimm Screens Partner Program

Sharing knowledge,
sharing resources





About Glimm

Being a manufacturer and distributor of projection screens Glimm has been following important trends for years now. We have a broad portfolio with different kinds of screens for (almost) every occasion. IT, AV, advertisements ... the appliance-range is divers and unique. In 2006 Glimm has set its goals towards further line integration with strategic distribution partners within the European Market.

Why Glimm? Why a partner?

Lately we are discovering that a lot of distributors in the European Market feel the pressure of the price erosion that is occurring within the AV- and IT-market. Surviving implies standing out. Not only low prices but also service. Telling customers what they need to know and helping them with problems and difficulties. In the end it is obvious that you can enjoy your screen to the fullest when you know how to handle with it in a correct way.

For our distributors we have invested on a large scale in resources about market trends, marketing materials and promotional articles: simple ways to stand out of the crowd. Show who you are. But a partner program would not come in handy if it would be interactive, mutual and beneficial. That's we have created three different programs that suit you demand. A program that helps you and listens to your individual needs and can instant adjustments in the dealer-supplier-provider relationship. Finally Glimm Partner Program™ is mutual beneficial: it helps you attracting more customers, it helps us reaching our target markets.

As the title says, asking yourself why you should invest in a relationship with Glimm, seems a reasonable question. However the answer is simple. Throughout the years since our founding we have tried to invest in market knowledge. Reasons why market grow or decline. But more important: knowing what your customers and distributors want, what they need. When you can think like your customers you're always one step ahead. Providing solutions to situations before they become problems.

Partner program

For our distributors and dealers we have created three different programs depending on your preferences: Glimm Gold Program™ for large distributors, Glimm Silver Program™ for distributors with a regular demand and Glimm Bronze Program™ for occasional users. All programs are free.

Glimm Gold Program™

The Gold Program is the most complete service that we provide. It implies an intensive relationship. Knowing each other and learning from each other on a broad scale. Gold Partners have price advantages and are offered training sessions. We even have marketing funding opportunities we would like to offer you! On the other hand we understand that large orders can be financially complex. That's why we also have special payment terms for our Gold Partners.



In short the advantages of entering the Glimm Gold Program™ are:

- Special (distribution) price offerings
- Access with a login to a custom made member area on our website where you can order products, marketing materials and download market analysis's and product descriptions, catalogues etc.
- Invitation to seminars of the Glimm Academy:™ training by reading and doing! For gold members there are also possibility to give on site sessions.
- Easy access to brochures, folders etc (via mail / post).
- Direct-contact Helpdesk. Our department can help you with questions or demand right away! No waiting lines! Members can reach us via e-mail or direct by dialling our phone number.
- Consultancy support. Some problems are so complex and specific that you just need some expert advice. The Gold Program™ offers you professional help on site. But we are satisfied when you are!
- Special payment terms. No prefix contracts but a individual approach. Flexible enough to make you react quickly to market changes. Stable enough to give you a feeling of security.
- Sharing knowledge basis: market analyses of you target market. Helps you understand what trends the market is going through and what lies ahead. Knowing what happened gives you way to anticipate future movements.
- Promotional actions. When we have specials, you are the first we share it with.
- Funds for marketing. It is obvious that reaching your customers can be a costly thing! So let us help you. Depending on the size of your sales we can invest in the marketing strategy through an easy discounting procedure.
- Web-site integration. When you work with a website or database for your sales we provide easy ways to integrate that with our computer network. Direct contact is easier when you are really at your partners'.
- Lead generation. Doing business in several markets we get into contact with a lot of your (potential) customers. The Gold Program offers lead generation for it's partners. Not only by referring or naming but giving them reasons why you are important.
- Clear references from our current and former customers. Becoming a partner means opening up. References will show you our integrity and our strive to become really customer intimate.
- Linking on our website. Once we know each other, let the world know it too that we are proud. On our website we provide space to inform people about you and our relationship.
- And.. last but not least. Telling customers about the advantages of projection screens is just easier when you can show them something. Let them feel it. Let the see it. For gold members we have free sample collection we can send you right away!



Glimm Silver Program™

The Gold Program is the almost our most complete partner program. Silver stands for companies who want to invest in a long term relationship with us. For you we offer great opportunities such as promotional actions, a special login area on our website and distribution prices offerings.

In short the advantages of entering the Glimm Silver Program™ are:

- Special (distribution) price offerings
- Access with a login to a custom made member area on our website where you can order products, marketing materials and download market analysis's and product descriptions, catalogues etc. Mostly promotional products are free, in some cases they will be offered at discount prices.
- Invitation to seminars of the Glimm Academy:™ training by reading and doing! For silver members these sessions are offered at discount prices. There are also possibility to give on site sessions. Please ask one of our employees for the possibilities.
- Easy access to brochures, folders etc (via mail / post).
- Direct-contact Helpdesk. Our department can help you with questions or demand right away! No waiting lines! Silver members can reach us via e-mail or direct by dialling our phone number.
- Consultancy support. Some problems are so complex and specific that you just need some expert advice. The Silver Program™ also offers you professional help on site. But we are only satisfied when you are! Silver members get big discounts on the consultancy tariffs.
- Special payment terms. No prefix contracts but a individual approach. Flexible enough to make you react quickly to market changes. Stable enough to give you a feeling of security.
- Sharing knowledge basis: market analyses of you target market. Helps you understand what trends the market is going through and what lies ahead. Knowing what happened gives you way to anticipate future movements.
- Promotional actions. When we have specials, you are the first we share it with.
- Web-site integration. When you work with a website or database for your sales we provide easy ways to integrate that with our computer network. Direct contact is easier when you are really at your partners'. For Silver members the possibilities for website integration are limited.
- Finally! Telling customers about the advantages of projection screens is just easier when you can show them something. Let them feel it. Let the see it. For silver members we have a sample collection we can send you right away at discount prices!

Glimm Bronze Program™

The Bronze Program is a programme for people we do business with once in a while. It helps you to do business. In short the advantages of entering the Glimm Bronze Program™ are:



- Special (distribution) price offerings
- Bronze members can, depending on the amount of purchase orders, access with a login to a custom made member area on our website where you can order products, marketing materials and download market analysis's and product descriptions, catalogues etc.
- Invitation to seminars of the Glimm Academy:™ training by reading and doing! For Bronze members there are also possibility to give on site sessions.
- Easy access to brochures, folders etc (via mail / post).
- Direct-contact Helpdesk. Our department can help you with questions or demand right away! No waiting lines! Members can reach us via e-mail or direct by dialling our phone number.
- Consultancy support. Some problems are so complex and specific that you just need some expert advice. The Bronze Program™ offers you professional help on site. But we are satisfied when you are!
- Sharing knowledge basis: market analyses of you target market. Helps you understand what trends the market is going through and what lies ahead. Knowing what happened gives you way to anticipate future movements.
- Promotional actions. When we have specials, you are the first we share it with.
- At the end... Telling customers about the advantages of projection screens is just easier when you can show them something. Let them feel it. Let the see it. For Bronze members we have free sample collection we can send you right away!

Figure 1: AI programs in a figure

	Gold	Silver	Bronze
Distribution price offerings			
Login area on website			¹
Invitations to the Glimm Academy		²	³
Easy access to brochures, folders etc.			
Direct-contact helpdesk			
Consultancy support		⁴	⁵
Sharing knowledge basis			
Promotional actions			
Website integration		⁶	
Special payment terms			
Funds for marketing			
Lead generation			
References to customers			
Website linking			
Free samples			

1 Login area is limited.

2 Discount will be provided for our Silver Partners.

3 No large discounts for Glimm Academy. Special offerings will be sent to you.

4 Consultancy at discount prices.

5 Partner prices for consultancy.

6 The possibilities for website integration for Silver Customers are limited.

