



The Eaton® PowerAdvantage® Partner program

Any way you look at it, we help you build a more efficient and rewarding power management business.

There may be other partner programs out there—but you won't find one that's more rewarding. That's because we see things from a unique perspective: yours. We know your clients look to you to help them keep their businesses up and running. So we created a program that provides the solutions you need, the support you want and the rewards you deserve. Here are the benefits of partnering with Eaton:

You're empowered

We give you industry-leading solutions and the resources you need to expand your power expertise. You'll find everything from our PowerAdvantage Academy tutorials to co-marketing materials to custom digital marketing campaigns and tools.

You're funded

Easy, online access to Marketing Development Funds (MDF) for our authorized and certified level partners, help you market and promote your Eaton power business effectively.

You're rewarded

We offer exclusive rebates, specialized training and value-driven rewards. Regardless of your partner level, you'll enjoy incentives that make it easy to win business—and grow it. In addition, you can protect your deal and receive a discount by registering your opportunity through our Deal Registration program.

You're supported

We have national sales and marketing support, plus a team of inside sales engineers who are available to assist you and your customer on designing the right power management solution.

Get a closer look at the benefits of Eaton partnership

To learn more and become a partner, visit us online at poweradvantage.eaton.com or contact your Eaton Channel Development Manager at ITResellerSalesEG@Eaton.com

Don't just take it from us.

Eaton is honored to have been recognized as an Overall Winner in the Power and Protection Management category of The Channel Company's CRN® 2018 Annual Report Card (ARC) awards program.

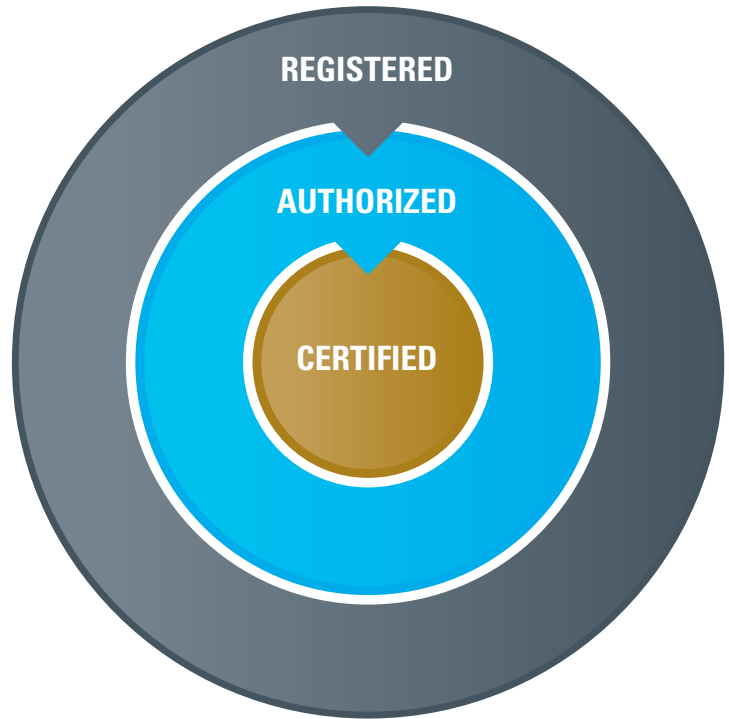
How to move to the next level

REGISTERED → AUTHORIZED

- ✓ Introductory and Programmatic Training*
- ✓ Logo or web banner on company website

AUTHORIZED → CERTIFIED

- ✓ Solution and Industry focused training**
- ✓ Annual Business Plan



Benefits Available For Each Partner Level	Registered	Authorized	Certified
DEAL REGISTRATION Including access to UPSgrade (recycling of unit)	✓	✓	✓
ACCESS TO REQUEST NOT FOR RESALE UNIT (NFR)	✓	✓	✓
PA ACADEMY Program and Solution Training	✓	✓	✓
5% UP-FRONT DISCOUNT Loaded at distribution, not stackable with deal registration		✓	✓
MARKETING DEVELOPMENT FUNDS***		✓	✓
REWARDS PROGRAM Reloadable Visa card		✓	✓
INCLUSION IN RESELLER LOCATOR		✓	✓
ACCESS TO POWERED BY EATON DEAL REGISTRATION DISCOUNT			✓
ADDITIONAL 2% DISCOUNT on approved deal registrations			✓
ACCESS TO EXCLUSIVE PROMOS/CONTESTS			✓
CO-BRANDED MARKETING OPPORTUNITIES			✓
ACCESS TO NEW PRODUCT AND SERVICE LEADS			✓

* For Authorized level, complete Introductory and Programmatic Training

** For Certified level, minimum of 1 individual completing Solution and Industry Training

*** All MDF requests need to have an annual business plan in place

Become an Eaton PowerAdvantage Partner today.

Contact your Eaton Channel Development Manager at
ITResellerSalesEG@Eaton.com



poweradvantage.eaton.com

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