

CHECK POINT CO-OP ACTIVITY MENU & POLICIES

As of January 2025 (all prices are USD)

Business Objectives	Activity Category	Guidelines	Eligible Activity types	Target Audience	Pricing Policy	Required for Claim Approval
Demand Generation Activities that generate leads. <i>Minimum 60% of budget must be spent on this category</i>	Demand Generation event*	<ul style="list-style-type: none"> Small scale customer-facing events organized by the partner or the Distributor themselves <i>Minimum 70% of the attendees should be customers</i> 	<ul style="list-style-type: none"> Seminars Webinars Workshops Luncheons ABM 	<ul style="list-style-type: none"> Prospect Customers Existing Customers Mix of existing and new customers Mix of partners and customers Customer C-Levels Mix of existing and new Resellers <p><i>For internal sales activities, please use the Enablement and Partnership category</i></p>	<ul style="list-style-type: none"> Up to \$150 Per person per day for physical events Up to \$50 Per person per day for virtual events (webinar) Up to \$750 Per person per day for C-level events 	<ul style="list-style-type: none"> Partner Invoice to Check Point List of attendees (customer name /domain min) <p><i>Min 75% attendance required for full reimbursement.</i></p>
	Tradeshow	<ul style="list-style-type: none"> Large scale / multi-vendor events and sponsorship packages Sponsorship brochure required for request approval 	<ul style="list-style-type: none"> 3rd party Sponsorship package Multi-vendor events Partner fair (including Check Point sponsorship) Booth set up 		<ul style="list-style-type: none"> Up to \$40,000 per sponsorship package. 	<ul style="list-style-type: none"> Partner Invoice to Check Point Photos from event showing Check Point Branding Opt.-in Leads Template (email or domain name)
	Digital Lead Generation	<ul style="list-style-type: none"> All campaigns via 3rd party agencies. In-house campaigns are not allowed 	<ul style="list-style-type: none"> Paid Social Paid Search Email Marketing Content Syndication ABM 		<ul style="list-style-type: none"> Up to \$300 per lead 	<ul style="list-style-type: none"> Partner Invoice to Check Point Leads Template (email or domain name)
	Telemarketing		<ul style="list-style-type: none"> Telemarketing 			

Business Objectives	Activity Category	Guidelines	Eligible Activity types	Target Audience	Funding Policy	Required for Claim Approval
<u>Awareness Campaigns</u> Activities that provide the Check Point Brand air cover	Advertising	<ul style="list-style-type: none">Check Point brand must be visible and in line with Check Point brand guidelines.Project description should contain campaign duration and location.	<ul style="list-style-type: none">Social MediaVideo ProductionPaid Media (Banner Ads, Digital Ads)WebpagesNewslettersArticles/Blogs/Podcasts/Customer success storiesContent creationABM	<ul style="list-style-type: none">Prospect CustomersExisting CustomersProspect partnersCustomer C-Levels	<ul style="list-style-type: none">Maximum \$15,000 per campaign	<ul style="list-style-type: none">Partner Invoice to Check PointURL/Screenshot with visible URL of actual published co-branded mediaPhoto of the published ads
	Customer Appreciation Event	<ul style="list-style-type: none">Non-business events.Minimum 70% customers attendance	<ul style="list-style-type: none">Customer retentionHospitalityNetworking event	<ul style="list-style-type: none">Prospect CustomersExisting CustomersCustomer C-Levels	<ul style="list-style-type: none">Maximum \$10,000 per budget half	<ul style="list-style-type: none">Partner Invoice to Check PointImage from the event showing Check Point branding (list of attendees optional)
	Giveaways / Promotions	<ul style="list-style-type: none">Check Point Branding must be printed on gift. Branding on sticker/card not allowed.No alcohol allowedNo gift vouchers	<ul style="list-style-type: none">Co-branded giftsRoll-upsCollateral Printing	<ul style="list-style-type: none">For customers, prospects and partners	<ul style="list-style-type: none">Maximum \$5,000 per half year	<ul style="list-style-type: none">Partner Invoice to Check PointImage of actual co-branded product
<u>Enablement and Partnership</u> Activities that focus on knowledge and reinforcing the partnership	Sales Training	<ul style="list-style-type: none">Non-customer facing events.Minimum 70% partner/Disti sales attendance	<ul style="list-style-type: none">Sales enablement on Check Point solutionsAccount mapping	<ul style="list-style-type: none">Partner /Distributor sales Staff.	<ul style="list-style-type: none">Up to \$150 Per person per day for physical events.Up to \$50 Per person per day for Virtual events.	<ul style="list-style-type: none">Partner Invoice to Check PointList of attendees
	Sales Kick off (SKO)		<ul style="list-style-type: none">Partner Vendor FairsPartner daysCheck Point Sponsorship			<i>Min 75% attendance required for full reimbursement.</i>
	Partner Appreciation Event		<ul style="list-style-type: none">HospitalityRelationship building event		<ul style="list-style-type: none">Maximum \$3,000 per half year	<ul style="list-style-type: none">Partner Invoice to Check PointImage from the event showing Check Point branding, (list of attendees optional)
<u>Funded Head</u>	By invitation only	<ul style="list-style-type: none">Quarterly funded head position.Approved Value and KPIs will be signed on formal T&C. Projects will be created by Check Point.				<ul style="list-style-type: none">Partner Invoice to Check PointQuarterly KPI report

Project and Claims Policy

- All projects (Every activity type) **should** be requested **at minimum** 30 days before the activity date to provide Check Point with enough time to approve, prepare and finalize all activity details to maximize mutual results.
- All Claims **must** be submitted **at maximum** 45 days following the activity date.
- Claims with information from the "Required for Claim approval" missing will not be approved and shall be returned to the partner for further clarification
- Any Check Point branding should be fully aligned with Check Point branding policy.
- Check point has right to dispute (and refuse payment) of a claim in the case that the activity disproportionally does not match the approved Project expectation
- Check Point guarantees to do so in good faith.

Reimbursement Policy

- **Co-op Program reimbursement is for marketing activities executed via 3rd party vendors only.**
- Non-qualifying expenses include: Travel, per diem, value added taxes (VATs), payroll taxes and benefits
*An Exception for certain countries that have unique taxation laws around VAT will be approved on a case by case basis
- All claims should include an invoice billing Check Point for the claim amount and proof of performance as listed in this pricing policy.

Definitions

- **Demand Generation activities-** Refers to digital or physical campaigns and events designed to generate leads, such as seminars, webinars and tradeshow attended by end-users. It also refers to telemarketing and appointment setting.
- **Awareness Campaigns** - Awareness campaigns refer to digital or physical campaigns that do not generate leads but spread the Check Point brand through placement of Co-Branded content. It also applies to co-branded collateral and promotional items, and to non-business customer events.
- **Enablement and Partnership-** Refers to events that strengthen the relationship between Check Point and Partners /Distributors as well as increasing enablement to sales employees.

Billing Address for invoices

EMEA, Asia Pacific, and Latin America partners
Check Point Software Technologies, Ltd.
5 Shlomo Kaplan Street
Tel Aviv 6789159, Israel

Canada and US partners:
Check Point Software, Inc.
100 Oracle Parkway, Suite 800
Redwood City, CA 94065

Program Terms and Conditions:

Participation in Check Point's Co-Op Program (the "Program") is subject to the terms and conditions herein.

Co-Op Budget: Check Point may publish eligibility criteria from time to time for its resellers and distributors to earn a Co-Op budget, which can be used for marketing activities related to Check Point's products and services. All claims for such a budget shall be subject to the above policies and terms, which may be updated by Check Point from time to time.

Term: The term of each Co-Op budget is 6 months.

Additional Terms: (a) This Program is governed by the laws of the State of Israel, excluding its conflict of law provisions, and the competent courts of Tel Aviv Yaffo, Israel, have exclusive venue on all matters in connection with or arising out of the Program. (b) Check Point reserves the right to suspend, change, or terminate the Program at any time, with notification. (c) Any disagreement between you and Check Point regarding the achievement of objectives or any other matter relating to this Program will be resolved by an authorized Check Point representative, whose decision shall be final. (d) For the avoidance of doubt, Check Point is entitled to contact customers introduced to Check Point by you directly, and you shall have no claims in this regard. (e) In no event shall either party be liable for any direct, incidental, indirect, special, or consequential damages, lost profits, or lost data arising out of or in connection with the Program, whether or not it was advised of the possibility of such damage, except where damages are caused by your wilful misconduct, gross negligence, or violation of (or non-conformity with) the agreed Co-Op planned activities. (f) The terms of your agreement with Check Point, or in the absence of such an agreement, Check Point's Reseller Terms, shall apply as an integral part hereof. (g) Check Point may withhold any tax from any fee payable under the Program; you shall bear any tax in connection with any fee under the Program.