

CHECK POINT CO-OP POLICIES PRICE LIST

As of November 2020 (all prices are USD)

Activity Type	Eligible Activities	Covered expenses	Required for Project approval	Required for Claim approval	Funding Policy
Lead Generation Campaigns	<ul style="list-style-type: none"> • Social Media Campaigns • SEA Campaign • E-Mail Campaign • Telemarketing 	<ul style="list-style-type: none"> • Promotion • Content • Landing pages (Lead Capture) • Translations • External agency fees 	<ul style="list-style-type: none"> • 3rd Party Quote • Start & End Date (included in Project description) 	<ul style="list-style-type: none"> • Invoice to Check Point • Leads Template • 3rd Party Invoice • Telemarketing – Paid per leads in project quote attained 	<ul style="list-style-type: none"> • Up to \$15,000 per marketing campaign • Telemarketing – Max \$300, paid per completed New Customer meeting
Awareness Campaigns	<ul style="list-style-type: none"> • Billboards • Video Production • Newspapers • Newsletters • Banner Ads • Articles/Blogs 	<ul style="list-style-type: none"> • Promotion • Content • Translation • Ad placement 	<ul style="list-style-type: none"> • 3rd Party Quote • Co-Branded graphic draft • Start & End Date (included in Project description) 	<ul style="list-style-type: none"> • Invoice to Check Point • Screenshot/URL of Actual Published Co-Branded media • 3rd Party Invoice 	<ul style="list-style-type: none"> • Up to \$15,000 per campaign
Partner Internal Event	<ul style="list-style-type: none"> • Partner Sales Kick Off (SKO) • Partner Vendor Fairs • Partner Days • Virtual Events 	<ul style="list-style-type: none"> • Food costs • Beverage costs • Venue rental • Event promotion • Promotional items • In-Activity entertainment 	<ul style="list-style-type: none"> • Event info (Detailed Agenda) • 3rd Party Quote 	<ul style="list-style-type: none"> • Invoice to Check Point • Leads Template • 3rd Party Invoice 	<ul style="list-style-type: none"> • Up to \$100 per person, per day *For a Multi-day event - Please create a separate activity per day within the same Co-Op Project
External Events (Disti-Partner) (Disti-End User) (Disti-Mix) (Partner-End User)	<ul style="list-style-type: none"> • Seminars • Lunch & Learns • C-Level Events • Webinar/Virtual Event 	<ul style="list-style-type: none"> • Food costs • Beverage costs • Venue rental • Sponsorship • Event promotion • In-activity entertainment • Promotional items • External speaker • Digital Platform 	<ul style="list-style-type: none"> • Event info (Detailed Agenda) • 3rd Party Quote 	<ul style="list-style-type: none"> • Invoice to Check Point • Leads Template • 3rd Party Invoice 	<ul style="list-style-type: none"> • Up to \$100 per person, per day *For a Multi-day event - Please create a separate activity per day within the same Co-Op Project
Trade Shows (Partner Internal and/or Customer)	<ul style="list-style-type: none"> • Booth only • Booth + speaker • Virtual Trade shows 	<ul style="list-style-type: none"> • Sponsorships • Set-up fees • Content/artwork • Event promotion • In-Activity entertainment • Promotional items • Digital Platform 	<ul style="list-style-type: none"> • Sponsorship brochure • 3rd Party Quote 	<ul style="list-style-type: none"> • Invoice to Check Point • Leads Template • Image of branded booth • 3rd Party Invoice 	<ul style="list-style-type: none"> Under 300*: >\$5,000 300-1000: >\$10,000 Over 1000: >\$15,000 *Number of attendees at Show
Promotions/ Giveaways	<ul style="list-style-type: none"> • Co-branded collateral • Co-branded giveaways 	<ul style="list-style-type: none"> • Giveaway item • Content creation • Translation 	<ul style="list-style-type: none"> • Image of <u>Mock-up</u> of item (co-branded) • 3rd Party Quote • Business Justification in description 	<ul style="list-style-type: none"> • Invoice to Check Point • Image of <u>actual</u> co-branded product • 3rd Party Invoice 	<ul style="list-style-type: none"> • Up to \$20,000 per budget half

Project and Claims Policy

- All projects (Every activity type) **must** 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 (Every activity type) **must** be claimed **at maximum** 45 days following the activity date
- Projects with information from the “Project Requirement” missing will not be approved and shall be returned to the partner for further clarification
- Claims with information from the “Claim Requirement” missing will not be approved and shall be returned to the partner for further clarification
- Check point has right to dispute (and refuse payment) of a claim in the case that the activity disproportionately does not match the approved Project expectation - Check Point guarantees to do so in good faith
For example: External Event -> Seminar for 50 people at \$70 per attendee was approved but only 3 customers attend the event
- Projects should not be split when multiple activities refer to the same activity
For example: E-mail invitation campaign driving attendance to a seminar and the seminar itself should be submitted as one Project with two separate activity lines for the Campaign and the seminar

Expense Policy

- 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
- Third party invoice amount must cover the claim amount before taxes
For example, Third party invoice is \$1000 with \$200 VAT; the claim amount should be \$800
- All costs are subject to Check Point verification
- In regards to conversion rates, 3rd party invoices should cover the **USD** value at date of issue
- Third-party invoices should be billed to the partner
- Check Point does not accept credit card receipts or bank statements as proof of expenses
- All claims should include an invoice billing Check Point for the claim amount

Billing Address for invoices

EMEA, Asia Pacific, and Latin America partners

Check Point Software Technologies Ltd.
5 Ha-Solelim Street
Tel Aviv 67897

Canada and US partners:

Check Point Software Technologies Inc.
959 Skyway Road, Suite 300
San Carlos, CA 94070