



## NewTek Value Added Reseller (VAR) Company Profile NewTek Products/Business Plan Qualifier and Application

This application is designed to obtain information about your company pursuant to joining the NewTek VAR program as a preferred reseller of NewTek products. This information is strictly confidential, and will be used only in the alliance between NewTek and your company. As an attachment, please also submit a copy of your current financial on company letterhead, a copy of your certificate of incorporation and any other relevant documents you deem appropriate, along with a picture of your brick and mortar store front.

### I. General Information

#### Corporate

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Full Company Name

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Corporate Address

City

State

Zip Code

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Telephone

Fax

E-Mail

Web Address

Are you a Corporation, Partnership, etc? Yes  No

#### Company Principals

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Name

Title

---

Name

Title

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Name

Title

#### Primary Contacts

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Sales

Marketing

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Service

Accounting

#### Total number of people on your staff?

Sales

Technical

Administrative

#### Do you have a service department?

Yes

No

Total number of service people?

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If you answered "no", do you offer service through an independent contractor? If so, what is the name of the independent service contractor?

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## II. Business Information

What was your sales volume in 2008?

What was your top selling product in 2008?

Please describe your geographic territory.

Which of the following products do you currently represent?

Adobe <input type="checkbox"/>	Apple <input type="checkbox"/>	Global Streams <input type="checkbox"/>	Canon-Video <input type="checkbox"/>
Broadcast Pix <input type="checkbox"/>	JVC <input type="checkbox"/>	Panasonic <input type="checkbox"/>	Sony <input type="checkbox"/>
AVID <input type="checkbox"/>	Discreet <input type="checkbox"/>	Broadcast Pix <input type="checkbox"/>	Boris <input type="checkbox"/>
Soft Image <input type="checkbox"/>	Autodesk <input type="checkbox"/>	Electric Image <input type="checkbox"/>	Strata <input type="checkbox"/>
Maxon <input type="checkbox"/>	Izware <input type="checkbox"/>	E-Frontier <input type="checkbox"/>	Hash <input type="checkbox"/>
Zax Works <input type="checkbox"/>	Other _____		

Are you currently one of the following Authorized Resellers/Dealers:

Infocus <input type="checkbox"/>	Sanyo <input type="checkbox"/>	Apple <input type="checkbox"/>	BOXX <input type="checkbox"/>
Compaq <input type="checkbox"/>	Dell <input type="checkbox"/>	IBM <input type="checkbox"/>	Other _____

What markets comprise your selling profile, and what percentage (approx.) is each of your total sales:

Broadcast/Television _____	Educational _____	Streaming _____
Government _____	Public Access _____	Religious _____
Concerts/Events _____	Live Switching _____	Corporate _____
Event Video _____	Churches _____	Enterprise _____
Visual FX/Motion Graphics _____	Video Production _____	
On-line Post Production _____	Off-line Post Production _____	
Game Development _____	Print Graphics _____	
Independent Film _____	Architecture/Visualization _____	
Other _____		

How many live switching systems did your company sell in 2008?

Less than 4                       5- 12                       13 +

How many editing systems did your company sell in 2008?

Less than 4                       5- 12                       13 +

How many presentation systems did your company sell in 2008?

Less than 4                       5- 12                       13 +

Does your company have anyone capable of performing post and live production presentations?

Please specify name and qualifications \_\_\_\_\_

Does your company have contracts or contacts with free-lance editors who can demonstrate post and live production presentations? Who are they and what level of experience do they have?

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**How many web casting solutions did your company sell in 2008?**

Less than 4                       5- 12                       13 +

**Does your company have anyone capable of performing a stream or web cast?**

**Please specify name and qualifications** \_\_\_\_\_

**How often have you utilized free-lance or independent contract services? To what purpose (seminar, open house, sales close, consultation, etc.)?**

\_\_\_\_\_

**How many 3D graphic/animation workstations did your company sell in 2008?**

Less than 4                       5- 12                       13 +

**Does your company have anyone capable of performing 3D modeling/animation?**

**Please specify name and qualifications** \_\_\_\_\_

**Does your company have contracts or contacts with free-lance contractors who can demonstrate 3D modeling/animation? Who are they and what level of experience do they have?**

\_\_\_\_\_

**What types of support do you offer the customer?**

On Site Technical                       Newsletter                       Technical Hotline                       Seminars   
Product Training                       Consultation                       Maintenance                       Customer Service   
Product Loaner Units                       Other \_\_\_\_\_

### III. NewTek Business Plan

**What NewTek related marketing activities will/would you run in a year?**

Seminars                       Open House                       Direct Mail

Other (Please Explain) \_\_\_\_\_

**How will NewTek products be displayed and demonstrated? Please Explain.**

\_\_\_\_\_  
\_\_\_\_\_

**How will purchasers of NewTek products be oriented to the products/ applications/ solutions?**

Hands on Demo                       On-Line Demo                       Product Tutorial                       Literature   
Consultation                       Other (Please Explain) \_\_\_\_\_

**How will you train your staff to sell NewTek Products?**

In-House Training                       On-Line Training                       Product Tutorial   
NewTek Sponsored Training                       Contractor                       Other (Please Explain) \_\_\_\_\_

**What platforms will you carry in your storefront?**

Macintosh                       Windows

**What NewTek products will you carry in your storefront?**

TriCaster                       3Play                       VT 5                       SpeedEDIT                       3D Arsenal                       LightWave

**Do you currently stock product in your storefront?**

Yes                       No

**Personal**

\_\_\_\_\_  
Name (print)

\_\_\_\_\_  
Title

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Submitting a NewTek VAR application does not guarantee approval. Thank you.

**Please return this application, a copy of your current financial on company letterhead, a copy of your certificate of incorporation and any other relevant documents you deem appropriate, along with a picture of your brick and mortar store front to:**

VAR Authorization Coordinator  
NewTek, LP  
5131 Beckwith Blvd.  
San Antonio, TX 78249  
210-370-8000  
210-370-8002 fax