

2024 Marketing Development Funds Guidelines

All claims for 2024 funds must be submitted to your Tridium Contact by **December 11, 2024**, to be eligible for reimbursement. All capitalized terms undefined herein shall have their meaning set forth in the GPP Terms and Conditions.

OVERVIEW

Qualified participant members in Tridium's Growth Partner Program ("GPP") may be eligible for Marketing Development Funds ("MDF"). As of August 31, 2023, the [Honeywell MDF Policy GP11](#) and [Honeywell Anticorruption Policy 2066](#) constitute the MDF Contract for Marketing Development Funds. In the event of any conflict between the information set forth in these 2024 Marketing Development Funds Guidelines and such Honeywell policies, the Honeywell MDF Policy GP11 and Honeywell Anticorruption Policy 2066 govern. Any references in the Honeywell MDF Policy GP11 and Honeywell Anticorruption Policy 2066 to Honeywell shall be understood to apply to Tridium, Niagara, and Vykon brand, as applicable.

In connection with performing its obligations, an eligible participant member may use the Marketing Plan Template provided by Tridium to create a marketing plan for how the participant member proposes to use MDF funds. The participant member can leverage its Tridium Sales Representative and Tridium Channel Marketing Team (collectively, "Tridium Contact") to develop a marketing strategy to maximize its ROI.

MDF ELIGIBILITY DETERMINATION

A participant member's eligibility for MDF funds will be determined based on the participant member's scorecard results and partnership level. If you have additional questions, please reach out to your Tridium Contact.

MDF REQUEST PROCESS

For participant members to take advantage of these MDF funds, they must submit a 2024 Marketing Plan Form to their Tridium Contact. Please reach out to your Tridium Contact if you need a copy of the 2024 Marketing Plan form.

All Requests must be submitted not later than 30 days before the respective quarter of the applicable year starts. On or after September 2 of the applicable year, only edits to pre-approved marketing campaigns will be considered.

Use of the MDF funds should also result in a positive ROI for the participant member and Tridium. When submitting a request for MDF funds, a description of the expected ROI is required. Some examples of a positive ROI from an event or campaign are incremental increases in revenue, new partner or customer leads, and sales growth. MDF funds should be used to help participant members gain new business or retain current business with Tridium products and services. Failure to provide a description of positive ROI, may cause a rejection of MDF fund request.

Each participant member is required to provide supporting information about each proposed MDF-eligible event, including disclosing whether the event is related to commercial transactions with government entities.

All MDF proposals that contemplate any type of gifts or hospitality (i.e., accommodations, travel, entertainment, gift cards/cash equivalent, etc.) over \$50 for government officials or \$150 for anyone else, must be submitted to I&C for approval as a prerequisite for the approval request of the activity/event. Please provide necessary information to your Tridium Contact to get necessary I&C approvals.

SUBMITTING MDF CLAIM FOR REIMBURSEMENT

For a participant member to receive MDF funds for pre-approved requests after the eligible activity has occurred, then the participant member must complete a 2024 MDF Claim Form. A "Claim" is a submission of the 2024 MDF Claim Form that is completed and sent to your Tridium Contact, along with the documentation (detailed in the Honeywell MDF Policy GP11 and Honeywell Anticorruption Policy 2066), within 30 days of the activity date or invoice.

The MDF Claim cannot be raised and shall not be approved before the completion of the pre-approved eligible activity.

All copies of invoices and/or receipts must clearly show the date and cost of the eligible activity. Invoices are required to be paid before credit will be applied. All Claims should have supporting documents attached, such as photos of items, events, or any other applicable images.

Tridium may deny Claims for reimbursement if the participant member did not receive pre-approval on its request for funds before engaging in eligible activities. All Claim

reimbursements will be issued as a credit memo to the participant member's account. Reimbursements may take 30 business days to be processed and for a credit to be issued. All Claims must be submitted by December 11, 2024.

If Tridium determines the participant member has not accurately represented the costs, activities or results related to MDF requests and claims, Tridium may, in its sole discretion, do any or all of the following:

- Cancel participant member's currently active MDF requests
- Lower participant member's tier status in the Growth Partner Program
- Terminate participant member's participation in the Growth Partner Program

MDF EXCLUSIONS

See Honeywell MDF Policy GP11 and Honeywell Anticorruption Policy 2066 for exclusions. Any portion of activity that does not promote the Niagara/Vykon brand for products will not be reimbursed. This includes any MDF eligible activity that does not include the Niagara Framework/Powered by Niagara Framework logo. In addition, please note that marketing initiatives where the Tridium/Vykon product is shown beside a competitor's product and the cost is not proportionally divided among all participants will not be approved.

EXAMPLES OF PREFERRED MDF ELIGIBLE ACTIVITIES

Below is a list of Tridium preferred examples of MDF eligible activities. This list of preferred examples of MDF eligible activities is not exhaustive or conclusive and may be modified from time to time, in Tridium's sole discretion. In order to receive MDF for these preferred examples, Tridium must approve the activity and participant member must have met the additional MDF eligibility requirements provided in the Honeywell MDF Policy GP11 (including, without limitation, the Marketing Development Funds Procedures linked therein) and the Honeywell Anticorruption Policy 2066.

- Digital marketing campaigns - An online, multi-faceted marketing campaign, designed to increase engagement, leads, web-traffic and income for Tridium products and solutions. Combination of at least two digital elements: Email, PPC, Social, Blog posts, SEO/SEM, Digital Advertising
- Digital material - Catalogs, brochures, translations, point-of-sale materials, e-books and other digital content used to promote Tridium products and services
- Incentives for sales representatives - An award or spliff to a salesperson or sales team to recognize performance in meeting or exceeding quota, selling specific new or strategic products, developing strategic accounts etc.
- Website presence / digital app development - Updates and enhancements to web pages and/or digital applications that feature Tridium products and services

- Training - Training taught by Niagara/Vykon salespeople or Niagara/Vykon product experts designed to provide technical or sales training to your sales staff or customers on Tridium products. Food and Beverage only when ordered in conjunction with a training program or event. Alcohol is not reimbursed. Space/AV Rental eligible as well.
- Events - Hosting education and outreach events, including lunch and learns, focused on presenting and demonstrating Niagara/Vykon products and capabilities to influencers end users. Attending and displaying at industry and trade events to promote Niagara/Vykon products and services
- Partner demo equipment, tabletops and displays - Development of functioning demonstration areas featuring Tridium products and services to be used internally or at events

OTHER EXAMPLES OF OTHER POTENTIAL MDF ELIGIBLE ACTIVITIES (AS DETERMINED BY TRIDIUM)

Below is a list of other potentially eligible MDF activities that may be approved by Tridium on a case-by-case basis, in its sole discretion. In order to receive MDF for these other examples, Tridium must approve the activity and participant member must have met the additional MDF eligibility requirements provided in the Honeywell MDF Policy GP11 (including, without limitation, the Marketing Development Funds Procedures linked therein) and the Honeywell Anticorruption Policy 2066.

- Print materials - Printed catalogs, brochures, point-of-sale materials, etc. used to promote Tridium products or services
- Trade publications - Company listings, print ads, or web banners supporting Tridium products or services offerings in trade journals/publications, periodicals and web environments. Includes Blue Book listings and advertisement
- Trade Shows - Participation and promotional activities in connection with trade shows where participant member features and promotes the sale of Niagara/Vykon products. ROI from trade shows can include leads, customer lists, and additional Tridium/Vykon projects. Reimbursement Claim must include a photo of the show space showing substantial Tridium brand presence. To the extent Niagara/Vykon products are shown beside any non-Tridium products at such trade show event, the participant member's trade show event costs must be evenly distributed among all participants and the Claim will only be reimbursed on a pro rata basis.
- Promotional items tied to approved event or campaign - Giveaway items used to support a customer, industry or trade event or be part of a campaign to promote specific Tridium products or services
- Direct mail - All general communications including e-newsletters email and direct mail, advertising circulars or other printed material sent directly through the mail to prospects

ADDITIONAL TRIDIUM REQUIRED PARAMETERS

1. All approved Claims will be reimbursed at the rate of fifty percent (50%) of the total cost of the MDF eligible activity, except where noted in writing during the pre-approval process from the Tridium Contact.
2. All Claims for reimbursement must be submitted to Tridium by December 11th of the current year. Requests must be made at least 30 days prior to event or invoice.
3. Tridium reserves the right to withhold or deny crediting of Claims if a participant member's account is not in good standing.
4. In the event any eligible activity promotes more than just the Tridium/Vykon brands, Tridium may reimburse a properly submitted Claim on a pro rata basis (e.g., promotion of two non-Tridium brands could result in up to one-third of cost being eligible for submission as a Claim). These promotions must still adhere to the request process to be eligible for any reimbursement of a Claim.