



# Partner Programs

## Standard and Preferred Channel Partner Programs

Monitor. Integrate. Alert. Peace of Mind.

### Key Program Features

- Project registration and protection
- Sales and technical training opportunities
- Lead referral
- Marketing co-op funding
- Demo equipment discounts
- Sales incentives

### A Quality Partnership

- Over 16 million feet of RLE's patented leak detection cable is installed in facilities worldwide
- Our suite of WiNG wireless products is reframing the expectations of wireless monitoring systems.
- Known for our open protocol communications, RLE products easily integrate into larger BMS systems.
- Our products are used in a wide variety of industries beyond IT, including: aerospace, biotech, education, medical & hospitals, military facilities, and museums.

"Of all our vendor partners RLE is by far the easiest to work with and the quickest to respond.

Thank you for all that you do!"

Nate Dinsdale  
Product Marketing Manager, Veris Industries



### Creating the Win-Win

RLE Technologies bases our partner relationships on one concept: *when we create a win-win situation between our partners and RLE, everyone can be successful.* The RLE Technologies Channel Partner Program does exactly that, offering qualified channel partners aggressive discounts, knowledgeable sales support, project registration, pricing protection, and educational programming to help you create demand and be competitive in today's marketplace.

### What Makes RLE A Valuable Strategic Partner?

- **Leaders in the industry.** With more than 35 years of industry experience, RLE has the credibility and reputation you're looking for in a partner organization.
- **Top notch support.** Whether you need help before or after a sale, our sales and support staff is here for you!
- **Co-op funds.** We can help fund your trade show booth, paid advertising, or other creative marketing venture.
- **Project registration.** Protect your opportunities and gain extra discounts with our online project registration.
- **Sales incentives.** We periodically create programs that provide additional payments directly to reps that actively sell our products. We manage the program and payouts, you recognize the benefits of increased sales.

## The RLE Standard Channel Partner Program

RLE's Standard Channel Partner program is a good fit for companies that periodically quote and sell raised floor and airflow solutions, critical facility monitoring, and leak detection equipment. Our Standard Channel Partners enjoy a base level discount structure, project registration benefits, top notch technical and sales support, and marketing co-op funds.

To remain in good standing, Standard Channel Partner must complete a Standard Partner contract, keep RLE's products top of mind with their sales team, and maintain a \$10,000 annual revenue level. A full listing of Standard Channel Partner requirements and benefits is listed in the chart below.

## The RLE Preferred Partner Program



The RLE Technologies Preferred Partner Program is ideal for resellers and engineering firms that consistently pitch airflow and raised floor products, critical facility monitoring, and leak detection solutions to their customer base. Preferred Partners aggressively seek out new opportunities and drive the highest levels of margin in their sales.

In addition to the benefits associated with Standard Channel Partners, Preferred Partners gain access to advanced benefits including the highest tier discounts, lead referrals, priority access to co-op marketing funds, extensive sales and technical training, and access to the RLE demo equipment program. Additionally, you will gain unparalleled access to our executive team for networking and strategic collaboration.

To qualify for the Preferred Partner Program, a Standard Channel Partner must complete a Preferred Partner contract, agree to periodic business plan reviews with RLE representatives, represent and make searchable RLE's products on your website, agree to not carry competitive products, and maintain at least a \$30,000 annual revenue level with RLE.

Program Level	Annual Revenue Requirement	Program Requirements	Benefits
<b>Standard Channel Partner</b>	\$10,000	<ul style="list-style-type: none"> <li>Signed and executed channel partner contract on file at RLE</li> <li>Engagement in monthly webinars and product updates from RLE's sales team</li> <li>Widespread promotion of RLE products by partner sales representatives</li> </ul>	<ul style="list-style-type: none"> <li>Accelerated discount levels</li> <li>Good margins</li> <li>Additional discount with easy online project registration</li> <li>Sales and technical training</li> <li>Monthly webinars and email updates</li> <li>Marketing support</li> <li>Advanced notice of product releases</li> <li>Sales incentives</li> <li>Marketing Co-op funding</li> </ul>
<b>Preferred Channel Partner</b>	\$30,000	<ul style="list-style-type: none"> <li>Signed and executed Preferred Partner contract on file at RLE</li> <li>Engagement in monthly webinars and product updates from RLE's sales team</li> <li>Periodic business plan reviews</li> <li>RLE logo on your website</li> <li>RLE products visible &amp; searchable on your website</li> <li>Agree not to carry any competitor's leak detection products</li> </ul>	<p>All the benefits of the Standard Partner program <b>plus:</b></p> <ul style="list-style-type: none"> <li>Top tier margins</li> <li>Technical support</li> <li>Lead referral</li> <li>Discounted pricing on RLE demo equipment</li> <li>Logo on RLE Technologies website with a targeted link to RLE content on partner website</li> </ul>

## Interested In A Partnership?

We'd love the opportunity to work with you. If you're interested in joining the RLE Channel Partner Program, call RLE today at 800.518.1519.

