

Creating the Win-Win

RLE Technologies bases everything we do on one concept: if we can 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, ultra-responsiveness, project registration, pricing protection, and top notch marketing support to help you create demand and be competitive in today's marketplace.

“Out 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

Recognized as a leader in critical facilities monitoring for over 30 years, RLE Technologies has provided Falcon environmental monitoring products that are reliably protecting some of the world's most critical facilities and data centers. And with data center construction expected to grow at a healthy 9.3% per year for the foreseeable future, the need to assure uptime by monitoring key threats such as temperature, humidity, air flow, air pressure, fluid intrusion, etc. will only increase.

RLE Technologies' SeaHawk leak detection equipment is recognized worldwide. RLE holds eight patents with several more pending specific to fluid detection cable and controller based technologies. RLE has sold in excess of 14,000,000 feet of cable. This is more cable than any other leak detection cable provider. RLE's cable and controller technology is used by a variety of different industries including, but not limited to, aerospace, biotechnology, consumer, education, information technology, military, and museums. RLE Technologies is ready and able to help your firm grow its revenue in these critical and growing markets while recognizing exceptional margins, both now and in the future. Read on to learn about the requirements and benefits of RLE Technologies' two Channel Partner Program levels.

The RLE Standard Channel Partner Program

Designed for the vendor that has only a periodic need to sell critical facility monitoring and leak detection equipment, the RLE Standard Channel Partner Program provides attractive base level discounts, project registration, top notch technical and sales support, and extensive marketing support including packaged discounts, co-op marketing funds, and potentially spiff sales incentive programs.

In exchange for the above benefits, RLE requires only that the Standard Channel Partner complete a channel partner contract, keep RLE's products top of mind with their sales team, and maintain a \$5,000 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, referred to as P³, is ideal for value added resellers and engineering firms that want to consistently position critical facility monitoring and leak detection solutions to protect their customers, aggressively seek out new opportunities, and drive the highest levels of margin.

In addition to the benefits associated with Standard Channel Partners, P³ 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, access to the RLE demo program, and access to purchase refurbished "B-Stock" at significant additional discounts. Additionally, you will gain unparalleled access to our executive team for networking and strategic collaboration.

To qualify for the Preferred Partner Program, a strategic partner must complete a P³ contract, agree to periodic business plan reviews with RLE representatives, participate in a RLE hosted semi-annual online training and product update, represent and make searchable RLE's products on your website, agree to not carry competitive leak detection products, and maintain at least a \$15,000 annual revenue level with RLE.

Take a look at the following chart for a complete understanding of the benefits and requirements of the P³ program.

Program Level	Annual Revenue Requirement	Non-Registered Discount*	Registered Discount*	Program Requirements	Benefits
Standard Channel Partner	\$5,000	S: 20% C: 20% P: 10%	S: 30% C: 30% P: 20%	<ul style="list-style-type: none"> • Channel partner contract • Annual training webinar with sales team • Widespread promotion of RLE products by partner sales representatives 	<ul style="list-style-type: none"> • Good margins • Additional discount with registration • Easy online registration • Sales and technical training • Marketing support • Campaign in a Box • Notice of scheduled product releases • Technical support • Sales incentive • Marketing Co-Op funding
P³ Preferred Partner	\$15,000	S: 25% C: 25% P: 20%	S: 35% C: 35% P: 25%	<ul style="list-style-type: none"> • P³ partner contract • Periodic business plan reviews • Semi-annual webinar training and product update with sales team • RLE Product visible & searchable on Partner website • Agree to not carry competitive Leak detection solutions 	<ul style="list-style-type: none"> • Top Tier margins • Additional discount with registrations • Easy online registration • Sales and technical training • Marketing support • Campaign in a Box • Notice of scheduled product releases • Technical support • Sales incentive • Marketing Co-Op funding • Lead referral • B-stock access • RLE demo program • Logo on RLE Technologies website

* S=Standard Products, C=Cable, P=Passthrough Products

Key Benefits

Project Registration and Protection

RLE Technologies' registration program is designed to reward our partners for providing focused marketing efforts and for creating and managing sales opportunities for RLE Technologies products and solutions. Opportunities that qualify for registration will receive price protection and an additional discount at the time of purchase.

Sales and Technical Training

The key to success with any sales effort is a knowledgeable sales team. RLE will assure that your sales and engineering teams are well equipped to handle any questions that come their way.



Marketing Campaign in a Box

We understand your marketing team has a lot on their plate so RLE periodically provides turnkey, easily deployed marketing campaigns designed specifically to highlight the value of RLE's products and drive qualified leads for your sales team. Typically available each quarter, these campaigns include a marketing asset of some kind (whitepaper, video, infographic, etc.), email copy, web copy, social media copy, and sales talking points to streamline follow-up. RLE is always open to partner suggestions for additional campaigns they feel would be effective.

Technical Support

RLE provides top notch product technical support to both your team and your customers. This takes much of the burden of supporting RLE's products off of your team and allows you to focus on generating revenue.

Lead Referral

Leads are the lifeblood of any sales team and not always easy to come by. RLE's Preferred Partners will enjoy periodic sales ready leads for your team to work and close. This is as close to free money as you will get.

Marketing Co-Op Funding

Each year, RLE designates a significant fund to support partner marketing efforts on our behalf. Co-Op dollars can be used to partially fund nearly any type of marketing program and creativity is encouraged. These funds are available on a first request first served basis and Preferred Partners are prioritized. Requesting Co-Op support is as simple as providing a summary of the program under consideration to your RLE Sales Representative.

B-Stock Access

Periodically, RLE receives product returns due to over ordering or a minor defect that can be easily refurbished and returned to fully functional condition. These products are available to our Preferred Partners at a 20% discount over standard discount rates enabling you to sell them for even higher margins.

Product Equipment Demo Program

As a RLE Preferred Partner, you have the option to purchase demonstration equipment at a 50% off list price. This equipment can be used for trade shows, demo labs, customer presentations, etc. This equipment is yours to keep but cannot be resold to end users.

Sales Incentive

Periodically RLE Technologies will create a sales incentive program (spiff) that provides additional payments directly to your sales representatives that actively sell our products. This is a "no touch" program for your company which means no additional resources are needed to manage it, but you get to recognize the benefit of higher sales levels.

Interested In Becoming Part of Our Team?

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



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