



## Market Development Funds Program (MDF)

### *Guidelines & Procedures*

AJA Video Systems, Inc. is pleased to allocate funds to qualified Distributors and Dealers for AJA designated marketing activities. The MDF Program is designed to foster brilliant marketing ideas from its entire reseller channel, and is therefore not based on revenue, but perceived value to AJA Video.

All Authorized Distributors and Dealers with accounts in good standing with AJA Video may participate in the MDF Program. Please review the following guidelines and procedures carefully before submitting your MDF Request.

This document can be downloaded from the AJA dealer page at [www.aja.com/dealer](http://www.aja.com/dealer). If you do not know your user name and password, please contact your Territory Manager or Rep.

## Guidelines

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- MDF requests are processed on a first come, first served basis
- Dealers who purchase AJA products through an AJA Authorized Distributor (Third Party Dealers) must request MDF funds through their AJA Distributor, and not directly from AJA Video
- Authorized AJA Distributors and Dealers may submit one MDF request form per marketing activity, and one MDF claim for per marketing activity

*Examples of activities include, but are not limited to:*

- |                     |                     |
|---------------------|---------------------|
| ➔ Advertising       | ➔ Events            |
| ➔ Promotional Items | ➔ Online Marketing  |
| ➔ Sponsorships      | ➔ Direct Mail/Email |

*Eligible activities will promote AJA Video products and use AJA authorized branding, logos, etc.*

- An MDF request form may be submitted no sooner than 90 days prior to the activity, and no later than 15 days prior to the activity
- Approval is entirely at AJA Video's discretion. If a request is denied, the participant may contact AJA Video to discuss. The participant may be allowed to resubmit their request if an agreement is reached between AJA Video and the participant
- Foreign currencies will be converted to USD upon approval of the MDF request
- AJA Video will make every effort to respond in writing within 15 business days with an approval or a denial

- Participant will incur all of the upfront costs of the approved MDF activity
- An AJA MDF claim form must be submitted within 30 days after the approved MDF activity is complete, and may not be submitted before the activity is complete
- Credit is granted when all the necessary Proof of Performance paperwork is submitted and approved by AJA Video

*Proof of Performance includes but is not limited to:*

- ➡ Invoices
- ➡ Receipts
- ➡ Copies of ads
- ➡ Pictures from Events

*If an MDF claim for an approved MDF activity is denied, please email [mdf@aja.com](mailto:mdf@aja.com) to discuss.*

- Once approved, the participant is reimbursed via credit to their AJA account
- A credit memo is issued via email once the account has been credited

## Logo Usage

Find AJA Video corporate trademarks and images at <http://www.aja.com/company/index.php>. Please contact AJA Video at [mdf@aja.com](mailto:mdf@aja.com) if you have any questions regarding AJA branding for your MDF activity.

## MDF Request and Claim Procedure

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**Please note: there are two parts to the MDF process. First, fill out the MDF Request form to submit your activity for approval. Once your approved MDF activity is complete, you must submit the MDF claim form and proof of performance before your account will be credited. Please email [mdf@aja.com](mailto:mdf@aja.com) if you have any questions about the MDF procedure.**

- AJA MDF request and claim forms are located on the AJA Dealer Page at [www.aja.com/dealer](http://www.aja.com/dealer)
  - › Participants will need their user name and password to access the dealer page and submit the MDF forms. If you do not know your AJA dealer page login, please contact your Territory Manager or Rep
- Fill out the MDF request form completely and press the Submit button at the bottom of the form
- You will receive email confirmation that your request has been submitted
  - › If you do not receive this confirmation in 24 hours, please email [mdf@aja.com](mailto:mdf@aja.com).
- You will be notified in writing of your MDF request status within 15 business days

*Procedures continued on page 3*

- Once the approved MDF activity is complete, fill out the MDF claim form completely and remember to upload Proof of Performance before you submit the claim form
  - › If you are not able to upload your Proof of Performance, please contact [mdf@aja.com](mailto:mdf@aja.com) to make other arrangements before submitting the MDF claim form
- You will be notified of your MDF claim status within 15 business days
  - › If your MDF claim has been approved, you will receive your credit memo with your approval notification
- Once your account has been credited, you will be emailed a copy of your credit memo

## MDF Guidelines for Recurrent AJA Marketing Activities

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Recurrent AJA marketing activities may be submitted quarterly on one MDF Request at the beginning of the quarter, and one MDF claim at the end of the quarter.

For example, if you advertise AJA products in a monthly publication, you may submit for MDF once per quarter. All advertising done in Q1 would be submitted for approval at the beginning of Q1, and claimed at the end of Q1. A second MDF request would be submitted at the beginning of Q2 for advertising in that publication during the quarter, and claimed at the end of Q2.

## In Closing

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Thank you for participating in AJA Video's MDF Program. This will enable you, our valued Reseller, to maintain AJA's position at the head of the Post-Production and Broadcast industry by using innovative and cutting edge marketing techniques as well as tried-and-true strategies.

If you have any questions about AJA's MDF Program, please don't hesitate to contact your Territory Manager or Rep. You can also email [mdf@aja.com](mailto:mdf@aja.com) or call +1-530-271-3174 with any questions.

Thank you,

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