



## Marketing Development Fund Program to create your own leads

The Eaton PowerAdvantage Market Development Fund (MDF) Program provides an opportunity for Certified or Premier Eaton PowerAdvantage partners to submit funding requests to be used solely on marketing activity designed to generate leads or the promotion and selling of Eaton products. The Eaton PowerAdvantage MDF Program is a discretionary program intended to promote business growth and provide sales incentives.

The MDF Program is a project proposal/approval/claim process jointly committed effort between Eaton and qualified PowerAdvantage partners. To participate in the MDF Program, a PowerAdvantage partner must work closely with the Eaton Sales teams to coordinate its MDF request with the long-term business and partnering objectives of Eaton.

VERIFIABLE DATA PROVES  
HUMANS RESPOND  
POSITIVELY TO MARKETING!



### Eligibility for funds

An Eaton PowerAdvantage partner that meets each of the following criteria can participate in the MDF Program:

#### 1. Current user registration in Eaton's PowerAdvantage Partner Program

In order to be able to access Eaton's MDF Program, your company must be registered, active and recognized as an Certified or Premier Eaton PowerAdvantage partner.

#### 2. Completion of business plan

The partners needs to complete the business plan with his/her Eaton sales manager and the document needs to be uploaded on the PA portal.

#### 3. Engagement with the Eaton IT channel sales team

As an Eaton PowerAdvantage partner, you will either be working with a partner development specialist. It is important that you are engaged with this sales team member to take advantage of the MDF Program.

#### 4. Provide results with return on investment

Eaton PowerAdvantage partners must pursue marketing activities that provide optimal incremental sales opportunities as well as demonstrable ROI. Additional activities will not be approved without considering documented results from previously approved activity. In addition, these activities must be in accordance with Eaton marketing practices and meet the desired strategic objectives of both Eaton and the PowerAdvantage partner.



# Marketing Development Fund Program – eligible activities

The table below lists all MDF eligible activities:

Eligible activities	Examples	Requirements	ROI requirements
<b>Industry tradeshows</b> (in-person or virtual)	<ul style="list-style-type: none"> <li>Industry tradeshow participation</li> </ul>	<ul style="list-style-type: none"> <li>Representation of Eaton must be in compliance with Eaton corporate branding guidelines for the channel</li> <li>Tradeshows and industry events must have a focus complimentary to the Eaton product line</li> <li>Trade show must be designed to produce lead generating results</li> <li>Business travel and entertainment expenses (such as airfare, hotel and meals) are not eligible</li> </ul>	<ol style="list-style-type: none"> <li># of leads generated</li> <li>Potential revenue</li> <li># of projects identified</li> </ol> <p>Please note: Data entry for ROI requirements will be required on the project submission and actual results required on claim submission</p>
<b>Eaton training events</b> (in-person or virtual)	<ul style="list-style-type: none"> <li>Eaton Lunch and Learns</li> <li>Eaton-sanctioned seminars, events or program</li> </ul>	<ul style="list-style-type: none"> <li>Eaton trainings should be in conjunction with a member of Eaton sales, marketing or product management teams</li> </ul>	<ol style="list-style-type: none"> <li># of reps trained</li> </ol>
<b>Customer events</b>	<ul style="list-style-type: none"> <li>Hosted customer event at partners facility or off-site location (current or prospects)</li> <li>Relationship building event including golf tournaments or sporting events</li> </ul>	<ul style="list-style-type: none"> <li>Representation of Eaton must be in compliance with Eaton corporate branding guidelines for the channel and approved by Eaton</li> <li>Event sponsorship must not involve any competitors of Eaton</li> </ul>	<ol style="list-style-type: none"> <li># customers attended</li> <li>Potential revenue</li> <li># of projects identified</li> </ol>
<b>Co-branded advertising</b>	<ul style="list-style-type: none"> <li>Print advertisement in regional or industry publication</li> <li>Digital advertising including web banners and social media</li> </ul>	<ul style="list-style-type: none"> <li>Representation of Eaton must be in compliance with Eaton corporate branding guidelines for the channel</li> <li>Activities must be designed with specific calls to action</li> <li>All creative materials for campaign must be approved by Eaton in advance</li> <li>Activities must be executed using tools which results can be accurately tracked</li> <li>Publications or websites for advertising must have a focus complimentary to the Eaton product line</li> </ul>	<ol style="list-style-type: none"> <li># of impressions</li> <li># of leads generated</li> <li>Potential revenue</li> </ol>
<b>Sales contest</b>	<ul style="list-style-type: none"> <li>Internal sales contest for sales and managers</li> </ul>	<ul style="list-style-type: none"> <li>Contest outline must be approved by Eaton in advance</li> <li>Gift cards not permitted for contest prizes</li> <li>Eaton must approve materials supporting sales contest</li> </ul>	<ol style="list-style-type: none"> <li># of reps in contest</li> <li>Potential revenue</li> </ol>

**\*Please note**, some paid digital advertising (including search engine marketing campaigns like PPC and Amazon Ads) is not eligible for MDF. Please check with your assigned Channel Marketing Manager for details.