

**IBM and Lotus Sales Assistance Program
Business Development Funds Claim Form - Marketing Campaign Services**

This form can be used to claim Business Development Funds for the IBM and Lotus Sales Assistance Program for marketing campaign services received from IBM, or Lotus, or an external agency participating in TeamPlayers.

This form is to be used by base-software program participants at the Advanced level of membership. Premier level members would normally file for expenses using PartnerRewards URL at www.ibm.com/partnerrewards.

BUSINESS PARTNER NAME: _____ (R)
INTERNET E-MAIL ADDRESS: _____ (R)
BUSINESS PARTNER PHONE/FAX: _____ (R)
BP ID: (provided in the welcome package) _____ (R)
PLAN YEAR: _____ (R)
ESTIMATED SOFT DOLLAR EARNINGS: _____ (R)

DESCRIPTION OF MARKETING CAMPAIGN SERVICES- ENTER THE AMOUNT:

TEAMPLAYERS (100 pieces minimum) - see approved list below \$ _____

DESCRIPTION: _____
START DATE: _____ (R)
END DATE: _____ (R)
VENDOR NAME: _____ (R)
INVOICE NUMBER: _____ (R)

OBJECTIVE _____
TARGET AUDIENCE _____
POTENTIAL REVENUE _____

Please sign below to indicate that the above expenses are in support of IBM and Lotus marketing related expenses, and that this is the only time that these expenses have or will be submitted to IBM for reimbursement.

Business Partner Authorized Signature

Date

Printed Name

FOR ADMINISTRATION CENTER USE ONLY:

Date Received

Claim #

Log #

Administrator

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Qualifying expenses are campaign design, internal and external production costs, expenses associated with obtaining a list of qualified prospects, IBM product literature, telemarketing, and internet marketing costs, collateral materials, and advertising.

Eligible TeamPlayers Campaigns are:

- Host Integration
- Web Self Service
- E-mail messaging and collaboration
- Commerce
- Business Integration
- Business Intelligence

Supporting documentation required are the itemized third party invoices, published rate sheets and actual costs for in-house services, along with copies of deliverables, telemarketing scripts, and any other items associated with the marketing campaign.

Your participation in the IBM and Lotus Sales Assistance Program, indicated by your first submission of a Business Development Funds for the IBM and Lotus Sales Assistance Program Claim Form or a PartnerRewards Activity List (PAL) for the IBM and Lotus Sales Assistance Program to IBM, shall signify your acceptance of the terms and conditions contained in the Business Development Funds for the IBM and Lotus Sales Assistance Program.

Please print the form, sign the form, attach the supporting documentation/invoices, and mail the package to:

Maritz Canada
Attn: IBM and Lotus Sales Assistance Program
1900 Minnesota Court, Suite 125
Mississauga, Ontario
L5N 3C9
Canada

This form was last modified on June 23, 1999.