

Market Development Funds (MDF) Program Guidelines

The WKCE Market Development Fund Program helps our Channel Partners sell WKCE products and create local awareness about the brand.

- ❖ **QUALIFICATION:** To qualify for MDF, you must first have an approved business plan completed and be a Gold, Platinum or Diamond partner in good standing¹. MDF is available for Silver partners on a per request basis. All funds are allocated based on location, sales target, and by submission date. WKCE has sole responsibility for the approval of any MDF program activity.
- ❖ **APPLICATION:** The [MDF online Request form](#) must be submitted 90 days in advance of the activity for approval by the Wolters Kluwer Channel Management Team.
- ❖ **BRANDING:** All materials related to WKCE that are produced must adhere to the Wolters Kluwer branding guidelines.
- ❖ **DEAL REGISTRATIONS:** Any leads that become opportunities should be registered online using the [Deal Registration form](#) and the lead source should be coded as *MDF marketing campaign*.
- ❖ **PAYMENT:** The Channel Partner is responsible for paying the vendor for the full cost of the activity and submitting an invoice to Wolters Kluwer for reimbursement within 30 days following the event. A copy of the vendor invoice and photos (or examples or files) of the activity (or material created/used) should accompany the invoice submitted to Wolters Kluwer. In addition, A W8-BEN-E tax form must be submitted once per partner. Please allow up to 60 days for reimbursement following invoice submission.
- ❖ **SUPPORT:** A Wolters Kluwer Marketing representative is always available for assistance. Sharing best practices is important so please share results of the activity and any other feedback learned.

Examples of activities that do qualify for MDF:

Lead Generation activities: Conference sponsorship, exhibition or attendance – Seminars - Direct mail campaigns – Webinars – Advertisements -- Social Media Advertising

Examples of activities that do not qualify for the MDF:

Customer visit travel and accommodation expenses - Expenses related to normal operating costs, like office supplies and employee salaries - Activities that include the promotion of products other than Wolters Kluwer products

¹ “In good standing” means the partner has a fully executed agreement, is actively engaged in the sale of WKCE products and has fulfilled all training, AR and Partner Program requirements.