

**IBM and Lotus Sales Assistance Program
Business Development Funds Claim Form - Marketing Seminar Expenses**

This form can be used to claim Business Development Funds for the IBM and Lotus Sales Assistance Program for Seminars in a Box.
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)

AMOUNT: \$ _____ (R)
NAME OF SEMINAR: _____ (R)
CITY: _____ (R)
START DATE: _____ (R)
END DATE: _____ (R)
VENDOR NAME: _____ (R)
INVOICE NUMBER FOR EXPENSES: _____ (R)

OBJECTIVE _____
TARGET AUDIENCE _____
POTENTIAL REVENUE _____

Please sign below to indicate that the above expenses are in support of IBM/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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The specific expenses which will be reimbursed are audiovisual equipment, catering, IBM or Lotus literature, cost of getting a list of qualified prospects, collateral materials, such as brochures application briefs, invitations, mailing expenses, and sales flyers. Ineligible expenses include end-user meetings, entertainment, and sporting events, and trinkets. If the specific expense is not listed, it is not eligible for expense reimbursement under the Streamlined Claiming Option.

If a seminar covers multiple vendors that compete with an IBM or Lotus product or service, the IBM or Lotus products or service must be the primary product marketed. Communication material must comply with the IBM Business Partner Emblem Guidelines. Also refer to the Guidelines for advertising in the Business Development Funds for the IBM and Lotus Sales Assistance Program User Guide.

Supporting documentation required are the itemized third party invoices, published rate sheets and actual costs for in-house services, copies of collateral materials including seminar invitation, agenda and a list of attendees.

Your participation in the IBM and Lotus Sales Assistance Program, indicated by your first submission of a Business Development Funds Claim Form or a PartnerRewards Activity List to IBM, shall signify your acceptance of the terms and conditions contained in 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 updated on June 23, 1999.