LEADTEK DISPLAY

Global Agency Cooperation Policy

Your Reliable Touch Display Solution Partner

Shenzhen Leadtek Electronics Co.,Ltd

www.leadtekdisplay.com

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COOPERATION MODELS

ITEM	EXCLUSIVE AGENCY	NON-EXCLUSIVE AGENCY
TERRITORY RIGHTS	EXCLUSIVE AUTHORIZATION FOR A DEFINED REGION OR COUNTRY	NO EXCLUSIVITY; MAY COEXIST WITH OTHER PARTNERS
PRICING SUPPORT	PREFERENTIAL PRICING WITH REBATE SCHEMES	STANDARD TIERED PRICING BASED ON ORDER VOLUME
PROJECT PRIORITY	PROJECT REGISTRATION PROTECTION AND PRIORITY SUPPORT	PROJECT SUPPORT AVAILABLE, BUT NO EXCLUSIVE PRIORITY
CLIENT PROTECTION	EXCLUSIVE PROTECTION FOR REGISTERED CLIENTS/PROJECTS	CLIENT REGISTRATION POSSIBLE BUT NON-EXCLUSIVE
BRAND PROMOTION	BRAND DISPLAY ON WEBSITE & JOINT EXHIBITION PARTICIPATION	PARTIAL BRANDING MATERIALS MAY BE PROVIDED UPON REQUEST
SALES TARGET	ANNUAL MINIMUM SALES GOAL REQUIRED	NO HARD TARGET, BUT GROWTH IS ENCOURAGED
CONTRACT TERM	TYPICALLY 1–2 YEARS, RENEWABLE BASED ON PERFORMANCE	FLEXIBLE TERM DEPENDING ON PROJECT OR COOPERATION STATUS

APPLICATION PROCESS

ITEM	EXCLUSIVE AGENCY	NON-EXCLUSIVE AGENCY
INITIAL ASSESSMENT	SUBMIT MARKET ANALYSIS, ANNUAL SALES TARGETS, TEAM BACKGROUND	SUBMIT COMPANY QUALIFICATIONS AND BASIC SALES PLAN
REVIEW TIMELINE	APPROX. 2–4 WEEKS, REQUIRES MANAGEMENT-LEVEL EVALUATION	APPROX. 1–2 WEEKS, HANDLED BY SALES TEAM
ON-SITE VISIT	ARRANGED BASED ON REGIONAL IMPORTANCE	GENERALLY NOT REQUIRED
CONTRACT REQUIREMENTS	SIGN EXCLUSIVE AGENCY AGREEMENT, COMMIT TO MINIMUM ORDER AND MARKET COVERAGE	SIGN COOPERATION AGREEMENT, NO MINIMUM ORDER QUANTITY

PRICING & CLIENT PROTECTION

ITEM	EXCLUSIVE AGENCY	NON-EXCLUSIVE AGENCY
PRICING POLICY	GRANTED BOTTOM PRICE RIGHTS WITHIN DESIGNATED TERRITORY, STRONGER BARGAINING POWER	TIERED DISCOUNT BASED ON ORDER VOLUME
CLIENT PROTECTION	CLIENT LIST PROTECTION PROVIDED TO PREVENT PRICE CONFLICT	NO EXCLUSIVITY; CLIENTS DEVELOPED INDEPENDENTLY
PROJECT PRICING SUPPORT	ELIGIBLE FOR SPECIAL PROJECT PRICING	CASE-BY-CASE APPLICATION REQUIRED

TRAINING & MARKETING SUPPORT

ITEM	EXCLUSIVE AGENCY	NON-EXCLUSIVE AGENCY
PRODUCT TRAINING	REGULAR ONLINE/OFFLINE TECHNICAL AND SALES TRAINING	BASIC PRODUCT KITS AND ONLINE SUPPORT PROVIDED
MARKETING SUPPORT	SAMPLE UNITS, CO-EXHIBITION OPPORTUNITIES, PRINTED MATERIALS, ADVERTISING SPONSORSHIP	LIMITED SAMPLE SUPPORT AND DIGITAL MATERIALS AVAILABLE UPON REQUEST
PRIORITY ACCESS	PRIORITY ACCESS TO NEW PRODUCT INFO AND DEMO UNITS	NEW PRODUCT MATERIALS RELEASED UPON REQUEST OR AVAILABILITY

CODE OF CONDUCT

ITEM	EXCLUSIVE AGENCY	NON-EXCLUSIVE AGENCY
BRAND MANAGEMENT	MUST FOLLOW UNIFIED BRAND IMAGE AND PRICING; UNDERCUTTING STRICTLY PROHIBITED	MUST FOLLOW GENERAL BRAND RULES; CROSS-REGIONAL RESELLING PROHIBITED
FEEDBACK OBLIGATION	REQUIRED TO SUBMIT REGULAR MARKET FEEDBACK AND CLIENT UPDATES	FEEDBACK ENCOURAGED BUT NOT MANDATORY
COOPERATION ALIGNMENT	REQUIRED TO ALIGN WITH COMPANY MARKETING STRATEGY AND PROMOTION PLANS	OPERATES INDEPENDENTLY; ENCOURAGED TO ALIGN WITH COMPANY GOALS

ANNUAL REVIEW & EXIT CLAUSE

ITEM	EXCLUSIVE AGENCY	NON-EXCLUSIVE AGENCY
ANNUAL EVALUATION	REVIEWED YEARLY BASED ON SALES, MARKETING ACTIVITIES, AND CLIENT SATISFACTION	ANNUAL REVIEW BASED ON PERFORMANCE AND COLLABORATION
UNDERPERFORMANCE CLAUSE	TWO CONSECUTIVE YEARS OF UNDERPERFORMANCE MAY RESULT IN TERMINATION OF EXCLUSIVITY	PRICING ADJUSTMENT OR COOPERATION TERMINATION BASED ON RESULTS
TERMINATION NOTICE	60-DAY WRITTEN NOTICE REQUIRED	30-DAY WRITTEN NOTICE REQUIRED

Company Culture

Brand Position

Your Reliable Touch Display Solution Partner

Brand Culture

Vision: Display Smart Life

Core Value: Leading Touch Display Solutions

Mission: People-oriented, Continuous innovation

Contact Us

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THANKS FOR WATCHING

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