



Partnering with MIE Software

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Introduction

MIE Software Pty Ltd (MIE) is the developer of the Summit Suite of Software.

The Summit Suite of Software is comprised of the Summit Event Manager (Pro and Light versions), Summit Central (a core module of the Contact Manager plus additional modules of Membership Manager, Short Course Manager and Internet Manager [soon to be released]), and Summit SafeGuard. There is also MIE WebLink, an interfacing Internet component that enables delegates to register for events over the Internet and have those registrations automatically imported into Summit.

The product that has been in the marketplace the longest is the Summit Event Manager – Pro software – 14 years. So far it has been sold in 46 countries and won two awards for excellence in Australia.

The Summit Suite of Software is written in MS Access and works only on PCs running an MS Windows environment or MACs that can run an MS Windows environment.

Who buys the Summit Suite of Software

The main buyers of the Summit Event Manager software are:

- professional conference organisers
- incentive houses
- associations that hold conferences on a regular/annual basis
- corporations that hold dinners, kick-off meetings, award nights, seminars, dealer/franchisee briefings and so forth on a regular basis
- education facilities that hold conferences, short courses, seminars etc.

The main buyers of Summit Central are:

- small to medium business enterprises
- associations
- professional Secretariats
- societies
- clubs
- Short Course Managers

If you have access to these markets, you have an excellent chance of success.

Partnering Options

There are three ways that you can partner with us.

1: Referral Partner

You provide us with details of organisations who may find our software suitable but you don't get involved in the sale process or after-sales support and training.

2: Business Associate

You sell our software directly, but, as in the case of a Referral Partner, you don't have to get involved in after-sales support or training.

3: Distributor

You sell our software directly and MIE has little or no involvement in the sale process. You are the primary provider of after-sales support and training. You usually modify the software to suit your local marketplace where different paper sizes, currency symbols and languages may apply.

On the following pages are details of each option.

Referral Partner

There are no sign-up procedures or charges associated with being a Referral Partner. Simply let us know the details of the person you are referring by phone, e-mail or our on-line referral form at <http://www.miesoftware.com/referral.cfm>.

If the person purchases and pays within three months of your referral we will contact you and offer you the choice of either:

- 10% of the retail purchase price of the software in cash

or

- 20% of the retail purchase price of the software towards any MIE products or services.

Conditions

1. You can not refer yourself.
2. You can not refer existing MIE clients.
3. Retail price does not include any freight, training, manuals, MIE WebLink Setups, MIE WebLink hosting or any other services associated with the sale. It is only the retail price of the Summit software product as shown on our website at the time of the sale.

Business Associate (BA)

You become a Business Associate by completing the on-line application form, accepting the terms and conditions and having your application accepted by MIE.

You may offer training services and retain 100% of any training revenue. If MIE provides prospect leads and client training opportunities, preferential treatment will be extended to Business Associates accredited in the appropriate product. Being accredited means MIE are confident in your knowledge of each product.

Sale Submission

You must provide a thorough brief of all pre-sale activities and end-user requirements as well as submit a Computer Environment Checklist for each sale. As MIE will be taking over support, it gives us valuable information on the client's computer environment and level of computer expertise.

Revenue per Sale

There are two revenue levels for a BA that depend on the level of involvement of MIE in the sale process.

If you advise us of a sale and the prospect is new to MIE, then you are entitled to 50% of the current retail price.

*For example: Summit Event Manger – Pro Multi-User
Retail price = AUD\$2,750.00. Wholesale price is AUD\$1,375.00.*

If you are handed a lead by MIE or are asked to complete a software demonstration on our behalf, and the result is a sale, a percentage will be negotiated based on the amount of work MIE have put in to the prospect to date, and the perceived amount of work remaining to close the sale. As a guide, if the prospect was expected to close after a single demonstration, MIE would propose 25% of the current retail price.

*For example: Summit Event Manger – Pro Multi-User
Retail price = AUD\$2,750.00. Wholesale price is AUD\$2062.50.*

Billing per Sale

Monies associated with a sale can be processed one of two ways:

- You process the sale using your own bank account or merchant facilities. MIE will invoice you on the 1st of every month for the wholesale price applicable. This invoice must be paid within 14 days or a \$55 late fee may apply.

or

- All monies associated with a sale are processed directly by MIE and you are credited the wholesale price applicable on the 1st of the following month.

Software Serial Numbers and Billing

You have the choice of requesting a permanent or temporary licence number. Temporary licences are used to allow the client full use of the software while you are awaiting payment. If you don't receive payment, the temporary number will expire after a few months and Summit will cease to work.

Once payment is received by you, you should request a permanent number licence number from MIE. We only invoice for sales where you have requested a permanent licence number. We don't expect you to pay us until you've been paid.

Licensed copy of software

A licensed copy of the software is **not** supplied nor is it required for software demonstrations. The 'evaluation' version of the software is fully functional with the only restriction being a limit of 20 records per database.

If you want a licensed copy of the software it must be purchased at current retail prices.

On-Line Resource Centre

Provides access to updates, notifications, marketing documents, advance notice of new releases, etc.

Advertising on the MIE website

A BA may list their details on the 'who to contact' section of the MIE website for no charge.

Performance Bonus

1. If you deliver more than \$12,000 in wholesale purchases to MIE in a calendar year you will be provided with free, registered, multi-user copies of any new products or product upgrades released in the following calendar year.

Distributor

You become a Distributor by completing the on-line application form, accepting the terms and conditions and having your application accepted by MIE.

A Distributor retains clients as their own rather than passing them to MIE and provides support and training to their clients. The distributor retains 100% of any support or training revenue. If MIE provides prospect leads and client training opportunities, preferential treatment will be extended to Distributors accredited in the appropriate product. Being accredited means MIE are confident in your knowledge of each product.

Sale Submission

The Distributor advises MIE of any sales via the Partner Website Sales Submission form.

Revenue per Sale

There are two revenue levels for a Distributor that depend on the level of involvement of MIE in the sale process.

If a Distributor advises of a sale and the prospect is new to MIE, then the Distributor is entitled to 50% of the current retail price.

*For example: Summit Event Manger – Pro Multi-User
Retail price = AUD\$2,750.00. Wholesale price is AUD\$1,375.00.*

If the Distributor is handed a lead by MIE or is asked to complete a software demonstration on our behalf, and the result is a sale, a percentage will be negotiated between MIE and the Distributor based on the amount of work MIE have put in to the prospect to date, and the perceived amount of work remaining to close the sale. As a guide, if the prospect was expected to close after a single demonstration, MIE would propose 25% of the current retail price.

*For example: Summit Event Manger – Pro Multi-User
Retail price = AUD\$2,750.00. Wholesale price is AUD\$2062.50.*

Billing per Sale

The Distributor processes the sale using their own bank account and merchant facilities. MIE will invoice you on the 1st of every month for the wholesale price applicable. This invoice must be paid within 14 days or a \$55 late fee may apply.

Software Serial Numbers and Billing

The Distributor has the choice of requesting a permanent or temporary licence number. Temporary licences are used to allow the client use the software while the Distributor is awaiting payment. If you don't receive payment, the temporary number will expire after a few months and Summit will cease to work.

Once payment is received by you, you should request a permanent number licence number from MIE. We only invoice for sales where the Distributor has requested a permanent licence number. We don't expect you to pay us until you've been paid.

Licensed copy of software

A licensed copy of the software is required for support purposes.

If you do not have a licensed copy of the software you must purchase a copy at current retail prices.

On-Line Resource Centre

Provides access to updates, notifications, marketing documents, advance notice of new releases, etc.

Support

As you provide primary support, MIE Software will provide you with reasonable second level support to ensure that the support you provide your clients is of the highest standard.

Advertising on the MIE website

A Distributor may list their details on the 'who to contact' section of the MIE for no charge.

Performance Bonus

If you deliver more than \$12,000 in wholesale purchases to MIE in a calendar year you will be provided with free, registered, multi-user copies of any new products or product upgrades released in the following calendar year.

General Notes for BAs and Distributors

Prospect Registration

MIE will maintain a prospect database. All BAs and Distributors are welcome to register their prospects with MIE. As part of this process MIE will advise if they are currently dealing with the prospect or may provide details of any previous correspondence history.

Regular progress requests on all registered prospects will be e-mailed to BAs and Distributors.

The following will be negotiated:

1. The prospect is registered to the BA/Distributor. Then, if after 3 months a sale hasn't eventuated, nor is one expected, then the 'cold' prospect will be placed in the main database and no longer belongs exclusively to the BA/Distributor. If negotiations are still in progress, the prospect will remain with the BA/Distributor.

or

2. If MIE is currently dealing with the prospect, it is up to the BA/Distributor to decide if they wish to compete with MIE for the sale.

MIE's philosophy/ideal – if a BA or Distributor is selling so well that it is more cost effective for us to pass on local leads, then we will.

Definition of Exclusivity

MIE Software will not make contact, without the BA/Distributors knowledge, with any prospects that have been registered to or by the BA/Distributor, within the agreed period of exclusivity.

This exclusivity is not extended to other BAs or Distributors in the marketplace.

Competition within the Marketplace

At MIE, we believe that a prospect has to right to purchase from anybody in the marketplace – BAs, Distributors or MIE.

MIE will not actively pursue a *registered* prospect (as outlined above) as this only undermines a BA/Distributor and creates an environment of mistrust. However, we believe competition is healthy and will not interfere if, say, two BAs/Distributors are vying for a sale from the same organisation. It is up to the BAs/Distributors to offer a compelling reason to purchase from them and the final decision is to be made by the prospect.

The best advice that MIE can offer is this – the single biggest source of new leads is from our client base by word of mouth. This also applies for software upgrades. People are basically loyal, so if you service them well and keep them updated regularly, they'll tend to return to you for upgrades and recommend you to others.

Summit Central – Data Conversions

Summit Central has an existing and rather extensive import routine. If a prospect needs any data conversions beyond the capabilities of the standard import routine, details of this will need to be presented to MIE **before** the sale is finalised.

MIE will then evaluate the feasibility of the data conversation request and if it is possible, will provide a quote. This quote will also indicate the time required to complete the data conversion with an earliest possible completion date.

Non-Exclusivity

All BA and Distributor Agreements are non-exclusive. MIE reserves the right to appoint multiple BAs and Distributors in the same marketplace and also compete directly in that marketplace.