

# Zebra Rewards

## Program Guidelines

### North America

The Zebra Rewards Program (“Program”) is the Zebra incentive program that strives to drive the business development and market growth for Zebra Technologies and our Channel Partners in North America. It is designed to reward and recognize individual sales representatives for their accomplishments in closing specific sales and displaying behaviors that are key to success.

Zebra Rewards is designed to encourage, recognize, and reward performance, engagement, and commitment to offer and sell qualifying Zebra Technologies Products and/or Services. Activities include but are not limited to sales, training initiatives, or other activities identified in the Program.

All official Zebra Rewards Program definitions are designated by capital letters and defined herein or in the applicable Zebra Rewards Program Terms & Conditions (“Terms”).

### Eligibility

The Zebra Rewards Program is available to employees of eligible **Zebra™ PartnerConnect** members in North America that are in good standing and who are registered as contacts in the Partner Profile within the Zebra Partner Administration Tool within Partner Gateway.

Eligible PartnerConnect members include:

- Authorized Distributors
- Registered Resellers
- Business Partners
- Solution Partners
- Premier Business Partners
- Premier Solution Partners
- Broadline Technology Resellers (BTR)
- Premier Broadline Technology Resellers (BTR)\*

See the [Zebra Rewards Terms](#) for additional details and requirements.

\* **Note:** Premier BTRs participating in the sales representative incentive promotions (SPIFF Promotions) offered by Zebra are not eligible to participate in Zebra Rewards.



## Getting Started – Company Participation

A company executive (as listed in the Partner Profile within the Zebra Partner Administration Tool) must authorize their company's participation in the Program by accepting the Terms and by assigning a Zebra Rewards Administrator. The Zebra Rewards Administrator must then accept the Terms. Only after all these steps are complete, are employees from the company eligible to participate in the Program.

See the [Getting Started Instructions](#) on Partner Gateway, that includes screen shots and estimated wait times for processing and approvals.

Companies who participated in the previous incentive program (Sell and Win Club) in 2023, and who have active and valid corresponding company and contact information in the Partner Administration Tool may be grandfathered into the new Zebra Rewards Program. These companies will be notified separately.

Zebra Rewards Administrators earn 10% of the total Zebra Rewards Points assigned for their role in managing the Program. (Excludes Zebra Reward Administrators for Distributors.)

## Getting Started – Individual Participation

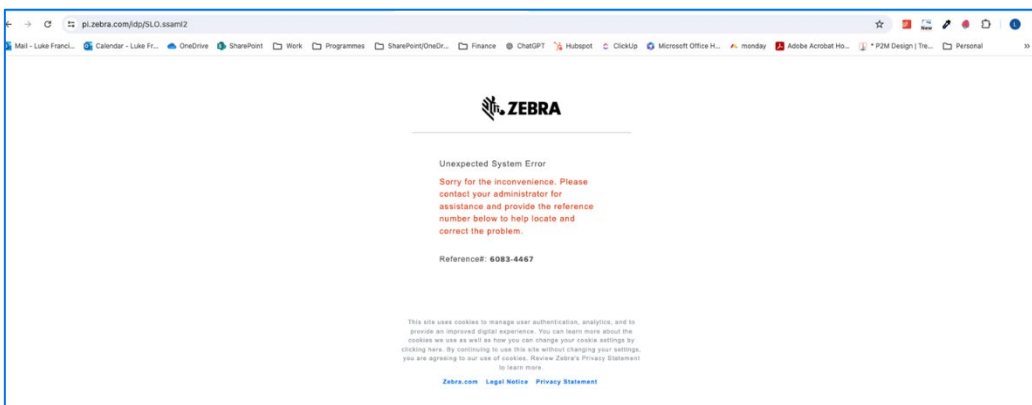
Individual access to the Program is available through a link to the Zebra Rewards Website via Partner Gateway and is granted to partner employees only after their company executive has authorized their participation in the Program. If a company is participating in the Program, and the individual is listed as an active contact within the company profile within the Partner Administration Tool, the link from Partner Gateway to Zebra Rewards will be accessible. Upon first entering the Zebra Rewards website, eligible individuals must activate their account by accepting the Zebra Rewards Terms and provide certain personal information including:

- Full name
- Home address
- Social security or social insurance number.

These details will only be used for the purposes of providing rewards to you and for preparing forms issued for federal taxes, as it may be requested by law.

You will be required to keep your details up to date and should notify the team of any updates via the Contact Us page. We may also contact you to remind you to update your details if discrepancies have been identified. Once these details are confirmed, only then are you recognized as fully registered.

If your company is not participating in the Program, an error message appears when trying to access the site instructing you to contact your company executive or Zebra Partner Administrator for help.



## Earning Rewards

Upon acceptance of the Zebra Rewards Terms, Participants will start earning Zebra Rewards Points for sales of eligible Zebra Products and/or Services, for participation and/or completion of training or for other activities available in the Program. Information regarding all earning opportunities is available in the Zebra Rewards Website. Zebra Rewards Points ("Points") is the official point system name for the Program. All registered Participants will accumulate Points according to the Zebra Rewards Points structure.

Points can be redeemed in the online Zebra Rewards Store, which can be accessed on the home page of the Zebra Rewards Website, or by selecting the shopping bag from the top menu of the Zebra Rewards Website. A wide selection

of rewards is available through the online Zebra Rewards Store. Participants can choose from electronics, home goods and other merchandise, travel experiences, or virtual gift cards.

Points issued during the calendar year must be redeemed by March 31 the following year, provided Participants remain active in the Program. Depending on your communications preferences, when Points are due to expire, a notification will be sent via email or visit the Zebra Rewards Website for messages related to the Program.

As a reminder: If a Participant does not access their Zebra Rewards account for twelve (12) months or more, then the account will be closed and any Points in the account will become invalid.

## Sales and Points

Sales data from Distributors is uploaded weekly. Each participating company will be assigned a Zebra Rewards Administrator by the company's executive. The Zebra Rewards Administrator is responsible for assigning sales to registered Zebra Rewards Participants. Participants cannot receive earned Points until sales are first assigned by the Zebra Rewards Administrator. If the Zebra Rewards Administrator does not assign sales within one hundred twenty (120) days, the sales expire and cannot be claimed for Points.

Once a Zebra Rewards Administrator assigns a sale to a Participant, Points are issued in the Participants account within twenty-four (24) hours and are ready to redeem in the Zebra Rewards Store.

Points can also be earned for non-sales transactions such as training initiatives, marketing activities or other activities identified in the Program. These Points will be issued to your account automatically.

Sales transactions with a Deal Registration are eligible in the Program provided the sale meets other Program criteria.

## Exclusions

- Sales transactions using a Price Concession (exception) are not eligible to earn Points.
- Premier BTRs cannot participate in both Zebra Rewards and a BTR spiff at the same time.
- Distributor Participants can only earn Points on eligible sales transactions from non-premier PartnerConnect partners.

## Tips for Participant Success

- Visit the Zebra Rewards Website at [rewards.zebra.com](https://rewards.zebra.com) regularly for the latest Zebra Rewards news and information.
- Increase your reward potential when you focus your efforts on eligible Products and/or Services that are eligible for Zebra Rewards Points.
- Participate in as many Zebra learning activities as you can—the more you know about Zebra products and services, the better equipped you'll be to sell them.
- Reward yourself for your hard work. Set your sights on your dream reward, then plan how you are going to achieve it! With our extensive online Zebra Reward Store, you can be sure to find exactly what you are looking for.

## Zebra Rewards Program Terms & Conditions

When you join Zebra Rewards, you agree to comply with the Zebra Rewards Program Guidelines, including the Terms, which constitute an integral part of the Zebra Rewards Program. Any other documents incorporated by reference and the frequently asked questions document may be amended by Zebra at any time in accordance with the provisions in the Terms.

- Access the current version of the Zebra Rewards Terms and FAQs on [Partner Gateway](#).

## Questions?

Contact your Zebra Channel Account Manager or Zebra Rewards Support at [support@rewards.zebra.com](mailto:support@rewards.zebra.com).

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