

China Partnership Program 2023

Benefits by Tier

	项目合作伙伴 Authorized Partner	金牌合作伙伴 Gold Partner	战略合作伙伴 Strategic Partner
业绩要求 Minimum Sales Achievement	N	200k per year	100k per quarter
评估周期 Business Success Review ¹	Every 6 months		
折扣制度 Discount Rate			
Moku:Go (>=20units)	20%	20%	20%
Moku:Lab	20%	30%	30%
Moku:Pro	15%	20%	25%
销售支持 Sales Support			
市场保护（项目报备制） Sales Lead Reporting-protect qualified leads	Y	Y	Y
合作伙伴平台 Access to Partner Portal	Y	Y	Y
LI 分享客户线索 Get Leads from LI	N	N	Y
样机折扣 Demo unit discount	Y	Y	Y
推广支持 Marketing and Promotional Support			
营销材料 Marketing Contents	Y	Y	Y
品牌资料 Brand Assets	Y	Y	Y
营销经费 Marketing Development Funds ²	N	N	Receive up to 5% of the quarterly invoice amount purchased from LI.
展示在 LI 合作伙伴页面	N	Y	Y

¹ Partner tiers will be re-evaluated on a 6-month cycle

² The Marketing Development Funds aim to support partners to promote Liquid Instrument's products. MDF can be used for several types of marketing activities based upon approval from LI, including:

Content development: use cases, application notes, or videos

Events: webinars, trade shows, conferences, and trainings

Exposure on LI Partner Page			
联合营销活动（需要提案） Marketing Campaigns (proposal required)	1	2	4
技术支持 Technical Sales Support			
应用专家 Application Technical Specialist	Y	Y	Y
培训支持 Training Support	Y	Y	Y
产品发展路线 Product Roadmap Alignment ³	—	—	Preferred

³ Get early access to product development roadmap and be invited to product roadmap discussion