MDF Request Form

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Campaign Name: _____

Partner Info

Company Name: _____   Contact Name: _____

Contact Email: _____   Contact Phone: _____

DigiCert Account Manager: _____

Activity Type

☐ Third-party industry event   ☐ Partner SPIF/incentive

☐ Partner-hosted customer event   ☐ Partner recruitment event

☐ Partner email/digital campaign

☐ Partner sales engagement event

Activity/Campaign Timing

Quarter: _____   Year: _____

Start date: _____   End date: _____

Promoted DigiCert Solution(s) (check all that apply)

☐ Trust Lifecycle Manager   ☐ Document Signing Manager

☐ IoT and Device Trust Manager   ☐ DigiCert ONE

☐ Software Trust Manager

Opportunity Description (describe opportunity of campaign/activity along with target audience information)

Projected Objectives/Key Metric(s) (enter all that apply)

Deal registrations (#): _____   Demos held: _____

Deal registrations ($): _____   Email open rates: _____

Event attendance: _____   Contact us form fills: _____

Sales meetings scheduled: _____   Downloads: _____

Demos scheduled: _____   Other: _____

Campaign/Activity Details (please describe plan details)

Key messaging: _____

Campaign milestones: _____

Promotion/outreach: _____

Follow-up: _____

Supporting deliverables/assets: _____

Expense Allocations (Please list all expenses to be covered by MDF for this activity/campaign.)

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Expense Description	Amount

Total Estimated MDF Expenses: _____   % of activity dedicated to DigiCert solutions: _____

Total Requested MDF Amount: _____   Currency: _____

Terms and Conditions

    I have read and accept the terms and conditions as set forth within DigiCert's Partner MDF guidelines.

Signed

Partner Contact: _____   Request Submission Date: _____

For DigiCert Use:

Amount Approved: _____   Not Approved/Declined: _____

Reviewed By: _____   Response Delivery Date: _____

DigiCert Campaign ID:

Partners: Please use the assigned campaign ID when registering deal opportunities generated from this approved MDF activity.