

Topic Title: Education Industry Sales Program (EIRP)

Effective Date: March 15, 2008

Attachments: Spreadsheet Template

Summary: Distributors taking orders from qualified educational institutions (QEIs) and who otherwise comply with all requirements of this program, will be allowed up to 15% rebate of the U.S. MSRP or Canadian MSRP, as applicable, of each 'new' Distributor Product sold to a QEI. The actual amount of the credit will be equal to the difference between the applicable MSRP and the actual sale price, up to maximum of 15% of the applicable MSRP.

Detail: Qualified Educational Institutes (QEIs)

In order to qualify for the Tektronix Education Sales program, educational institutions must meet the following criteria:

- Must be a non-profit institution according to US tax code 501 (c)(3) or Canada tax code 149 (1)(L).
- Must be a degree-granting institution
- Must be fully accredited by the state board of education
- May be a non-degree granting, non-profit US 501 (c)(3) status organization or Canada 149(1)(L) with an educational mission or a research mission within an education institution. Examples include: museums, research institutes, and public broadcasting TV/radio stations who are funded and managed by educational institutions
- Recipients cannot be organized for religious purposes; they must have an educational and/or scientific research element in their mission.

Eligible Products

Current [new](#) products on the Distributor price lists as noted in the Distributor Contract. Tektronix TekSelect product is eligible for the rebate with the discount based on the TekSelect price. [Demo units](#)

Other Requirements, Rebate Administration

- A sale submitted for a rebate under this program cannot be the subject of any other Tektronix discount, rebate or similar program (excluding TekSelect.)
- To apply for a credit under this program, email a completed copy of the spreadsheet (template attached) for each previous month's sales to jqians@tek.com by the 15th of each month. If hard copy invoices or other backup information are to be sent, Fax or mail to:

Tektronix, Inc.

Distribution Operations

Attn: Julie Giansante

P.O. Box 500 / MS 50-204

Beaverton, OR 97077

FAX (503) 627-1310 PHONE (503) 627-6269

- All requests for credits must be made within sixty (60) days of the date of invoice of the relevant sale.
- Requests for credits will be evaluated monthly and, if eligible, a credit will be issued to the partner account by the 20th of each month.
- Tektronix may terminate this program at any time, effective for all subsequent sales.

Tektronix does not require a hard copy of the invoice and will use the distributor's POS report to validate sale price. Tektronix does reserve the right to audit, at any time, requests for educational sales credit.

Rebate Example

Distributor documents the invoiced sale of a Product to a QEI and submits the information on a spreadsheet to the above Tektronix contact. A credit for up to 15% off the Product's U.S. or Canadian MSRP at the time of processing will then be issued to the Distributor's account.

U.S. MSRP at time of sale = \$5000

Actual sale price to customer = \$4500

Discount to customer: 10% off MSRP

Rebate to Distributor: \$10% or \$500

U.S. MSRP at time of sale = \$5000

Actual sale price to customer = \$4000

Discount to customer: 20% below MSRP

Rebate to Distributor: 15% or \$750 (Maximum % credit allowed)

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