

# Welcome to the Third Party Benefits Session

Cathy Wicks  
Worldwide Third Party Marketing Mgr.

# Meet the Team

DSPS Fest  
2000

## ▶▶ Kristen Lotton

- ▶ Catalog and Extranet

## ▶▶ Elaine Allbritton

- ▶ Events

## ▶▶ Mike Sandoval

- ▶ Programs

## ▶▶ Nathan Johanningmeir

- ▶ Programs

## ▶▶ Nelson Totah

- ▶ Co-Op

## ▶▶ Steve Bath

- ▶ TSA for FEST

## ▶▶ Taka Yamashita

- ▶ Japan

## ▶▶ Jenny Huang

- ▶ Asia

## ▶▶ Elizabete Frietas

- ▶ Europe

## ▶▶ Helen Jackson

- ▶ Contracts

## ▶▶ Phillip Parker

- ▶ Market Communications

## ▶▶ Kaitlyn Bloomquist

- ▶ Market Communications

## ▶▶ Susanna Jakubik

- ▶ Media Relations

## ▶▶ Dana Burton

- ▶ Legal

# Agenda

*DSPS Fest*  
**2000**

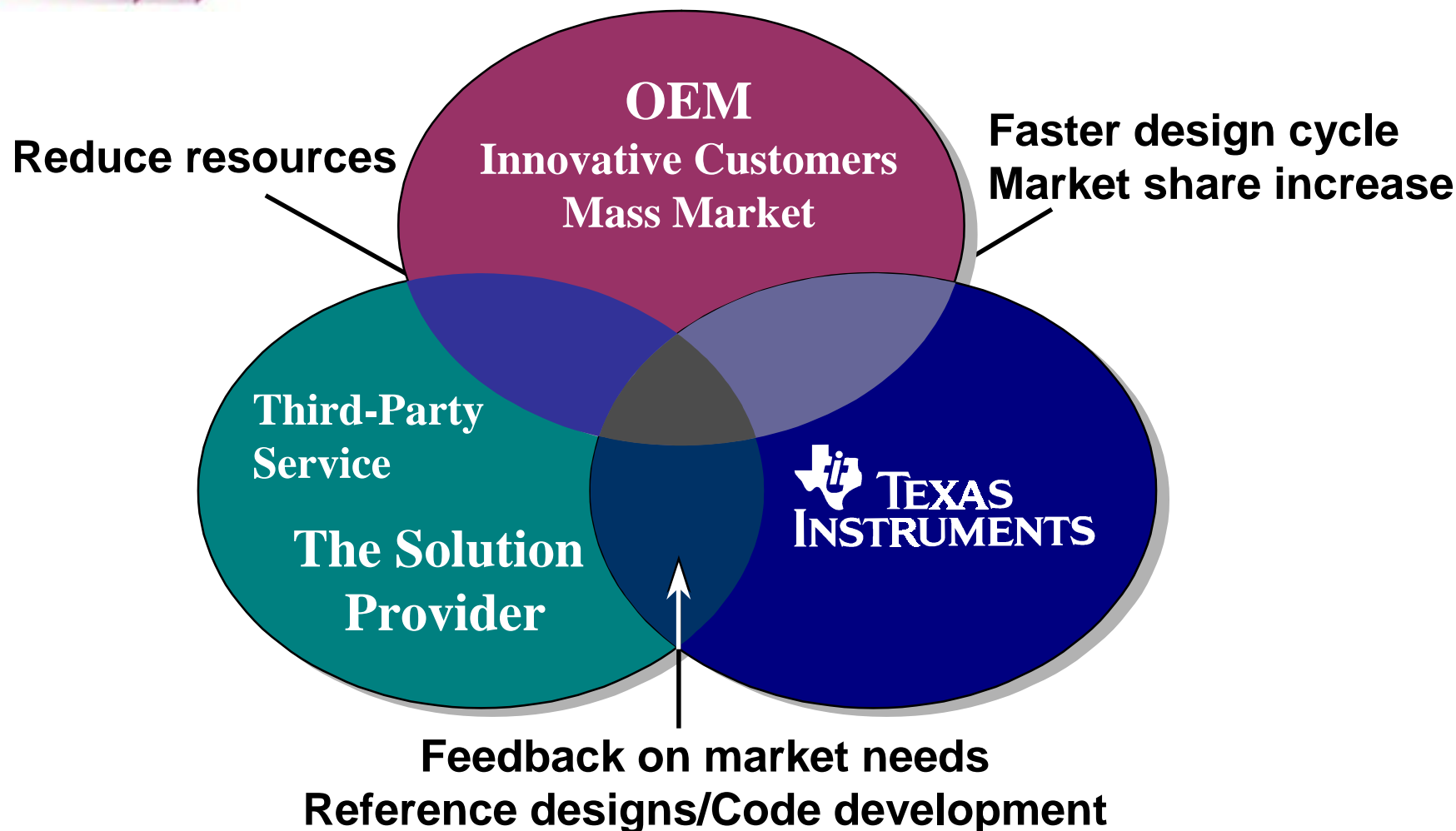
- ▶▶ Overview of Member Benefits
- ▶▶ Online Resources
- ▶▶ eXpressDSP Compliance
- ▶▶ Market Communications
- ▶▶ Media Relations
- ▶▶ Events
- ▶▶ BENEFITS BUFFET BOOTHS
- ▶▶ Wicks
- ▶▶ Lotton
- ▶▶ Sandoval
- ▶▶ Parker
- ▶▶ Jakubik
- ▶▶ Allbritton
- ▶▶ Team

# Program Goals

Create a profitable network for members that is easy to navigate and valuable to TMS320™ DSP customers

- ▶▶ Access to TI technical resources
- ▶▶ Exposure to TI customers/channels
- ▶▶ Solid marketing and communications benefits
- ▶▶ Understand TI product directions and strategies

# The Importance of Membership



# Membership Benefits

- ▶▶ Designed to encourage membership and participation in program
- ▶▶ Some benefits available to all members
- ▶▶ Announcement specific benefits provided on a case-by-case basis according to market needs

# Member Benefit Summary



- ▶▶ Membership Welcome Collateral
- ▶▶ Authorized use of the TI Third Party Network Mark
- ▶▶ Access to the Third Party Extranet with Member only information
- ▶▶ Listings in the Online Resource Catalog
- ▶▶ Invitation to DSPS FEST
- ▶▶ TTO Training discounts
- ▶▶ Opportunity to resell TI SW and HW products
- ▶▶ Announcements in Technology Innovations Magazine
- ▶▶ Media Relations support for press releases
- ▶▶ SDK training and testing for eXpressDSP Compliance

# Third Party Mark

DSPS Fest  
2000

- ▶▶ Part of DSP technology campaign seen in television and magazines
- ▶▶ Implemented at the beginning of 2000
- ▶▶ Can be used in advertising, collateral, direct mail, at tradeshow, etc.
- ▶▶ Usage provides discounts in EE Times and EDN (consult TI and magazine in advance)





# Reseller Licensing and Discounts

- ▶▶ Reseller licenses are provided to enable you to bundle your products with TI software and hardware for sale to your customers
- ▶▶ Discounts applied to licensees and are based on current market conditions to enable competitive pricing.

# Promotional Collateral

DSPS Fest  
2000

- ▶▶ Brochure (customer targeted)
- ▶▶ Information Kit (program info)



THE WORLD LEADER IN DSP AND ANALOG

TEXAS INSTRUMENTS