



Proof of Performance Requirements

All claims must include the proof-of-performance (POP) documents listed under each activity below. All Marketing Event Fund (MEF) claims and POP are reviewed for completeness and accuracy before reimbursements are paid.

ACTIVITY	REQUIRED PROOF OF PERFORMANCE (POP) FOR MEF REIMBURSEMENT
Branding Program/Online Activities (Demand Gen programs)	<p>Invoices and receipts</p> <ul style="list-style-type: none"> • MEF Activity Expense Summary • Itemized 3rd party supplier receipts such as: <ul style="list-style-type: none"> ○ Creative and development receipts ○ Printing, web production and hosting receipts ○ Other related receipts <p>Supporting documentation (in electronic format)</p> <ul style="list-style-type: none"> • Internal branding marketing plan <ul style="list-style-type: none"> ○ Objectives ○ Expected ROI ○ Target audience ○ Schedule ○ Description of how NetAlly solutions or brand were incorporated into the branding program ○ Communications vehicle <p>What is not covered:</p> <ul style="list-style-type: none"> • Per lead charges • Listings that include competitors <p>Sample(s)</p> <ul style="list-style-type: none"> • Electronic version or URL to internal branding program collateral • Graphic files or digital photos showing integration of NetAlly brand and solutions
Collateral Sales Tools (Printing material, informational USB stick, Literature, Direct mail, emails, newsletters)	<p>Invoices and receipts</p> <ul style="list-style-type: none"> • MEF Activity Expense Summary • Itemized 3rd party supplier receipts such as: <ul style="list-style-type: none"> ○ Creative, design and development receipts ○ Printing/production related receipts ○ Mail house receipts ○ Other related receipts <p>Supporting documentation</p> <ul style="list-style-type: none"> • Collateral plan in electronic format • Objectives • Expected ROI • Target audience • Communications vehicle • Mailing or distribution dates if applicable

	<ul style="list-style-type: none"> Description of how NetAlly solutions or brand were incorporated into the collateral <p>What is not covered:</p> <ul style="list-style-type: none"> In-house creative or product costs Advertising that includes competitive information/products <p>Sample(s)</p> <ul style="list-style-type: none"> Electronic version or URL to internal branding program collateral Graphic files or digital photos showing integration of NetAlly brand and solutions
<p>Partner Briefing (Executive breakfast, Lunch & Learn Sessions)</p>	<p>Invoices and receipts</p> <ul style="list-style-type: none"> MEF Activity Expense Summary Itemized 3rd party supplier receipts such as: <ul style="list-style-type: none"> Site rental and food & beverage receipts Briefing development receipts Briefing setup and administrative receipts Other briefing related receipts <p>Supporting documentation</p> <ul style="list-style-type: none"> Briefing objectives, schedule, dates, and agenda Attendee list Description of how NetAlly solutions or brand were incorporated into the partner briefing <p>What is not covered:</p> <ul style="list-style-type: none"> Travel, lodging, food, and personal expenses Participation in seminars/workshops that includes competitive information/products <p>Samples (s)</p> <p>One or two examples of invitation, event photos, displays or marketing Materials</p>
<p>Promotional Items (Branded premiums, pens, clothing, executive gifts to give away at seminars / trainings / tradeshow – but not to be used for 1:1 gift purpose)</p>	<p>Invoices and receipts</p> <ul style="list-style-type: none"> MEF Activity Expense Summary Itemized 3rd party supplier receipts such as: <ul style="list-style-type: none"> Creative and development receipts Manufacturing/shipping receipts Other related receipts <p>Supporting documentation</p> <ul style="list-style-type: none"> Examples of events where the items were used Target audience(s) Name and dates of the event where the promotional items are to be used Description of how NETSCOUT solutions or brand were incorporated into the promotional item <p>What is not covered:</p> <ul style="list-style-type: none"> Co-branding with Competitive information/products In-house creative/production cost, shipping costs

	<p>Sample(s)</p> <ul style="list-style-type: none"> Digital photos or graphic files of promotional items showing integration of NetAlly logo, brand, solutions
Seminar / Workshops	<p>Invoices and receipts</p> <ul style="list-style-type: none"> MEF Activity Expense Summary Itemized 3rd party supplier receipts such as: <ul style="list-style-type: none"> Event development receipts Location rental Event setup, hosting and administrative receipts Other related receipts <p>Supporting documentation</p> <ul style="list-style-type: none"> Event schedule Agenda Attendee list Description of how NetAlly solutions or brand were incorporated into the online event <p>What is not covered:</p> <ul style="list-style-type: none"> Travel, lodging, food, and personal expenses Participation in seminars/workshops that includes competitive information/products <p>Sample(s)</p> <ul style="list-style-type: none"> URL to recorded online event, Podcast, or presentation that shows integration of NetAlly brand and solutions. One or two examples of invitation, seminar content, presentations, or handout materials
Technical Training Sales Training	<p>Invoices and receipts</p> <ul style="list-style-type: none"> MEF Activity Expense Summary Itemized 3rd party supplier receipts such as: <ul style="list-style-type: none"> Class receipts Development receipts Setup and administrative receipts, Venue receipts Other related receipts <p>NetAlly class description</p> <p>Supporting documentation (if NetAlly class taken)</p> <ul style="list-style-type: none"> Sales/Technical training title and description Curriculum Class objectives Class dates Attendee list <p>Custom class developed and/or delivered by distributor/partner</p> <p>Supporting documentation (if class developed and/or delivered)</p> <ul style="list-style-type: none"> Sales/technical training title and description Curriculum Class objectives Description of how NetAlly solutions or brand were incorporated into the sales training

	<ul style="list-style-type: none"> • Attendee list • Class dates <p>What is not covered:</p> <ul style="list-style-type: none"> • Travel, lodging, food, and personal expenses • Cost of external trainings <p>Sample(s)</p> <ul style="list-style-type: none"> • Graphic files or digital photos showing integration of NetAlly brand and solutions. • One or two examples of invitation, displays, materials, presentations. • Certificate of completion (if provided)
Telemarketing	<p>Invoices and receipts</p> <ul style="list-style-type: none"> • MEF Activity Expense Summary • Itemized 3rd party supplier receipts such as: <ul style="list-style-type: none"> ○ Campaign development receipts ○ Other related receipts <p>Supporting documentation</p> <ul style="list-style-type: none"> • Target audience profile • Telemarketing plan <ul style="list-style-type: none"> ○ Objectives ○ Dates of telemarketing campaign ○ Expected ROI ○ Target audience ○ Description of how NetAlly solutions or brand were promoted in the telemarketing campaign ○ Itemized call record or campaign metrics <p>What is not covered:</p> <ul style="list-style-type: none"> • In-house calling hours • Internal telecom charges <p>Sample(s)</p> <ul style="list-style-type: none"> • Telemarketing script of how NETSCOUT solutions or brand were incorporated into the telemarketing campaign • Lists if bought externally in the lead template • Leads/calling list/ Opportunities
Trade Show/Industry shows	<p>Invoices and receipts</p> <ul style="list-style-type: none"> • MEF Activity Expense Summary • Itemized 3rd party supplier receipts such as: <ul style="list-style-type: none"> ○ Booth properties, design & graphics receipts ○ Exhibit space receipts ○ Show Services: setup, electrical, carpet, installation & dismantling, electrical, and network connection receipts ○ Shipping & drayage receipts • Other related receipts

Supporting documentation

- Trade show plan
 - Objectives
 - Dates
 - Expected ROI
 - Target audience
 - Description of how NetAlly solutions or brand were incorporated into the event
- Event pictures
- Leads/attendee list

What is not covered:

- Travel, lodging, food, and personal expenses
- Any expenses for events that includes or promote competitive products
- Attendance only without participation

Sample(s)

- Graphic files or digital photos that show the event execution and integration of NetAlly brand and solution. Digital photos of booth, signage and marketing materials
- Attendee list

Notes: Graphic image files may be digital photos, PDF files, jpg files or other image files that show the final deliverable.