

## Technical Partner Program

### Overview

The technical partner program allows academic customers to receive an increased discount off the purchase price of their Herzan product.

### Requirements

To receive the Technical Partner discount, the customer must provide Herzan at least four of the following resources for use in future marketing efforts:

- A picture of the instrumentation in use with the Herzan product(s)
- Data comparing instrument performance with and without the Herzan product(s)
- Images or video comparing instrument performance with and without the Herzan product(s)
- Support in developing a case study / application note, including but not limited to:
  - Detailed description of your instrumentation, application, environment, challenges, and solution
- A testimonial that we can use in marketing materials

To maintain the Technical Partner Discount, the resources listed above must be submitted within 6 months of receiving the Herzan product(s). Failure to do so will result in Herzan invoicing the customer for the discounted amount offered as a result of the Technical Partner Program.

Examples of successful Technical Partner Programs can be found here: <http://www.herzan.com/testimonial/>.