



Authorized Reseller Criteria

The primary criteria for receiving and maintaining the OKI 5+ Color authorization in order to gain access to resell the OKI C941dn and other products are as follows:

1. Reseller must have a facility with on-site demonstration capability.
2. Reseller must have Outbound Sales personnel.
3. Reseller must obtain and maintain service authorization for the C941dn device.
4. Reseller must accommodate Sales and Product training by OKI as needed to maintain proficiency with the products.
5. Reseller must be able to obtain a Minimum Credit Line of \$25K.
6. Reseller must sign a contract (either New or Addendum to existing contract).
7. Reseller must adhere to a Minimum Advertised Price (MAP) of:
 - C941dn = \$19,999
 - EFI® Fiery® XF 5 Server = \$5,000
 - C941dn w/ EFI® Fiery® XF 5 Server = \$24,999
8. Reseller must buy (1) demo unit of the C941dn for \$10,000 (50% off MSRP) and utilize the unit on their demonstration floor for initial training and customer demonstrations.
9. Reseller must commit to an initial volume of 2 units per Quarter over 12 months. Failure to achieve this within the 1st Quarter of sales may result in de-authorization.
10. Reseller is being authorized to sell product to end users only. Sales to Internet/other resellers/distributors or for export are not granted.
11. Reseller must market the product to their customer base in alignment with OKI's Go-to-Market strategy.

OKI Data Americas makes every attempt to satisfy the demand for products and match reseller-selling locations to available product supply. In the event that products are in short supply, OKI Data reserves the right to delay or refuse OKI 5+ Color authorization until expectations for sufficient supply can be met.

Please contact your OKI Sales Representative for a copy of the OKI 5+ Color Reseller Application Form