

# PARTNERSHIP GUIDELINES | SMARTMICRO

## FOR A STRONG AND EFFECTIVE COOPERATION

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## 1 PARTNERSHIP UNDERSTANDING

The purpose of the following guidelines is to achieve a uniform understanding of our partnership and to make our cooperation as efficient as possible.

At smartmicro, we design, develop and manufacture sensors for traffic management and automotive industries. Our fundamental motivation for providing highest performance and highest quality automotive and traffic management sensors is to make roads safer, to optimize traffic flow for reduced travel times and to enable greener, smarter cities. In order to be marketable, it is vital to have you as dependable partners who import, market, and distribute our smartmicro labeled radar sensors in your defined territories.

For us it is very important to accomplish an open, fruitful, and strong collaboration. We aim for the highest transparency and a mutual exchange that will benefit both parties, so we invite you to give regular feedback and suggestions to improve our partnership continuously.

## 2 GOOD PRACTICES

At smartmicro we need to have a good understanding of what makes you successful in selling radars on your markets. Therefore, we would like you to send us an annual summary of how you addressed the topics below within your company, which of them are the key to your success and which may need further refinement. We will then gather your know-how and share it with other partners who may benefit from those additional suggestions. Below, we are outlining our fundamental good practices for successful marketing and sales of our radars. New partners are asked to use them as a starting point while long-term partners are encouraged to share their knowledge and recommendations with us.

### 2.1 BUSINESS GUIDELINES

- You are requested to have your main office(s) within at least one of your assigned territories.
- Please make your best efforts to promote, mediate, and sell smartmicro products within your assigned territory.
  - Find out if the sensors need to be on an approved products list to be more marketable or if other approvals are needed.
  - Make sure that public tenders are specified in a radar-friendly way.
  - Please advertise our products through adequate channels like direct contact, trade shows and advertisements like described further below.
- We would advise to have a minimum of radar sensors and accessories in stock for responding to short-term customer demands quickly and for performing demo installations. This method has proven to be very helpful for urgent requests since certain delivery times need to be calculated for the shipment from our headquarters to your place of business.

## 2.1.1 MINIMUM TEAM FUNCTIONS

To promote, install and support smartmicro products effectively, you are asked to have an appropriate number of employees who can fulfill the following functions.

- Sales and marketing experts:
  - At least one sales employee who is familiar with the smartmicro product portfolio is required.
  - At least one person responsible for marketing is required.
- Technical expert:
  - At least one technical expert who is familiar with smartmicro technology is required.
- Installation experts:
  - At least two employees who are familiar with field installation and have hands-on experience with smartmicro products are required.

## 2.1.2 TECHNICAL TRAINING

You will receive in-depth technical training on a regular basis for a reasonable number of your employees. For you these trainings are free of charge, except from travel-related expenses. In conjunction with local events, such as trade shows, our experts can provide technical training locally on a case-by-case basis.

In-depth technical training includes for example:

- Radar basics & how it works
- Do's & don'ts for radar deployments
- Troubleshooting & support topics

You are invited to ask your sales contact or our support team for specific trainings to meet the market requirements or gain the highest level of professional expertise.

## 2.2 MARKET AND COMPETITOR ANALYSIS

As you have the best overview of your local markets, we would ask you to keep us updated about the main competitors on a regular basis. Please keep track of competing companies offering radar sensors as well as those providing comparable technologies. Your insights on their latest or planned products, their advantages, new partnerships, opportunities etc., are very valuable and help us to support the competitiveness on your local markets.

## 2.3 MARKETING GUIDELINES

Since marketing is essential for effective cooperation, we would like to provide several recommendations below on how to communicate smartmicro products and our partnership.

We encourage you to give feedback and make suggestions regarding the marketing strategy and the marketing material to improve the cooperation continually.

### 2.3.1 DO'S AND DON'TS

For marketing purposes, we find it useful to collect some best practices as well as things we would like you to avoid.

Do's	Don'ts
Please always use the registered brand name "smartmicro" with small letters	Please avoid "Smart Micro", "sms", "Smartmicro" or other spellings
Please make sure to use the correct spellings of smartmicro product names, for example "UMRR-11 Type 132" or "TRUGRD Stream"	Please avoid different spellings of smartmicro product names, such as "T132" or "Trugrd Stream"

### 2.3.2 MARKETING MATERIAL

Please promote smartmicro products in adequate advertisings, direct marketing, or in equivalent form. In order to help you promote smartmicro products, you are welcome to use the marketing material provided on our website. On request, we can also equip you with electronic copies of further basic marketing material free of charge.

Since we have high standards of quality, please address our marketing team before printing our marketing material so we can supply you with data files of appropriate resolution. We can also arrange to send you printed marketing material on an individual basis.

Our basic marketing material includes, for instance, pictures and illustrations, trade show graphics and flyers, presentations and videos, as well as references and use cases.

Customization of our marketing material with, for example, the addition of your logo in the header or footer is possible. Please note that the use of smartmicro branded business cards is authorized only to direct smartmicro staff only.

### 2.3.3 WEBSITE

To represent smartmicro, please include a minimum amount of information on your website:

- A statement of distributorship, including a reference to our website
- A list of smartmicro products specified within the distribution agreement
- Datasheets of smartmicro products, as agreed upon in the contract. Please use links to the datasheets on the smartmicro website instead of uploading the original documents to your website.
- Main product information, by using either original documents we can provide you on request or by using your own versions with comparable content. We encourage you to create a dedicated smartmicro product page.

Please don't hesitate to contact our marketing team for help, potential inquiries or in case you would like us to double-check any content.

### 2.3.4 TRADE SHOWS

You are asked to showcase smartmicro products at appropriate trade shows relevant for your territory:

- You are requested to participate in at least one major local or equivalent regional trade show per year and promote smartmicro prominently on the exhibition platform.
- You can let us know about the trade show in advance on a voluntary basis. This way we could decide upon an announcement or article on our website or via social media.
- On request, we can provide (non-functional) demo units of smartmicro sensors for exhibition purposes free of charge. For respective preparation and shipment, please contact us well in advance of the trade show.
- Further cooperation possibilities for certain trade shows, such as on-site support by our experts at the exhibition, can be discussed on a case-by-case basis.

In preparation for trade shows we collected some best practices and things we would like to avoid. Please follow these directions as well.

Do's	Don'ts
We like to use primarily smartmicro orange in combination with white and grey	We avoid using the smartmicro orange in combination with other colors
Bright flooring (white or bright wooden look) gives the booth a light and welcoming look. Also, a row of lights illuminating each booth wall makes the booth look bright	Exhibition halls are often quite dark, which is why in the planning process of a booth we should not spare with lightning
For chairs we prefer metal over plastic	Plastic chairs may leave a poor-quality impression
Lighted glass shelves help to present products neatly and make them visible from all sites	We like to avoid open or not lockable shelves, so visitors are not tempted to touch or pick up our products
We limit information on marketing material to most important key facts and choose bullet points over sentences for better	It is important to avoid an overload of text and information, but focus on relevant statements instead
We like to separate a small part of the booth with a wall and door so we can use it to store jackets, suitcases, a bin etc.	Personal belongings should not be visible to visitors, so the booth doesn't seem cluttered
Brochure stands can best be placed on the side of the booth or on a wall instead	We like to avoid brochure stands at the center of the booth to reduce the inhibitions for interested visitors

## 2.4 REFERENCES AND NETWORKING

We would also like to highlight the mutual benefits of exchanging news about the latest or ongoing projects and use cases. Striking performance or statements from the field, as well as special proof of concepts are also of high interest, since they can be used as third-party references. Please approach your customers and the local or regional authorities, asking for their expression of satisfaction, including their authorization to quote them or publish their data.

On our website and social media channels we regularly give insights into latest projects carried out by our partners or ourselves. You are welcome to follow smartmicro on social media for networking purposes and to stay up to date: [LinkedIn](#), [XING](#), [YouTube](#), and [YOUKOU](#). On request, we can, of course, share more detailed information with you regarding reference projects from our side.

The other way around, we would like to invite you to share any reference projects, use cases, articles, or social media posts from your side that are associated with smartmicro. We can collaborate on a common promotion on a case by case basis.

## 3 CONTACTS

For an effective cooperation, it is essential for us to have a dedicated contact person for each function concerned by this partnership. We suggest scheduling regular calls, so that both parties stay up to date and connected.

### 3.1 OUR CONTACTS

Please see below how you can contact us.

Team	Function	Contact Data
Sales	In addition to your personal sales contact, you are always welcome to copy in our entire business development team or contact this email address in the unlikely event of longer radio silence from your sales contact.	<a href="mailto:busdev@smartmicro.de">busdev@smartmicro.de</a>
Marketing	You can use this email whenever you have questions or inquiries regarding marketing material, your website, social media, or trade shows.	<a href="mailto:marketing@smartmicro.de">marketing@smartmicro.de</a>
Technical Support	Our support team will help you with specialized questions, assist with installations and provide in-depth technical training.	<a href="mailto:eu-support@smartmicro.de">eu-support@smartmicro.de</a>
Orders	After having received a quotation please use this email address to submit your purchase order without unnecessary delays or catch up on shipping details.	<a href="mailto:orders@smartmicro.de">orders@smartmicro.de</a>
RMA Service	Please use this email address in case you need to return a defective unit or have questions regarding a sensor replacement.	<a href="mailto:RMA-service@smartmicro.de">RMA-service@smartmicro.de</a>

Please never hesitate to contact us, as we encourage a transparent and open partnership. Your feedback, ideas, or input on product management or development and your insights into the local market, competition, and trends are always highly appreciated.

## 3.2 YOUR CONTACTS

Please provide us the following information and keep us updated in case internal responsibilities change, so we always know who to approach for each matter.

Please give us the name on contact data of each responsible person(s) for:

- Sales
- Marketing
- Technical
- Installation

## YOUR DATA FOR OUR WEBSITE

In the [Where to Buy](#) section on our website, we present all partners to help customers find their local contact. Please give us the following information, so we can promote you there as well:

- Your registered company name
- Street name and number of your main office
- City and postal code of your main office
- Phone number and email for customers to contact you
- A link to your company website

## SOCIAL MEDIA

We would be happy to get some information on your active social media channels, such as LinkedIn, YouTube, YOUKOU, or other, to stay up to date and connected with you.

Please send the complete information about your contact data to [marketing@smartmicro.de](mailto:marketing@smartmicro.de).

Thank you in advance and we look forward to our partnership

Your smartmicro team