

# CLIKAPAD Reseller Application

Thank you for applying to become a CLIKAPAD Reseller. So that we may process this application and arrive at an early decision please complete all the essential items shaded boxes and as many of the others as you are able.

Please either FAX back to **+44 1252 699698** or e-mail to **reseller@clikapad.com**

Registered Co. Name:	
Trading Name if different:	
Registered Office Address:	
Principal Trading Office: Address:	
Main Tel # Main Fax #	
Website address	
# of years trading	
Date Co. Formed	
Company Reg. #	
Type of premises: please include digital photograph	
Principal Contract Negotiator:	
Position in Company	
Direct Tel #	
e-mail address	
Principal Accounts	
Position in Company	
Direct Tel #	
e-mail address	
Principal Sales Contact	
Position in Company	
Direct Tel #	
e-mail address	
Principal Technical Contact	
Position in Company	
Direct Tel #	
e-mail address	
Number of Legal Officers (Board)	
Names of our authorised contacts	Name: _____ NOW/ FUTURE Name: _____ NOW/ FUTURE Name: _____ NOW/ FUTURE Name: _____ NOW/ FUTURE Name: _____ NOW/ FUTURE
# employees direct/ indirect	
# of offices/ outlets	
# of branches / associate companies	

List the names of our authorised contacts in branches/ associate companies	Name: _____	NOW/ FUTURE
	Name: _____	NOW/ FUTURE
	Name: _____	NOW/ FUTURE
	Name: _____	NOW/ FUTURE
	Name: _____	NOW/ FUTURE
Financial Year End date		
Most recent accounts	Enclosed	YES/ NO
	Will forward within 3 days	YES/ NO
Anticipated Gross Revenue for Fiscal 2005	Did you declare a profit?	YES/ NO
Anticipated Gross Revenue for Fiscal 2004	Did you declare a profit?	YES/ NO
Anticipated Gross Revenue for Fiscal 2003	Did you declare a profit?	YES/ NO
Anticipated Gross Revenue for Fiscal 2002	Did you declare a profit?	YES/ NO
I agree first order: Cash With Order Payment Method =	YES/ NO	
	Telegraphic Transfer (EFT) / Credit Card	
Initial credit limit required (please circle currency)	( US\$ / Euro € / GBP £ ) _____	
Bank name		
Branch address		
Contact at Branch		
Details for TT/EFT		
Bank Tel #		

**What is the MAJOR Contributor to your revenue ( > 50%)?**

**Please indicate the volume / % of your business in each sector**

<input type="checkbox"/>	SALES electronic voting / audience response systems
<input type="checkbox"/>	Rental of EVS/ARS
<input type="checkbox"/>	Events (> 50 people) equipment used by your people
<input type="checkbox"/>	Consulting - used in workshops/seminars <50 people
<input type="checkbox"/>	Service and Support or hardware & software
<input type="checkbox"/>	Not yet in the EVS/ARS business, this would be new

**What is your % breakdown for each market that you are active in: -**


- Corporate Events
- Corporate Education
- Corporate Consulting (CSA / CRSA / ERM etc)
- Pharmaceutical events – CME
- Financial Sector (Banks and Consulting Firms)
- Public Sector (Governmental – Local and Central)
- Institutions (Clubs/Charities/NFP/NGO)
- Higher Education
- K12
- Other sector (please specify)\_\_\_\_\_

What software application(s) do you use/supply with the EVS/ARS?	
Is this your own development?	YES/ NO
Current release/version #	
Next scheduled release	
Current installed user base	
Are you interested in the CLIKAPAD API?	YES/ NO
Are you interested in licensing a PowerPoint add-in and own branding?	YES/ NO
Are you interested in reselling a branded PowerPoint add-in?	YES/ NO
Keypad brands supported by voting s/w	

**Which is your current preferred supplier of your chosen EVS/ARS?**

- Einstruction
- Qwizdom
- Other IR distributor \_\_\_\_\_
  
- Fleetwood
- Media Group
- Other RF distributor \_\_\_\_\_
  
- Own brand / manufacture
- Not currently buying any EVS/ARS

**What concerns you most about your current EVS/ARS supplier?**

**Would you expect to continue to sell the above products if you became a CLIKAPAD reseller? YES / NO**

**Please indicate what you need to succeed in representing our company and selling or renting CLIKAPADs?**

**Are you interested in building your own CLIKAPAD Rental Fleet?**

**YES / NO**

**How many at start: \_\_\_\_\_**

**How many in 6 months: \_\_\_\_\_**

**What is your target date to get started with CLIKAPAD?**

- As soon as possible 1 month or less
- Next 2 months
- Next 3 months
- Next 6 months
- Not sure need to know much more

**What percentage of your business is:**


DIRECT to end users

IN-DIRECT through agents / dealers

**Please convert this to # of EVS/ARS in each sector:**


DIRECT to end users

IN-DIRECT through agents / dealers

**What is the average number of keypads per sale?**

- NONE – I don't sell I only RENT EVS/ARS
- 20 or less
- around 30
- around 40
- around 50
- around 100
- greater my average is: \_\_\_\_\_

**What is the average EVENT size measured in keypads:**

- NONE – I only SELL EVS/ARS
- 50 or less
- around 100
- around 250
- around 500
- around 1000
- greater my average is: \_\_\_\_\_

**Currently how many dealers / agents do you have regularly buying EVS/ARS from your company?**

- NONE
- 5 or less
- 6 to 10
- 11 to 15
- 16 to 20
- greater than 20, my total is: \_\_\_\_\_

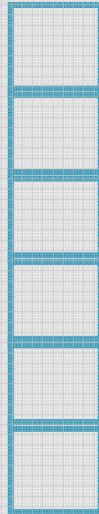
**What is your Corporate Mission, the purpose of being in business?**

**What attracts you to apply to become a CLIKAPAD reseller?**

**What would be you like to be considered as?**

- CLIKAPAD Dealer
- CLIKAPAD Reseller
- CLIKAPAD VAR
- CLIKAPAD Software Integrator
- CLIKAPAD Distributor
- CLIKAPAD OEM – own brand
- Something else \_\_\_\_\_

**Realistically what volume of CLIKAPAD sales are you likely to make....**



**Initial Order**

**In first 3 months**

**In 6 months**

**9 months**

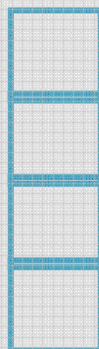
**12 months**

**18 months**

**What activities would you deploy to promote CLIKAPAD?**

- Specifically designed Direct Mail piece
- Feature on website
- Trade Shows / Exhibition booths
- Public Events (services for free or expenses only)
- Magazine Advertisements
- Editorial / Advertorials
- Local Radio
- Other activities would include \_\_\_\_\_

**What would you anticipate your promotional budget to be for the CLIKAPAD marketing activities in....**



**First month**

**Quarter**

**Half year**

**Year**

**In the future what would you like to see CLIKAPAD do for you?**

- Brochures
- Technical Spec sheets
- Support for Major Events / Road Shows / Dealer events
- Corporate Mailer design for local production
- Banner Stand designs for events
- Something else \_\_\_\_\_



**If we asked your top 3 Customers what would be the primary observation they would make about your company?**

**My ideal keypad would feature.....  
(describe in detail and the target SSP and anticipated buy-price)**

**Please call me on my direct line / cell phone I would like to discuss moving this application forward quickly!**

**YES / NO**

Direct Line #  
Cell phone #

Authorised signatory

Name:

Date

**AHM REVIEW PANEL USE**

Application reviewed by \_\_\_\_\_ on \_\_\_\_\_

Decision is to GRANT \_\_\_\_\_ or DECLINE \_\_\_\_\_

Decision communicated by \_\_\_\_\_ on \_\_\_\_\_

First review scheduled for: \_\_\_\_\_ with \_\_\_\_\_