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➔ **Certified Partner Program**
 An interactive, online partner program designed to drive your business to even greater success.
certification.chiefmfg.com



About the Certified Partner Program

Customer feedback is a key element of our success at Chief. With a goal of exceeding expectations, we reach out annually to over 2,000 of our dealer and installer customers through an extensive satisfaction survey. Using this valuable feedback, we look at opportunities to support the growth of our customers' businesses.

➔ **You inspired us to develop the Chief Certified Partner Program.**

This interactive, online training is designed to help you differentiate your business so you can win more projects and improve your overall business results in mount selection and installation. Plus it's filled with rewards to benefit your business.



What's Inside...

This information-packed program is specifically designed for you, our preferred customers. Here's just a glimpse of what you'll find inside:

- Certification at your own pace online
- Choice of program tracks: product selection or installation techniques
- Ability to select markets most important to you
- A way to earn industry renewal credits from InfoComm and Cedia
- Rewards to benefit your business – from marketing support to an exclusive online community
- Continued learning with updates and new interactive modules

Why Become a Certified Partner?

We provide a one-of-a-kind program that is brimming with market-specific solutions and uses virtual rooms and videos - all to help **DRIVE** success to impact your bottom line. You'll increase your knowledge of many different mount solutions and put that knowledge to work for you on the job; whether it's helping a customer pick a product solution or installing it yourself, this program was created to help you succeed on the job.

drive your success!

→ DIFFERENTIATE YOURSELF

- Be the first on a bid to identify yourself as Chief Certified
- Show your status as a Chief Certified Partner with professional materials and support

→ RESULTS

- Help you choose the right mounting solutions for the job
- Make training more applicable to your business and markets you work in
- Offer solutions that are fast to install and positively impact the bottom-line



drive
→ YOUR SUCCESS

→ INFORM & EDUCATE

- Increase your knowledge of mount solutions and installation techniques

→ VIP REWARDS

- Take advantage of exclusive rewards—from lead referrals to an online product and promotion portal just for certified partners

→ EARN INDUSTRY/RENEWAL CREDITS

- Automatically earn both InfoComm CTS RUs and Cedia Credits as you become a Chief Certified Partner

drive → YOUR SUCCESS

How to Get Certified



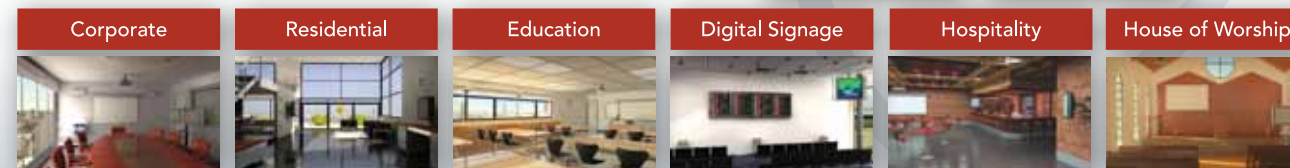
The best thing about online training is that you can take it whenever you have time and at your own pace. It will guide you to become an expert in Chief product selection and installation in key vertical markets such as corporate, residential, education, digital signage, hospitality and house of worship for starters. New markets and products will be continually added.

➔ How to Register

Go to www.certification.chiefmfg.com to get started. See our Frequently Asked Questions page for web browser requirements.

Online Training Tracks

There are two different tracks you can choose to earn your Chief certification: Product or Install. The Product Track focuses on mount features and selection, while the Install Track focuses on installation tips and techniques. Once you select your track, pick 3 markets and the training begins. All other markets will be available, as an option, if you'd like to complete more than 3.



RESULTS

Choose Your Online Training Track

PRODUCT

Who should take this?

Owners, Buyers, Sales People, Project Managers, Estimators, Consultants, Designers, Architects and others responsible for selling or specifying mount solutions.

What will you learn?

- Features & benefits of Chief product solutions and how to sell the value difference
- Products and solutions to recommend in key market segments

INSTALL

Who should take this?

Installers, Project Engineers and others who install mount solutions.

What will you learn?

- Key features and technical nuances of Chief products
- Safe and fast installation techniques



➔ Want More?

Take both tracks and become a mount expert in both sales and installation. Also, when you take both tracks you'll qualify for even more rewards!

➔ Company Certification

Company certification can be achieved when 50% of all sales and install staff become certified. Contact certification@chiefmfg.com for more information.

➔ Chief Points & Annual Renewal

Chief points accrue with each solution you complete. After the program is completed, to maintain Certification and receive additional opportunities, you'll need to earn 50 Chief points annually.

INFORM & EDUCATE

VIP Rewards

Turn your new knowledge into extraordinary rewards! Certification is so much more than just an online training program. It gives us the opportunity to give our most loyal customers business building benefits. If you want to learn more about these benefits, go to certification.chiefmfg.com/rewards.

➔ Customer Referrals & Leads

Be at the top of our incoming call list for any project referrals or lead opportunities.

➔ Recognition

Get logos for your website as well as business collateral, door decals, a certified partner certificate and more.



➔ Industry Accreditation

Earn credits from the following industry organizations by completing the program and submitting your certificate:

InfoComm - CTS RUs
Earn 1.5 to 7 CTS RUs

CEDIA - CEUs
0.75 to 3.5 CEUs

Visit certification.chiefmfg.com for exact credits per module.



➔ Point Award Opportunities

Certification is built on a point system. You need a minimum of 160 Chief Points, but look for extra credit opportunities to earn even more rewards.

➔ Private Online Community

Connect with other industry experts and share best practices through an online community. Coming later in 2010.

➔ Flat Panel or Projector Mount*

Upon completion, your company will receive a complimentary flat panel or projector mount.



* Choose between a Fusion Tilt Mount, Thinstall Tilt Mount or RPA Elite Mount.

➔ Personal Gift

Participants completing the program will receive a high-quality Chief shirt.

➔ Product Council Attendance Opportunities*

Randomly selected participants will have an opportunity to provide input on future Chief innovations.

* Company Certification required.

➔ Exclusive Product & Promo Portal

Be the first to learn about new products and promotional opportunities through our certified partner "only" portal.

Note: Rewards vary per region.

VIP REWARDS

Frequently Asked Questions

? What are my web browser requirements for the program?

- Broadband Internet connection
- Web Browser (We recommend a minimum of Internet Explorer 8, Firefox 3, Safari 4 or Google Chrome)
- Adobe Flash Player 9 or above

? How long does this program take to complete?

Approximately 3-6 hours depending on your choice of Product or Install Track and market selections.

? Do I have to complete the training all at once?

No. Once you complete a module and take the quiz, you can log out. When you log back in, your dashboard will let you know what you have completed and what modules you have left to take.



Module Name	Status
Product House of Choice - Overview	✓
Product House of Choice - Selection	✓
Product House of Choice - Strategy/Plan	✓
Product House of Choice - Sales / Selling	✓
Product House of Choice - Relationship Office	✓
Product Selection - Home Theater	✓
Product Selection - Appliances	✓
Product Selection - Customer Support	✓
Product Selection - Sales Training	✓
Product Setup System - Home Theater	✗
Product Setup System - Appliances	✗
Product Setup System - Customer Support	✗
Product Setup System - Sales Training	✗

? How many markets do I need to choose to complete the program?

You must choose 3 markets to complete certification. You will have the option to select any remaining markets to increase your points and knowledge.

? How many rooms do I need to complete?

8-9 mandatory rooms (per track) will automatically populate based on your choice of markets.

? How do I submit industry credits I've earned?

Once certified, you'll receive an official Chief Certified Partner certificate. Submit a copy to InfoComm or Cedia so they can credit you for your hard work!

? How many industry renewal units do I get if I complete this program?

For Cedia you'll earn between 0.75 - 3.5* credits. The range for InfoComm credits is from 1.5 - 7* credits. This information will be updated as necessary on our website at certification.chiefmfg.com.

* For maximum credits you must complete both tracks and all of the modules

? Do I need to renew my certification each year?

Yes. Once you complete certification, you need 50 Chief Points per year to stay certified.

? How does the point system work?

Earn 10 Chief Points for each solution you complete within a room. The minimum number of points you earn through this program is 160. As the program grows, so will the point and reward opportunities.

? How can I keep track of my employees' progress in the program?

Send us an email at certification@chiefmfg.com and we'll set your company up so you can receive status reports of your employees' progress.

EARN

Chief Online Tools

➔ www.chiefmfg.com

Our home on the Internet. Find products, online tools and more.

➔ **MountFinder™ Pro**

The industry's most comprehensive database of flat panel and projector manufacturers and models.



Chief Website



MountFinder Pro

➔ **MountBuilder™**

The Industry's first online mount configurator for visually building Ceiling, Wall or Carts & Stands configurations.

➔ **Fast-Flip Catalog**

Quickly find what you're looking for in our online catalog.



MountBuilder



Fast-Flip Catalog

Notes

➔ Log in

➔ Password

➔ Points Earned

