



Market Development Funds (MDF)

Pre-Approval Request Form

The Power Behind the Storage

This Pre-Approval Request Form must be completed in its entirety within a minimum of three weeks before your planned activity. Up to 50% of costs can be covered with MDF. Please email completed forms to your marketing contact and you will be notified of approval or denial.

Company: _____ **Subject:** _____
Contact Name: _____ **Date of Activity:** _____
Email Address: _____ **Date of Request:** _____

Goal of the piece/activity: _____

Talking Points: _____

Call to Action: _____

What is the Purpose?

- Product Information and Promotion
- Brand Identity
- Event Participation

Who is the audience?

- End User
- Reseller/Channel
- Other _____

What is the Target Market?

- Media & Entertainment
- Engineering & Design
- Scientific Research
- Data Center
- Education & Government
- Other _____

What are the ATTO products being promoted?

- SAS/SATA HBAs & RAID Adapters
- Fibre Channel HBAs
- Ethernet Adapters
- Thunderbolt™ Devices
- SAN Storage Controllers
- Fibre Channel to SAS Bridges
- Switches

Email & Printed Campaign \$ _____ Will ATTO be the only vendor? Yes No
 Email Campaign If no, who else? _____
 Print Direct Mail Sending # of emails: _____ Print Qty: _____
 Source of Contact List: Internal External
 List description: _____

Proof of performance: Mail printed pieces Email digital files # Sent # Opened # Clicks

Events & Trade Shows \$ _____ Date of show: _____ Location: _____
 Trade Show Road Show Seminar Presentation Other manufacturers represented in booth: _____
 Live Demo of ATTO products Booth Size: _____
 Display ATTO products only How will ATTO be represented? _____
 ATTO Trade Show Booth or Event Participation What live demos? _____
 ATTO Training Event Do you need loaner units for demos? Yes No
 Partner-Sponsored Event *If yes, you must fill out the Product Request Form
 Webinar Do you have ATTO signage? Yes No
 # of people attending the show _____
 # of people invited _____
 # of people planned to attend _____

Proof of performance:
 Photos of the ATTO products/demo at event

Pre-show activity

Pre-show emails? Yes No
 # sent _____
 # opened _____
 # clicked _____

At show activity

Meetings F2F: _____
 Presentations: _____

Post-show activity

Meetings: _____ # Proposals: _____
 # Emails: _____ Sales/PO: _____

- Advertising** \$ _____
- Print/Catalog Ad
 - Full page Half page Quarter page
 - Web Banner Ad
 - Digital

Publications: _____
 Ad Size: Full Half Quarter Other: _____
 Circulation #: _____
 Reference Code #: _____
 (Naming Convention: Company Initials.Month.Year) ex.-ABC.10.2016

Proof of performance: Mail printed pieces Email screenshot of banner ad on web page

- Collateral** \$ _____
- Printed
 - Brochure Flyer
 - Digital Materials

Printed Qty: _____
 Digital Purpose:
 Flyer Landing Page Other: _____

Proof of performance: Mail printed pieces Email screenshot of digital material on web page

- Public Relations** \$ _____
- Press Release
 - Speaking Opportunity Quote/Expert
 - Contributed Article
 - Case Study/Success Story/Testimonial
 - Product Review/Performance Testing & Benchmarks

of Publications/Contacts: _____

Proof of performance: Email PDF of the PR

- Other** \$ _____
- Translation
 - Demo Unit Purchase
 - Other _____

- Design**
- Design assistance needed? Yes No
- If yes, explain what is needed:

COSTS

Total Cost: \$ _____

MDF Requested: \$ _____

MDF Accumulated: \$ _____

For internal use only:

Level 1: Pre-approval	Marketing Director: _____	Date _____
	Sales Director: _____	Date _____
Level 2: Proof	Marketing Director: _____	Date _____
	Sales Director: _____	Date _____
Level 3: Payment	Final Approval: _____	Date _____