

# FORTINET. MARKETING REQUEST FORM

## INSTRUCTIONS

1. Please fill in the form below by using Adobe Acrobat Reader. In English, please.
2. Please email the form to your preferred Fortinet distributor:

for Wick Hill or Email to:  
[rieke.bredehoeft@wickhill.de](mailto:rieke.bredehoeft@wickhill.de)

for Arrow or Email to:  
[nadine.held@arrow.com](mailto:nadine.held@arrow.com)

for Exclusive Networks or Email to:  
[dinah.kuke-hartwig@exclusive-networks.de](mailto:dinah.kuke-hartwig@exclusive-networks.de)

3. Please attach supporting documents (flyers, invitations, agenda etc.) to your email.

Please note: Fortinet marketing funds are intended for activities that are going to generate Fortinet leads & projects, such as Fortinet customer workshops, trade fairs, etc. You can only request marketing funds in order to pay for third party invoices that you receive in connection with these activities, such as invoices for trade fair fees, catering, etc.

## YOUR INFORMATION

Company Name:	
First & Last Name:	
Job Title:	
Email:	
Telephone:	
Distribution Account Manager:	
Fortinet Channel Account Manager:	
Date of Request:	

## YOUR MARKETING ACTIVITY

Activity Name:			
Activity Description:			
Activity Type:	<input type="checkbox"/> Customer Event <input type="checkbox"/> Email Campaign	<input type="checkbox"/> Reseller Trade Fair <input type="checkbox"/> Telemarketing Campaign	<input type="checkbox"/> External Trade Fair <input type="checkbox"/> Other:
Fortinet Products Presented:	<input type="checkbox"/> FortiGate <input type="checkbox"/> FortiMail <input type="checkbox"/> FortiSandbox	<input type="checkbox"/> FortiAnalyzer/Manager <input type="checkbox"/> FortiWeb <input type="checkbox"/> FortiADC	<input type="checkbox"/> FortiDDoS <input type="checkbox"/> Fortinet Wireless <input type="checkbox"/> Other:
Start Date of Activity:			
End Date of Activity:			
Are other vendors involved?:	<input type="checkbox"/> No <input type="checkbox"/> Yes:		
Target Industries:	<input type="checkbox"/> Government/Public <input type="checkbox"/> Finance <input type="checkbox"/> Small & Medium Firms <input type="checkbox"/> Healthcare <input type="checkbox"/> Cloud Service Providers <input type="checkbox"/> Other: <input type="checkbox"/> Manufacturing <input type="checkbox"/> Large Firms		
Target Audience:	<input type="checkbox"/> Decision Makers/Executives <input type="checkbox"/> Technical Audience/Administrators <input type="checkbox"/> New Fortinet Customers <input type="checkbox"/> Existing Fortinet Customers		
How are you going to promote this activity?:	<input type="checkbox"/> Emails <input type="checkbox"/> Website <input type="checkbox"/> Other: <input type="checkbox"/> Newsletter <input type="checkbox"/> Social Media <input type="checkbox"/> Call Out/Phone <input type="checkbox"/> Press		

## COSTS

Total costs in €:	
Amount you would like to request from us in €:	

## EXPECTED OUTCOME

Expected Number of Fortinet Leads:	
Who will follow-up on the leads?:	
Expected Fortinet revenue from this activity in €:	

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## EVENT INFORMATION

Please note: You must only fill in this section if your request concerns an event.

### EVENT OVERVIEW

Expected Number of Attendees:

(For trade fair stands only)  
What is available at the stand?:

☐ Bistro Table  
☐ Regular Table  
☐ Chair

☐ Brochure Holder  
☐ Electricity  
☐ Monitor

☐ WLAN. Mbps:  
☐ LAN Mbps:  
☐ Other:

### FORTINET PRESENTATIONS

Will there be presentations about Fortinet/Fortinet products?:

☐ No

☐ Yes – Please enter the number of Fortinet presentations:

Do you need a presenter from Fortinet?:

☐ No

☐ Yes. (Please fill in the following rows to provide the presenter with more information about the event)

Equipment provided by Host for the Presentation:

☐ Projector

☐ Flip Chart

☐ WLAN Mbps:

☐ Monitor

☐ Whiteboard

☐ LAN Mbps:

☐ Microphone

☐ Laser-Pointer

☐ Other:

Presentation Format:

☐ 16:9

☐ 4:3

☐ Other:

Presentation Arrangements:

☐ The presenter should use his/her own laptop.

☐ Centralized Laptop/PC - All presenters must use the same Laptop/PC, which we provide before  
- Email the presentation to  
- Presentation should be in the following format

If the presenter should use his/her own laptop, what connections are

☐ HDMI

☐ VGA

☐ DVI

☐ Other:

Details on Presentation 1:

Teaser Text needed ☐ No ☐ Yes – Teaser should be available by:

Details on Presentation 2:

Teaser Text needed ☐ No ☐ Yes – Teaser should be available by:

Details on Presentation 3:

Teaser Text needed ☐ No ☐ Yes – Teaser should be available by:

Details on Presentation 4:

Teaser Text needed ☐ No ☐ Yes – Teaser should be available by:

(Optional) Instructions for presenter from Fortinet:

(Optional) Additional notes and information:

### MARKETING MATERIALS

What marketing materials do you need for this event?:

☐ Roll-Ups Number:

☐ Give-Aways Number:

☐ Other: Number:

☐ Product Catalogues Number:

☐ Other: Number:

☐ Other: Number:

Delivery Address: