

Partner with a Hot Company

ExpressDigital is a software development company that provides digital technology solutions to professional photography businesses.

Recognized as a leading developer of software and e-commerce solutions for digital photography, ExpressDigital has received consistent critical acclaim for its innovative, smart and profitable products. Named as one of the fastest growing tech companies in 2006 and 2007, ExpressDigital is the market leader in providing software to professional photographers.



We offer our reselling Partners a compelling and profitable software solution to sell to their customers. We are committed to helping you assist your clients through the photography revolution and provide a platform on which to grow your digital business. A partnership with ExpressDigital provides the edge your business needs to compete and earn loyal and savvy digital customers.

ExpressDigital Partner Program

The ExpressDigital Partner Program is designed to enhance long-term relationships with existing customers and to build mutually rewarding partnerships with new resellers. If you want to enhance your customer base with best-in-class software and services for professional photographers, look to ExpressDigital for solutions that meet their needs and exceed your expectations.

Our program is specifically designed to help you **GROW your business**. Here are 4 specific ways:

1. **Increase your revenues and profits by selling high margin ExpressDigital software**
2. **Create and sell complete digital solutions to your customers rather than just selling hardware**
3. **Demand for on-going supplies is higher when ExpressDigital software is driving hardware**
4. **Attract the next generation of professional photographers by becoming part of the ExpressDigital family**

ExpressDigital Partner Benefits

The goal of the ExpressDigital Partner Program is to help you successfully deliver our digital workflow software solutions to your customers in a professional and profitable manner. We are here to assist you every step of the way, from pre-sales training to after-sales service and support. As a valued ExpressDigital Partner you will have access to the following resources specifically designed for your success:

Dedicated Partner Representative

Every authorized Partner is assigned a partner representative who will assist in making sure you have access to all available resources to make the relationship a success.

Your partner representative will be responsible for coordinating product training, answering questions and providing sales demonstrations for your employees, customers and prospects. Your partner representative is a member of your team helping you to grow your business.

[Product Education](#)

ExpressDigital is committed to channel partner education as an integral part of growing your business. Whether its on-line training, phone training or on-site training, ExpressDigital is committed to making sure that together we make the investment to ensure that you and your team are properly educated on our products and feel comfortable selling and recommending them to your customers.

[Eligible for Pre-Qualified Leads](#)

ExpressDigital offers eligible Partners the opportunity to receive leads generated by our year round marketing and promotional efforts. These leads are pre-qualified by our team before they are passed to you. Leads come from a variety of sources including try-before-you-buy downloads, advertising and tradeshows.

[Presales Support](#)

Use our dedicated toll-free presales support line for ExpressDigital Partners to provide quick access to our Customer Care representatives. Our presales support line is there to help close a sale or to answer tough customer questions and technical inquiries.

[ExpressDigital Partner Tool-Kit](#)

Through our website, you can access ExpressDigital logos, marketing brochures, sales resource documents, current promotions, software downloads, frequently asked questions (FAQ's), calendar of events and more. Everything you will need to help sell and promote ExpressDigital software is available 24/7 online through our exclusive Partner Tool-Kit.

[Co-op Marketing Program](#)

Once you reach our Platinum volume level, you are eligible to take advantage of our Co-op Marketing Program which lets you earn dollars based upon your net sales. These marketing coop funds are to be used to offset the costs of directly promoting ExpressDigital products and services with such activities as advertising, promotional events, tradeshows, direct mail campaigns, e-blasts, etc. Talk to your ExpressDigital partner representative for additional information.

[ExpressDigital Website Listing](#)

Each Partner receives a free listing on our website. Our award-winning ExpressDigital website includes in-depth product information, support documentation, software updates and links to customer forums. With over 35,000 unique visitors every month, our website is a destination for all types of digital photographers, labs and photography companies.

[Tradeshow Resources](#)

Need help with a tradeshow? ExpressDigital has tradeshow resources available for you to use to help complete your booth or stand. Our resources include an ExpressDigital banner, tablecloth, marketing brochures, TBYB CD's, and table-top signage.

[Quarterly Photographer Promotions](#)

ExpressDigital provides quarterly promotions that will help drive Partner sales. These promotions include special offers, discounts, freebies and other creative ways to help incent customers to buy now.

[Partner Communications](#)

Regular communications from your Partner representative along with ExpressDigital newsletters, e-mails and announcements will keep you informed and up to date.

[Consistent Trade Advertising and Public Relations](#)

ExpressDigital continues to invest heavily in advertising and public relations activities involving the industry's leading trade publications. In addition, ExpressDigital annually attends at least four major industry tradeshow including PMA, WPPI, Imaging USA and PhotoPlus Expo.

[How It Works](#)

To get started, ExpressDigital has two programs to choose from based on the model that best fits your business.

Stocking Partner

- \$10,000 buy-in level of commitment
- 10 copies of Darkroom Professional Edition; or 30 copies of Darkroom Core Edition; or mix and match any combination to equal the \$10,000
- Dealer demo key including all Darkroom products
- Start at Partner Discount Pricing Level II - Gold (30%)

Non-Stocking Partner

- \$2,000 buy-in level of commitment
- 1 copy of Darkroom Professional Edition
- 1 copy of Darkroom Core Edition
- Dealer demo key including all Darkroom products
- Start at Partner Discount Pricing Level I - Silver (25%)
- 2 customer passes to attend Darkroom regional product training classes

[Partner Starter Kit](#)

Once approved and authorized, each Partner will be sent a starter kit that includes the following:

- Darkroom demo/training software key (all Darkroom products)
- Free regional and advanced training passes for all partner employees
- 100 Darkroom marketing brochures
- 25 Darkroom Try Before You Buy (TBYB) CD's
- ExpressDigital marketing "giveaways"

Partner Discount Pricing Schedule

Level	Annual \$ Volume	% Discount
I - Silver	\$1 – \$25,000	25%
II - Gold	\$25,001 – \$50,000	30%
III - Platinum	\$50,001 – \$100,000	32%
IV - Diamond	\$100,001 +	35%

Once a Partner reaches Platinum status they are eligible for the following premium benefits on an annual basis:

- Eligibility for co-op marketing program
- Premium listing on the ExpressDigital website
- 2 free Darkroom regional customer training passes for every \$10,000 in purchases
- 2 free direct mail promotional inserts per year

The Right Stuff

Prospective Partners with the right stuff meet the following requirements for program eligibility:

- Strong digital photography experience and selling focus
- Ability to market and promote software using new media avenues such as websites, electronic newsletters and e-mail blasts along with more traditional outlets such as catalogs and direct mail pieces
- Existing selling relationship with at least 2 camera and/or 2 printer manufacturers
- Ability to display and demonstrate the software in a “real world” environment
- Desire to accept qualified leads, follow-up in a timely manner and share documented activity tracking

Join the ExpressDigital Partner Program

We are currently looking for Partners to help ExpressDigital grow and meet the increasing demand for our software products worldwide. If you are interested in learning more on how to take advantage of this opportunity, please contact:

Heath Lassiter – Pro Photography Sales Channel Manager
888.584.0089 ext. 210
hlassiter@expressdigital.com

This program is for Partners located in North America only and does not apply to international partners. If you are interested in joining our World Partner program, specifically for international dealers and distributors, please contact Heath Lassiter.