Q3 2021
Partner Power Pack

NETGEAR®
INSIGHT

NETGEAR 25 YEARS OF INNOVATION

Welcome to the Q3 2021 edition of our Partner Power Pack

NETGEAR recognizes that our success and, most importantly, that of our customers and partners, depends on more than just providing excellent technology and services.

We strive to exceed the expectations of our clients, eliminate problem areas and capture productivity gains for all. Our experience is that successful relationships thrive in a culture of trust, cooperation and commitment.

NETGEAR partner portal creates competitive advantages in multiple industries for our partners.

Aside from being packed with rich resources, advanced training, and helpful tools to achieve increased growth, we load all promotions, product information, launches and collaterals to support you through your sales process.

As always, no Partner Power Pack would be complete without some great incentives to help you increase your margins and profits!

Partner Portal: powershift.netgear.com

NETGEAR Inc. 350 East Plumeria Drive, San Jose, CA 95134 | 1-866-480-2112 | netgear.com

Turn your WiFi to Full Power

With WiFi 6 your network has better performance, coverage and capacity.

At the forefront of innovation and cutting-edge solutions for more than 25 years, NETGEAR provides ground-breaking network solutions including a suite of WiFi 6 products – giving you access to the most advanced WiFi on the planet.

WiFi 6. The most powerful WiFi ever

4x
more capacity

40%
increase in data throughput

100%
backwards compatibility

Why businesses are moving to WiFi 6

Best WiFi speed

Connect more devices

Improved coverage

Future proofing

Compatibility

Battery efficiency

Seamless roaming

2.5 GB

Faster backone with 2.5G

High density iot

Safer network

Let a networking professional tell you why:

3rd party WiFi 6
Total Cost of Ownership (TCO)

Download

Download

Try NETGEAR's WiFi 6 products FREE of charge

The NETGEAR® Product Evaluation Program enables authorized partners to demo select NETGEAR products for $0 cost, risk free for 30 days! Should you choose to keep it, you can purchase at a significantly reduced price!

What are you waiting for? Acquire A-grade full warranty, resalable demo inventory (not NFR) to support your development efforts, customer evaluations, and facilitate product sales with zero risk!

You are more than our customer, you are a business partner, submit your request today to get your Eval unit:

Submit

Compare wireless system features

Essentials
- Instant setup
- Single room
- WiFi extension
- Dual band
- Great price/performance
- Separate guest access
- Standalone operation

Mesh Systems
- Whole office coverage
- Mesh wire-free installation
- Home office/micro business
- Dedicated backhaul
- Great performance
- Remote management
- Easy installation

High-performance Cloud / Dual band
- Local or remote management
- Wired installation with PoE
- Small and medium businesses
- Advanced WiFi with roaming, load balancing
- Performance and coverage
- Multiple AP deployments

Ultra-performance Cloud / Tri band
- Heavy traffic
- Wired installation with PoE
- Mesh capability for wire-free installation
- Medium to large businesses
- Remote cloud management
- Advanced WiFi with roaming, load balancing
- High performance and extended coverage
- High number of concurrent users

Why do I need Essentials WiFi Access Points?
- Get immediate WiFi for your home office or shop
- Get the best price/performance ratio
- Connect your home devices for faster speed (TV, gaming console, Roku, PC, NAS, etc.)
- Limited IT knowledge needed
- Energy efficiency (low consumption, fanless)

Why move up to Mesh Systems?
- Need to cover a larger space
- Need more concurrent devices
- Need remote management

Why do I need a Mesh Systems?
- High-density WiFi supporting up to 600 client devices
- Easy expansion of your existing WiFi network across another room or even another building with a single Ethernet cable connection
- Wire-free installation
- Fast roaming between APs for a seamless connection
- Easy management, intuitive smart phone app
- Remote management and monitoring
- Great performance on 3 bands
- Advanced WiFi roaming and load balancing throughout the office for always-on connectivity

Why move up to or choose Cloud Access Points?
- Need much bigger coverage area
- Need management over multiple locations
- Can easily wire for installation

Why do I need High performance Cloud Aps
- Get the easiest and most user-friendly wireless networking experience
- Deploy network management, monitoring and service across multiple remote and local sites
- Remote management capabilities with NETGEAR Insight app or web portal
- Great performance on 2 bands
- WiFi 6 supported on both bands for optimal performance throughout
- Network separation for employees, guests, IoT for data access security

Why do I need Ultra performance Cloud APs?
- High-density WiFi supporting up to 600 client devices
- Easy expansion of your existing WiFi network across another room or even another building with a single Ethernet cable connection
- Wire-free installation
- Fast roaming between APs for a seamless connection
- Easy management, intuitive smartphone app
- Remote management and monitoring
- Great performance on 3 bands
- Advanced WiFi roaming and load balancing throughout the office for always-on connectivity

Why move up to High-density Cloud APs?
- Need to support more client devices
- Need higher WiFi coverage
- Need to expand and existing WiFi network

WiFi 5 or WiFi 6 Access Points: What's the best choice?

Our recommendations:

Customer Problems	Recommendation	Benefits	Further Considerations
Very tight budget constraint, tight production schedule	WAC510	Best price Easy installation	
Tight budget and need to have five-year future-proof	WAX610 (indoor) WAX620 (indoor)	WiFi 6 will be the dominant WiFi standard till at least 2022	
Need the fastest deployment, no Ethernet cabling	WAC540	Best performance in wireless mesh Compatible with WAX610 for the future	
Need tri-band for most robust WiFi connectivity Need tri-band to reach the most number of devices Budget is a concern and latest devices are not in the majority	WAC540 WAX610Y (if an outdoor AP is needed)	Dual 5GHz bands offers a constant stand-by connection, should one of the bands is over-run due to DFS or nearby radio congestion	K-12 schools are good examples
Knowing that most of the client devices will be the latest iPhones and Android phones	WAX610 (indoor) WAX620 (outdoor)	WiFi 6 will be the dominant WiFi standard till at least 2022	High-end businesses, such as design studio, marketing firms, the trend-setters: WiFi 6 is the answer

WAX620 WiFi 6 Access Points

Need the highest throughput for the latest wireless clients?

- Perhaps your office has the latest of everything (fancy design studio, high-end marketing firm, etc.)
- You have a budget constraint that whatever you buy must last for at least 5 years

WAC540 WiFi 5 Access Points

Need a reliable connection for a large number of clients, but not necessarily the highest speed?

- Perhaps you are a school that needs to support lots of devices, and the majority of them are still WiFi 5
- You are a hotel and that last bit of performance gain isn't noticeable by your customer, but connection stability, large area coverage are MOST important

Use Scenarios:

Access Points
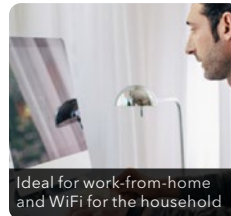
One room home office – dedicated WiFi access point (WAC104)

Modern dentist office (WAX214)

Dorm room WiFi with guest access (WAC124)

Small Business Owner (WAX218)

Mesh System

Flowers by Design says Goodbye to Bad WiFi

WiFi for the Family

Ideal for work-from-home and WiFi for the household

Perfect Italian coffee and WiFi for all

Gaming and WiFi 6

High performance Cloud

Perfect for Small Business (WAC510)

A Network for school ork and fun (WAX610/Y)
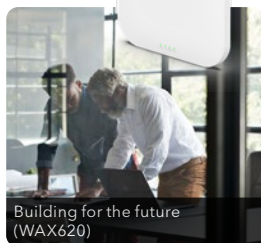
Building for the future (WAX620)
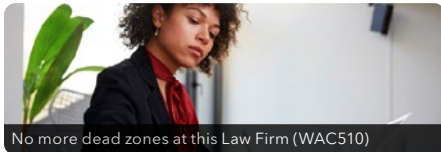
No more dead zones at this Law Firm (WAC510)

Healthy network for every clinic (WAX610/WAX610Y)

High-growth start-up (WAX610)

Ultra-Performance Cloud
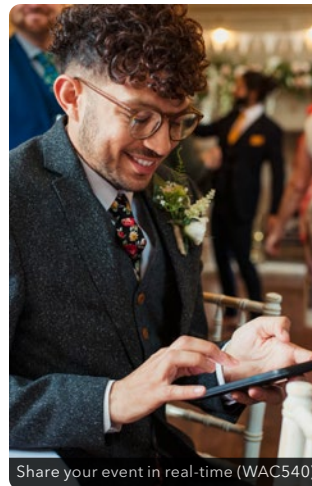
Share your event in real-time (WAC540)

WiFi at the Library (WAC540)

Fully Managed Switching

The world's only 1G, 10G and 40G stackable platform designed for server and audiovisual installations, converged access layer and dependable core in SMB environments. M4300 stacking topologies deliver 384-port 1G, 768-port 10G, 192-port 40G, or a combination in redundant, unstoppable systems for edge to core connectivity.

Learn more

AV over IP Switching

Built for 1G AV over IP, the new AV Line of M4250 switches incorporates an AV-centric user interface for speedy setup while the sleek front panel with rear-facing ports looks great in a rack.

Learn more

Power over Ethernet Switches

Increase your PoE budget anytime by simply upgrading your switch power supply, without having to purchase a new switch!
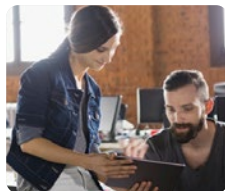
Learn more

ProSUPPORT for Business

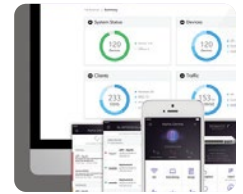Business support plans for both the home and the office to put your mind at ease.

Learn more

NETGEAR Insight™ Pro

Insight Pro is filled with features needed to grow business and add value for customers, such as multi-tenancy, and multi-user capabilities for easy management of multiple customers under one umbrella.

Learn more

Orbi Pro – Better WiFi for Business

Orbi Pro provides seamless, high-speed WiFi that is affordable and easy to install, without added infrastructure and deployment costs. Comes with 4 separate SSIDs for security. Ideal for home offices and retail.

Learn more

Wireless Access Points

Wireless Access Points

Affordable, easy-to-install, high-speed WiFi keeps employees and customers connected.

Learn more

North America Fed Gov Discount
Save an additional 3%

Keep driving deals with an additional 3% NETGEAR Federal Government Ed. Not-for-Profit Discount.

This discount is stackable with the 10-15% Deal Registration program, in addition to Platinum Solution Partner discounts.

Download

Deal Registration Program
Save up to 20%

NETGEAR Authorized Partners can receive up to 20% discount for when they register and close an approved Deal Registration for $5K+ deals. Stay up to date with the latest features and product announcements and become a NETGEAR expert in selling, installing, configuring and supporting our industry-leading Wireless, Switching and Storage Solutions.

Download

Solution Partner (NSP) Program
Save 5%

5% front end discount for Authorized Platinum NETGEAR Resellers.

Download

Free Networking Site Survey

Get a free remote site survey from the experts.

Download

Work From Home Bundle Kit for Business

As business moves to a more remote-friendly working environment, NETGEAR understands that the need to maintain employee's productivity at a high level. NETGEAR is launching a productivity kit of networking products that allows business to quickly set up a high-quality WiFi network for employees, maintain a high level of communication quality, and provide standardized and continuous support for employees' at-home networking needs.

Download

Q3 Rebate
Latest NETGEAR promotions.

Click here

Product Evaluation Program
Try out select NETGEAR products at significantly reduced prices!

The NETGEAR Evaluation Program for Solution Partners enables Partners to try out select NETGEAR products at significantly reduced prices - and you only have to purchase one unit to qualify!

Download

## 1-year Insight included with hardware purchase

Purchase one of the NETGEAR products listed and a 1-year Insight subscription will be included. Phase 2 starts on 6/22/20, with more models added

Click here

Webinar Series

Stay up to date with the latest features and product announcements and become a NETGEAR expert in selling, installing, configuring and supporting our industry-leading Wireless, Switching and Storage Solutions.
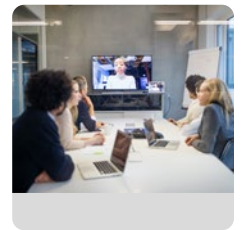
WED AUGUST 11, 11AM PST   **Register**

Network Upgrade to WiFi 6 with NETGEAR Business Solutions

WED SEPTEMBER 15, 11AM PST   **Register**

Why NETGEAR for AV Deployments

WED SEPTEMBER 22, 11AM PST   **Register**

Insight 6.3 Update: Introducing Insight Business VPN

Latest Revision June/2021

Collateral, Case Studies & More

Collateral

Get access to ready-made, customizable collateral that can help you illustrate the major benefits of NETGEAR's products, so you can easily show your customers the value you can bring with our solutions to their business. Choose from web banners, HTML-ready email templates, and landing pages so you can quickly deploy a digital campaign.

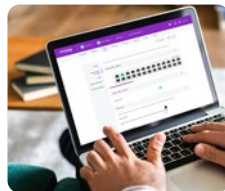`Partner Portal`   `Ready-made, customizable collateral`

Key visuals

Web banners

NETGEAR Insight

New: Technical Whitepaper | High-Density WiFi Management with Insight Pro

`Download`

Insight Pro

Watch Video of Saratoga Country Club Implementation

`Watch video`

Dundas Museum brings history to life with NETGEAR Insight Pro Wireless

`Download`

Insight Feature Comparison Chart

`Download`

Trinity College Case Study

`Read more`

Insight Pro stands above the competition

Reviewed and tested by independent third-party test companies, Insight Pro has been rated the best networking management solution for SMBs.

Miercom performance verified by: **Miercom**

- The best value cloud solution for SMB budgets
- Central management with ease of use
- Time-saving deployment measures
- Robust metrics reporting   `Read more here`

Tolly certified by providing: **Tolly.**

- Highly efficient multi-tenant, multi-location platform
- Fully-fledged management via mobile app
- Simple and flexible setup
- Business-class in-app support   `Read more here`

Orbi Pro

`Watch video`

Vintner Retreat says Bye Bye to Bad WiFi

`Read more`

AFKgg Gamer Lounge

`Video case study`

Unboxing

`Watch video`

PoE

PoE Battlecard

`Download`

Power adapter for FlexPoE switches

`Download`

Ready for surveillance needs

`Download`

Root-service used NETGEAR devices to help a hotel offer its guests a first-rate WiFi service

`Read more`

Case Studies & More

ProAV

Check out the new AV Line M4250 switches

Watch video

Find out more about our Pro AV Solutions

Find out more

Sell all the AV over IP case studies

See case studies

Find out why NETGEAR is the most recommended switch for AV over IP installations

Watch video

Read about the massive American Dream Mall AV over IP case study

Read case study

SMB

Gamestream scales their industry leading Gaming-as-a-Service solution with NETGEAR SMB switches.

Learn more

Education

Learn more

Healthcare with Small/Medium/Large deployments

Download

Public sector deployments

Download

Tyne Coast College is now ready for the future with NETGEAR SMB products:

Learn more

Switches

10 Reasons Why Plus Switches

Download

10 Reasons Smart Pro Switches

Download

SwitchedOn Thinking Podcast

Download

Tech Tips: Learn About the New NETGEAR Plus Switches GUI

Watch video

Tolly report for M4300 vs Cisco/HP, etc.

Download

GS316EP Battle Card

Download

GS316EPP Battle Card

Download

Introducing NETGEAR 16-Port PoE+ Gigabit Ethernet Plus Switches | GS316EP, GS316EPP

Watch video

NETGEAR Plus Switches for Work-From-Home and Small Businesses

Watch video

Updated Switch Use Case Flyer to find the right switch for Pro AV projects

Download

See how Insight has changed the game for West Networks

Read the case study

Wireless

Technical whitepaper | NETGEAR WiFi 6 TCO.
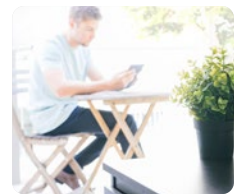
Download

Vertical Flyer: Wireless for Education

Download

Vertical Flyer: Wireless & Healthcare

Download

Star Motors & Orbi Pro WiFi 6

Read case study

Wireless Access Points

The WAX610 brings next generation WiFi 6 performance to your customers' businesses.

The WAX610Y brings WiFi 6 outdoors and is perfect for ensuring that customers and employees always stay connected.

Learn more

Watch video

Read case study

Read AirBridge case study

The newest member of our Pro AV product line up

The NETGEAR AV Line M4250 series was designed with input from AV Professionals. The result is a line of switches built from the ground up to support 1Gb audio and video over IP with customized hardware and software along with dedicated service and support.

The M4250 switches, available in a range of configurations, are designed for a clean integration with traditional rack-mounted AV equipment. A sleek, black display panel provides port and activity status in the front, with all power and network cabling neatly organized in the back.
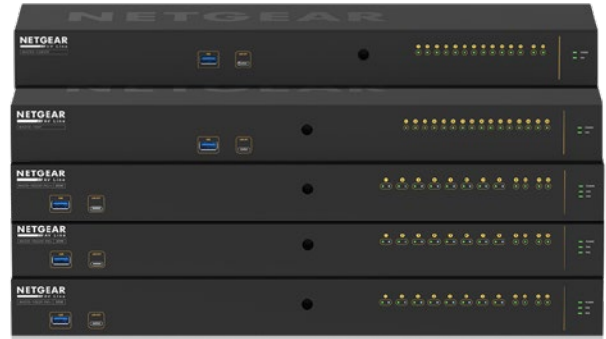
NETGEAR M4250 series AV software features:

- Pre-configured for audio and video over IP out of the box, the M4250 switches enable encoders and decoders to be connected with zero configuration

- When more configuration is required, a simple AV-oriented GUI is available.

- This interface has been specially designed for AV installers with specific AV-related controls made more accessible and with port-based profiles

- For audio, profiles for Dante, Q-SYS, AES67 and SHURE are built-in, as well as an AVB profile (AVB license sold separately)

- For video, the M4250 offers profiles for NVX, SVSI, Q-SYS, NDI, Kramer KDS, Aurora Multimedia, ZeeVee, Atlona, Dante and SDVoE

- Other AV CODECs and manufacturers are supported as well as audio/video/control mixed profiles

- To further simplify star deployments, NETGEAR IGMP Plus™ brings multicast automation between all M4250 switches, and with M4300/M4500

- Simply connect the switches together and you are done!

NETGEAR M4250 series other software features:

- All M4250 switches share the same high-end NETGEAR Layer 2 / Layer 3 switching engine for a consistent experience

  Learn more

- All switches in the M4250 series have another main, IT web-based GUI for midsize Enterprise campus networks, IoT and IPTV

Top 10 Reasons Customers Love the 4250 Series

1. Dubbed the AV Line, these products combine **years of networking expertise** with best practices from leading experts in the professional AV market. This includes more abundant PoE power than typical IT switches.

2. A sleek, black display panel provides port and activity status in the front, with **all power and network cabling neatly organized in the back**. However, when ports are desired on the front of the rack, reverse rack mounting is possible too. We even include a second pair of recessed rackmount ears that allow room for the cabling.

3. **Additional options for mounting** outside the rack are available with universal (VESA), M5 threaded bolt holes located on the bottom and M10 in the front of each switch. Ideal for hanging the switch with clamps on pipes or truss.

4. Continuing NETGEAR's unique attention to the specific needs of its AV customers, the new AV Line of M4250 switches provide **software-controlled fan adjustments** enabling the fans to be turned off when ambient temperature and Power over Ethernet (PoE) loads are appropriate for a totally fanless operation. This powerful feature provides new opportunities for the AV Line switches to be used in sound-sensitive environments such as conference rooms, recording studios, and residential installations.

5. The new AV Line of M4250 switches maintains the same thorough **out-of-the-box functionality** found on the M4300 and M4500 switches for almost all AV-over-IP encoders and decoders. Pre-configured with NETGEAR IGMP Plus™, the M4250 switches can simply be plugged in and turned on. Setup and installation time are greatly reduced, allowing the installer to focus on other parts of the project – NETGEAR has taken care of your multicast presets.

6. NETGEAR has enhanced the experience for AV professionals by including a **new user interface** designed from the ground up. Pro AV customers don't have to settle for an IT-centric interface with settings and IT-specific functionality they will never need. The new M4250 AV interface presents the common AV controls right up front.

User-selectable profiles for common AV platforms make it a snap to ensure the settings are correct for a specific audio or video application.

7. One of the many features designed into the new M4250 product line is **full support for Audio Video Bridging (AVB)**, an industry standard for transporting content over a network. AVB is used most often when very low latency is required such as in live performances when lip sync is critical. All of the AV Line M4250 switches can be optionally licensed for AVB support.

8. The M4250 line of switches also support more **advanced configuration** and a robust set of features for many different types of installations. The world class, industry leading NETGEAR web-based IT GUI along with console, telnet, and SSH connections and a standard, out-of-band, Ethernet port are all available for deeper settings adjustments. Additional features include static, RIP and PIM routing, DHCP server and PTPv2.

9. The NETGEAR **Limited Lifetime * Hardware Warranty** on the M4250 series is an example of the commitment to the Pro AV community. This comprehensive package includes 90 days of technical support via phone and email, Limited Lifetime* Technical Support through online chat, and Limited Lifetime* Next Business Day hardware replacement.

10. In addition, all NETGEAR Pro AV customers can take advantage of **free design services** as they design and deploy professional audio and video solutions which require IP networking infrastructure. This dedicated Pro AV Engineering Services team of experts spread around the globe helps empower designers and installers of AV over IP systems through free network design assistance, training, and installation support.

Simply send an email to ProAVDesign@netgear.com with your project requirements to get started

Discover the 10 reasons our customers love NETGEAR Fully Managed Switches

1. **Most comprehensive portfolio**
M4300 scales from 16-port 1G to 96-port 10G and provides a choice of copper, fiber and PoE. No additional module needed.

2. **Scales with your business**
Half-width M4300 models will let you pair a second switch in same U and M4300-96X allows you to grow your connectivity by simply adding modules (10G or 40G, copper or fiber, with or without PoE+).

3. **Affordable enterprise-grade switches**
You will feel good about the price you have to pay for M4300s, with no hidden costs. Limited Lifetime warranty is included in the price. No license upgrades needed for 802.1x and MAB NAC implementation, Layer 3 (PBR, RIP, VRRP, OSPF and PIM)

4. **Ideal for AV over IP and multicast**
Already preconfigured out of the box with NETGEAR IGMP Plus™ for true AV and multicast Zero Touch network configuration.

5. **Edge to core stacking**
M4300 is the world's first stackable platform reproducing Spine and Leaf datacenter topologies in the SAME STACK with unrivalled ease of use. No more bottlenecks or downtime!

6. **Full speed ahead**
M4300 will scale up to very high performance needs with up to 128K MAC table, 2K ARP/NDP and 960Gbps of switching and routing capacity.

7. **Absolutely NO downtime**
Nonstop Forwarding (NSF) on the M4300 provides increased network service availability, eliminating downtimes, for a fully resilient network.

8. **Convergent access layer**
M4300 ring stacking reduces the number of logical units to manage with one easy web interface while bringing full network redundancy in aggregation to the core, and simplifies PoE deployment at the edge.

9. **HA best practices**
M4300 two-unit horizontal stacking is cost effective yet highly effective for HA with link aggregation (L2/L3/L4 LACP), load balancing and non-stop forwarding failover, for no single point of failure across your virtualized servers.

10. **Full power redundancy**
M4300 offers a cost effective, simplified, and hot-swappable Redundant Power Supply on full width models for mission critical applications.

For small organizations

- Server & storage connectivity
- Greatest choice of switches (1G, 10G, 40G, fiber or copper, with or without PoE, half width or full width)
- "Superior ROI and TCO" (Hummingbird Networks review)
- Cost-effective
- No additional licensing or warranty
- Lifetime warranty included with NBD replacement

- 90-day phone support and 24/7 lifetime chat support included
- Reliable and long-lasting
- Zero downtime with non-stop forwarding
- Future-proof for growing businesses, SDN-ready
- Easy configuration

For large organizations with IT managers

- High-speed, edge aggregation
- Easy stacking
  - Spine & leaf
  - Any port is the stacking port
  - Mix and match 1G and 10G in one stack
  - Firmware update across the stack for easy updates
  - Virtual stacking
- Greatest choice of switches (1G, 10G, 40G, fiber or copper, with or without PoE, half width or full width)

- "Superior ROI and TCO" (Hummingbird Networks review)
- Cost-effective solutions for customers
- Reliable and long-lasting
- Zero downtime with non-stop forwarding
- Future-proof for growing businesses, SDN-ready
- Easy configuration

For VARs

- For small and large businesses, can address any customer
- Greatest choice of switches (1G, 10G, 40G, fiber or copper, with or without PoE, half width or full width) for any type of project
- "Superior ROI and TCO" (Hummingbird Networks review)
- Cost-effective
  - No additional licensing or warranty
  - Lifetime warranty included with NBD replacement
  - 90-day phone support and 24/7 lifetime chat support included

- Reliable and long-lasting, established technology, build your customer trust
- Easy configuration & standard management interfaces + SNMP
- Easy stacking
- Future-proof for growing businesses, SDN-ready
- NETGEAR is your partner more than just a vendor

Enterprise-class networking for SMB at the right price

NETGEAR has pioneered advanced networking technologies for homes, businesses, and service providers around the world. Since 1996, we've led the industry with a broad range of award-winning products designed to simplify and improve people's lives.

We are dedicated to empowering our customers to collaborate and connect to a world of information by enhancing homes and powering businesses with an unmatched line of the innovative, intelligent, and easy to use WiFi and networking solutions.

20+ Years of Smart Innovation

2003	2010	2011	2014	2017	2017	2018	2019	2020	2021
First Smart Switch	First Lightly Managed Plus Switch	First 10G Smart Switch	Flexible Mounting Click Switch	First Fully Cloud Managed Switches and WiFi	First DIY WiFi Mesh Solution for Business	Pro AV modular 96-port 10G 24-port 40G Switch	High-density WiFi with Cloud Management	Orbi Pro WiFi 6	Orbi Pro Mini WiFi 6

Brand Promise

Powerful connectivity to maximize your productivity, profitability, and potential.

Industry-leading innovation | **Easy to use** | **Modern & affordable** | **Industry-leading efficient networking**

Why NETGEAR Business

An unmatched offering

NETGEAR Business is a leader in cutting-edge networking solutions, offering the most comprehensive and customizable portfolio in the industry. The total range of solutions we offer gives greater flexibility, better scalability, and more convenience so you can better match the unique problems your clients face while saving time and money.

A proven leader

NETGEAR Business has led the way for almost 25 years by successfully enabling more than 50 million businesses worldwide. The quality, reach, and value of our products and services is unmatched and so is our channel focus. You can sell with confidence knowing our solutions will help your customers' success.

Cutting-edge without complexity

NETGEAR Business is the way forward. We help open a new stream of service revenue for you and help your clients stay ahead of the curve by creating products that advance and simplify the way you work.

Your success is our success

We stand behind our partners, giving you access to one-stop central management for all your clients, helping you become more productive and profitable. Our community and support systems are ever-growing and accessible anytime – and you get the VIP treatment you deserve.

Partner Reward Point Program

A great way to earn gift cards while participating in channel activities

NETGEAR®
INSIGHT

NETGEAR 25 YEARS OF INNOVATION

NEW FOR Q3!

EARN 3,000 POINTS
($100 value)
when you distribute NETGEAR WiFi 6 emails to your customers in Q3

Contact your account manager for more details

Earn a Gift Card or VISA Prepaid card!
Simply log on to our Channel Partner Site and participate in NETGEAR's Channel Activities

Follow the simple steps below to start earning:

- **Step 1:** Participate in NETGEAR Channel Activities (as easy as accessing and using the Partner Portal!)
- **Step 2:** Earn Reward Points (30 points = $1)
- **Step 3:** Click Redeem button on the Points Dashboard page
- **Step 4:** Add how many points need to be converted
- **Step 5:** Click the link from email to select Gift Cards

Earning points is easy!

- New Company Acct   50 points
- Every referrals (Company)   25 points
- Each Project (Deal Reg.) registered 10 points
- Case Study submissions   5 points
- Participate in training   5 points
- Participate in webinars   2 points
- Submitting surveys   2 points
- Register for trade shows   1 point
- Reading News Update   1 point per email
- Daily log-in   1 point (max) per day

For more information:

Call 1.866.480.2112 option 2 to speak with your Sales Rep. Partner Portal: powershift.netgear.com

---