Honeywell

Date: April 2024 Marketing Bulletin HW24.6

To: All Engineered System Distributors (ESD)

catalyst Partner Program MDF Updates

Back by popular demand, we have expanded the approved MDF activities to include **Brand Reputation, Market Information Services, and Digital, Web, and Content**. For more information, please review the updated MDF policy.

Brand Reputation is covered at 25% MDF reimbursement for co-branded uniforms, apparel, company truck wraps, and other mandatory personnel items. Pre-approval is required.

Market Information Services is covered at 50% MDF reimbursement for access to specific project information or specification tools to support the promotion and sales of Honeywell products and services such as Construct Connect, SpecLink, Inside View, etc.

Digital, Web, and Content are covered at 50% MDF reimbursement for digital marketing campaigns, video success stories, website presence/ digital app development, and digital materials. Pre-approval is required.

Reminders:

MDF Quarterly Marketing Plans must be submitted and approved in the Catalyst Partner Portal one month before the quarter in which the funds are to be used before creating Pre-Approval MDF requests and MDF Claims.

MDF Quarterly Usage Requirement: Claim at least 20% of your MDF each quarter or forfeit that amount. If you spent more than 20% MDF in Q1, the overage counts towards your Q2 MDF usage requirement. The Q2 deadline is June 30th.

Platinum, Gold, and Silver partners can easily access their partner program information, performance metrics, and benefits online here: catalyst Partner Portal. Your 2024 CPP tier and MDF budget are in the Partner Portal. Pricing based on 2024 tiering started April 1, 2024.

If you do not have access, you can request access here: Update Your Portal Access. If you have portal login or technical questions, please contact cppprmsupport@honeywell.com.

MDF Pre-Approval requests and MDF Claims must be submitted through the partner portal. Watch this step-by-step tutorial on requesting pre-approval and making an MDF claim in the *catalyst* Partner Portal.