

Vendor & Distributor Channel Resources

The CompTIA Vendor and Distributor ChannelKIT is a set of educational resources to help you manage your 'un-managed channel'. These resources will reduce your training costs and increase your active partner base by providing intense hot topic IT training courses, free 'Quick Start' educational downloads and discounts on membership and credential bundles! To utilize the ChannelKIT—you must be a CompTIA member. **Join Today**

Members: Download the Vendor & Distributor ChannelKIT Today
comptia.org/members/channelkit

Not a Member? Join Today for as little as \$650 a year
comptia.org/membership



1. CompTIA Channel Training Courses

Deliver Intense IT Channel Training Courses, Quick Start Sessions and Webinar Content at **NO COST!** Book sessions for your partner conferences, roadshows and live webinars. Your training courses will be promoted on the **CompTIA Course Locator** and CompTIA provides promotional copy for use on your event registration pages. **FREE TO MEMBERS** \$6,500 Value (Instructor fees and T&E are included).

2. CompTIA Education Landing Pages

CompTIA Education Co-Branded Landing Pages are another way to educate your existing and prospect partner base. Sign up for a co-branded landing page with downloadable education 'how-to' resources in hot topics areas including Cloud, HIT, IT Security, Managed Services, Managed Print Services and Unified Communications. Each landing page comes with a lead capture form and set of promotional materials including an HTML email, word copy for your newsletters and social media tips for immediate implementation. Leads are delivered 1x per month!



3. CompTIA Membership Discount Pages

CompTIA provides a \$100 discount on membership and on CompTIA Trustmark bundles for your channel partners. Incorporate this into your Channel Program benefits or as a promotion to your partner base. CompTIA provides you with a co-branded registration page, HTML e-mail, word copy collateral and social media tips for immediate implementation on social sites. Leads are delivered 1 x per month!

4. CompTIA Vendor Trustmark Toolkit

Provide your partners with the industry business credential that will help them win more business! The CompTIA Security Trustmark and MSP Partners Trustmark identifies qualified and competent Solution Providers in the areas of IT Security and Managed Services. Include this best practice 'seal of approval' as part of your partner program benefits. CompTIA provides a promotional toolkit for you to spread the word to your partners! Download the toolkit today!



CompTIA MEMBER BENEFITS	SOLUTION PROVIDER	VENDOR / DISTRIBUTOR	ASSOCIATE
EDUCATION			
CHANNEL EDUCATION			
Unlimited access to CompTIA's portfolio of printed and downloadable education resources	√	√	√
FREE registration to CompTIA's Live Channel Training Workshops	√	√	
FREE registration to CompTIA's Live Quick Start Sessions	√	√	
FREE delivery of live CompTIA Channel Training Workshops (\$6,500 value)		√	
FREE delivery of live CompTIA Quick Start Sessions		√	
ChannelKIT-full access to CompTIA's educational resources for your partner base		√	
EVENTS			
FREE booth at CompTIA Breakaway (\$5,000 value)		√	
Participation at the CompTIA Annual Member Meeting	√	√	√
Unlimited CompTIA Breakaway registration passes for your staff.	√	√	
Unlimited VIP CompTIA Breakaway Invitations for your channel partners		√	
FREE registrations for the CompTIA webinar series	√	√	√
RESEARCH			
Unlimited access to a minimum of 15 new research studies annually	√	√	√
Unlimited access to CompTIA's Research Archive Bank	√	√	√
Ability to reference research in business plans, reports, presentations and collateral	√	√	√
Research topics include: Business and Economics, Channel Intelligence, Cloud Computing, Emerging Technologies, Green IT, Healthcare IT, IT Security, IT Workforce, Managed IT Services, and SMB Market Research	√	√	√
CERTIFICATIONS & BUSINESS CREDENTIALS			
CERTIFICATIONS			
80% discount on first certification voucher purchase	√		
15% discount on additional certification voucher purchases	√	√	
BUSINESS CREDENTIALS			
Discounts on CompTIA Authorized Service Center business credential vouchers	√		
Discounts on CompTIA MSP Partners Trustmark and CompTIA Security Trustmark business credential vouchers	√	√	
ADVOCACY			
Participation in CompTIA Advocacy initiatives. Ongoing issues include cybersecurity, green IT, healthcare IT, and economic issues	√	√	√
Learn how Capitol Hill is affecting your business. Sign up for TechVoice Alerts- www.techvoice.org	√	√	√
PHILANTHROPY			
Involvement in CompTIA's philanthropic efforts at www.comptia-ef.org	√	√	√
COMMUNITIES			
Participate as a thought leader in CompTIA Communities which include: Cloud/SaaS, Healthcare IT, IT Business Growth Professionals, IT Security, Managed IT Services, Managed Print Services, Small Business, UK Channel, and Unified Communications*	√	√	√
Access to CompTIA's Online Community Network and connect with like-minded people	√	√	√
MEMBER RESOURCES			
Unlimited access to the CompTIA Member Resource Center at www.comptia.org/members	√	√	√
Unlimited advertisement in the <i>CompTIA Connect5</i> newsletter—over 35K subscribers	√	√	√
Listing in the CompTIA Member Directory on the Member Resource Center	√	√	√
Live CompTIA Welcome Webinar	√	√	√
Dedicated Member Services Team	√	√	√
Discounts on business products and professional services including insurance, office supplies, automation, travel, and more	√	√	√
Logo listed on CompTIA's Member web page— Coming in 2012	√	√	√
* Associate members have no voting rights			