



Bowie Pumps of Canada Ltd.
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Partner Program

Outstanding Results. Together.

Program Overview
and
Application Form

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Program Overview

Partnership is a powerful tool and now, more than ever, we can use it to achieve outstanding results, together.

Bowie Pumps of Canada Ltd. relies on the sales, distribution, technical service and support expertise of our partners to satisfy a very wide range of customers' needs in a broad spectrum of markets. To support those efforts, the Bowie Partner Program is designed to provide flexible opportunities to maximize your growth and profitability.

The Partner Program is designed to meet the needs of partners that go to market in a variety of ways – as original equipment manufacturers and fabricators of transportation equipment, as stocking dealers as well as repair centres.

The Bowie Partner Program is structured to provide you with the maximum level of support based on your contribution, commitment, business model and markets served. And, it allows you to work up the chain to achieve even more, together.

Partner Designations

There are four Partner Designations which are based on your overall business model and level of commitment.



Original Equipment Manufacturer

These partners generally fall into two sub-categories:

- Original Equipment Manufacturers: These companies design, manufacture and sell **equipment under their own brand name**, which incorporates rotary gear pumps, like mobile truck, trailer or skid-mounted tanks to CSA specifications for oilfield and industrial applications. They typically also service, repair and certify their equipment.
- Design Fabricators: These companies are '**design and fabrication specialists**' who combine components, including rotary gear pumps, into **equipment systems or sub-systems**, for an end-user customer.



Premier Stocking Dealer

These stocking dealers provide the broadest range of products and services along with the maximum level of support to our end-user customers. These companies, usually of medium to large size, typically invest the most in our business relationship and, in return, receive the highest level of financial and business development support.

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Stocking Dealer

Representing our largest group of stocking dealers, these companies go to market in multiple ways and serve a tremendous number of small to medium sized end-user customers. Their annual revenue goals may be a bit less than our Premier Stocking Dealers, but they represent the backbone of our distribution network.



Certified Repair Centre

These companies add tremendous value to our customers by providing technical, service and repair expertise and support. Requirements for certification include certified technicians along with an investment in the necessary tools and equipment.

Summary

This designation structure, particularly for repair centres and dealers, encourages commitment and growth into the next level.

Each Partner Designation has a set of associated benefits and requirements. In some cases, a partner may carry two designations – as a stocking dealer and a repair centre.

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Partner Program Requirements

The world is changing. The industry is changing. Customers' needs are changing.

And, customers are demanding an integrated and full-service approach from their suppliers. They require technical assistance, local market expertise, up-to-date product and competitive information, an immediate supply of pumps and parts and much, much more. This is creating unprecedented growth opportunities for Bowie and you, our partner. And, the requirements for success have changed significantly.

The following table summarizes the Partner Program Requirements, for each Partner Designation, which will enable our partners to better perform, compete and grow.

√ = Required O = Optional

Requirements	Description	OEM	PSD	SD	CRC		
Partner Agreements	Written Agreements with All Partners	√	√	√	√		
Annual Purchase Volume	Annual Purchase Goals	≥\$25,000	≥\$100,000	≥\$25,000	≥\$25,000		
	Annual Business Reviews and Forecasts	√	√	√	√		
Market Segments Served	Upstream Oil & Gas Fluid Hauling	Small/Independent	√	√	√	√	
		Corporate/Fleet	√	O	O	O	
	Potable Water Hauling Companies	Small/Independent	√	√	√	√	
		Corporate/Fleet	√	O	O	O	
	Chemical/Acid Hauling Companies	Small/Independent	√	√	√	√	
		Corporate/Fleet	√	O	O	O	
		Petroleum/Gasoline Hauling Companies	Small/Independent	√	√	O	O
			Corporate/Fleet	√	O	O	O
	Liquid Explosives Hauling Companies	O	O	O	O		
	Personnel Resources	In-house Technical Pump Specialist	O	O	O	O	
Inside Sales Pump Specialists		√	√	√	O		
Outside Sales Pumps Specialist with Local Market Expertise		O	√	O	O		
Bowie-Certified Repair Specialist		O	O	O	√		
Marketing & Sales Activities	Point of Purchase Sales Displays	√	√	√	O		
	Personal Field Sales Calls to Customers	O	√	O	O		
	Joint Sales Calls with Bowie Account Manager	O	√	O	O		
	Advertising and Promotion	√	√	√	√		
Inventory	Signature Series	O	√	√	O		
	XP Series	O	O	O	O		
	Ultra-Seal Series	O	√	√	O		
	Introduction of New Pumps/Series	O	√	√	O		
	Components	O	√	√	√		
Exclusive Dealer Arrangement	Bowie represents all or the substantial portion of your pump sales.	O	√	√	√		

Original Equipment Manufacturer (OEM), Premier Stocking Dealer (PSD), Stocking Dealer (SD), Certified Repair Centre (CRC)



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Agreements

Bowie Pumps of Canada Ltd. executes written Agreements with all Authorized Original Equipment Manufacturers, Stocking Dealers and Certified Repair Centers.

Annual Purchase Volumes and Reviews

Annual Purchase Goals

Annual purchase volume goals are associated with each Partner designation and form an integral part of your base discount structure. Each partner is required to identify and work towards a mutually agreed upon 'minimum annual purchase volume' as outlined in their Partner Agreement.

Annual Business Reviews and Forecasts

In order to help our Partners accelerate their growth, differentiate their business and increase their profitability, your account manager will be responsible for scheduling and completing an annual business review of your activities and results from the preceding year. Annual purchase goals and plans for the upcoming year will be set at that time.

Market Segments Served

Primary Target Markets

We rely on our partners to actively market and sell to the small to medium/large sized independent customers in the following target markets:

- Upstream Oil & Gas Fluid Transport & Disposal
- Potable Water Transportation
- Bulk Chemicals & Acids Transportation
- Bulk Liquid and Solid Petroleum Transportation
- Explosive Material Transportation

Each of our Partners must be committed to developing business in at least two of these primary target markets.

Corporate/Fleet Accounts in These Primary Target Markets

In addition to serving independent accounts, we count on our partners to serve of the corporate/fleet customer base in these target markets. However, only our Original Equipment Manufacturer Partners must commit specific resources to these customer types.

In order to drive our expansion into these corporate and fleet accounts, which requires an ability to 'globally' reach and market to customers in multiple locations, Bowie also markets, but does not sell, directly to these corporate/fleet customers.

Personnel Resources

In-House Technical Expertise

For those Partners who provide parts, maintenance, installation or repair/replacement services, we provide training and support to ensure that you have the required in-house technical expertise.

Inside Sales Specialists

In order to execute the sales and marketing activities required to generate demand for Bowie pumps and repair services, our Partners should have a minimum of one trained full-time inside sales pump professional.

Outside Sales Specialists

An essential component of our Premier Stocking Dealers sales team is at least one outside sales representative solely or partially responsible for pump sales.

Repair Facility Resources

Bowie accreditation is required for those Partners who provide maintenance and repair services.

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Marketing and Sales Activities

Point of Purchase Sales Displays

All stocking Partners are required to display their pump inventory and utilize appropriate point of purchase displays, created and provided by Bowie, in order to promote Bowie pumps.

Personal Sales Calls to Customers

Today's technology helps us reach out to and keep abreast of our customers' business needs. However, customers still appreciate it when you take the time to make a business relationship more personal. We believe that it is essential that our Premier Stocking Dealers take the time to personally meet their customers, establish trust and build relationships on behalf of Bowie to get the business over the competition.

Joint Sales Calls with Bowie Account Manager

For those Partners making personal sales calls, we encourage you to engage the resources and knowledge of your Bowie Account Manager in a consultative and service role.

Advertising/Promotion Activities

The Bowie Partner Program has been enhanced to provide a tremendous variety of advertising and promotion opportunities to maximize your growth and profitability.

We provide funding, rewards and incentives to help you get the word out to your prospective customers about the advantages of your Bowie products and services. Your Account Manager will work with you to determine a reasonable advertising and promotion plan and target budget to invest in the following types of activities: web site promotion, direct mail campaigns, directory advertising, product demonstrations and trade-shows.

Inventory

Current Line of Pumps and Components

One of the principal responsibilities of our Stocking Dealers is to maintain sufficient stock of Bowie pumps and components.

There are three key reasons for keeping inventory in your locations:

- Eliminating any time lags to ensure prompt delivery to customers.
- Maintaining a buffer to meet uncertainties in customer's demand.
- Minimizing order processing, logistics and transportation costs which ultimately leads to higher profitability for both parties.

Each partner is obligated to commit to a minimum required inventory schedule as outlined in their Partner Agreement.

New Products

Bowie is continually investing in new technologies and will be introducing new pumps to meet the ever-changing requirements of the market.

In order to maximize the success of introducing new pumps, Stocking Dealers must purchase a projected 2 month supply of new pumps. As a reward, we offer one-time discounts on introductory purchases of new pumps.

Exclusive Dealer Arrangement

Product Inventory and Promotion

In return for the supplementary programs and benefits being provided, our Stocking Dealers must agree that Bowie pumps will represent all or the substantial portion of your pump sales.

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Partner Program Benefits

Support	Program	Description	OEM	PSD	SD	CRC
Financial Support	Customized Pricing and Discount Structure	Base discount off list price based on markets served, previous year's sales, personnel commitments, inventory levels and sales/marketing planning commitments.	✓	✓	✓	✓
	Technology Migration Rewards	Earn extra discounts for upselling Bowie pumps.	✓	✓	✓	
	Competitive Incentives	Earn extra discounts and rewards for converting customers to Bowie from competitors.	✓	✓	✓	
	Design/Rig-up a Bowie Rewards	Design-in or rig-up a Bowie Pump and earn extra discounts.	✓			
	Inventory Pipeline Fill Rewards	Receive additional discounts on inventory of Introductory NEW pumps.	✓	✓	✓	
	Marketing Co-op Funds	Receive funds for your advertising and promotion activities.	✓	✓	✓	✓
	Partner of the Year	Award for the partner providing the highest degree of excellence.	✓	✓	✓	✓
Marketing Support	Demand Generation	Create and execute co-branded demand generation mail and email campaigns.	✓	✓	✓	✓
	Bowie Logo Kit	Advertise your status as an authorized Bowie Partner.	✓	✓	✓	✓
	Partner Locator	Get noticed in the searchable directory on the Bowie Website.	✓	✓	✓	✓
	Partner Success Stories	Generate a case study and have it posted on the Bowie Website.	✓	✓	✓	✓
Sales Support	Field-Based Support	Bowie Account Manager assigned to help grow your business.	✓	✓	✓	✓
	Sales Materials	Sales presentations, brochures, point-of-purchase materials.	✓	✓	✓	
	Sales Leads	Bowie Account Manager produces and forwards qualified leads.	✓	✓	✓	✓
	Prototype Testing	Participate in testing of prototypes to generate future business.	✓	✓		
Technical Support	Training Seminars	Presentations/videos on installation, operation, maintenance and repairs.	✓	✓	✓	✓
	Telephone Support	Receive top-notch technical support from sales staff.	✓	✓	✓	✓

Original Equipment Manufacturer (OEM), Premier Stocking Dealer (PSD), Stocking Dealer (SD), Certified Repair Centre (CRC)

Financial Support

Customized Pricing Discount Structure

Your base discount structure will be set annually based on: market segments served, previous year's sales, personnel resources committed to pumps sales, planned marketing and selling activities along with ongoing inventory level commitments with Bowie.

Technology Migration Reward Program

This program rewards our partners for encouraging their current Bowie customers to install newer Bowie designs and technologies. These up front discounts on selected pumps can be passed on to your customers or used as internal margin-builders. We require the Serial Number of the existing pump for verification purposes.



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Competitive Opportunity Incentive Program

Sometimes your customers need that extra incentive to switch from a competitor's pump to a Bowie pump. This program is designed to provide that economic up-front discount incentive which in turn helps you build your customer base. Once again, we require the Serial Number of the existing competitor's pump for verification purposes.

Design-In or Rig-up A Bowie Reward Program

For our OEM's, we offer incentives to integrate Bowie pumps into your designs and new rig-ups.

Inventory Pipe-line Fill Program

Bowie is investing in new technologies and will be introducing new pumps to meet the ever-changing requirements of the market. In order to thank you in advance for your support by carrying inventory of these pumps, we offer one-time discounts when you order your new inventory.

Marketing Co-op Funds

Bowie invests in comprehensive marketing campaigns to drive demand for our pumps. We have funds available to help pay for co-branded marketing materials and to share the costs of your marketing initiatives to selected target market segments.

Partner of the Year Award

The Bowie Partner of the Year Award is presented annually to the Partner who has achieved the highest degree of excellence within the Bowie Partner Program. A Cash Prize or Destination Award is presented in January of each year.

Marketing Support

Co-branded Mail Campaigns

We can help you create greater sales opportunities by providing you with customized co-branded marketing materials like email templates and newsletters.

Bowie Logo Kit

Promote your Partner status and the products and services you provide to your valued customers. The Bowie logo communicates and reinforces your commitment to providing the very best.

Bowie Website Partner Locator

A full list of all of our partners along with their locations is available to all of our customers at www.bowiepumps.com.

Success Stories

Gain a valuable source of exposure to new customers by forwarding success stories to be showcased on our website and published in our print materials.

Sales Support

Joint Field Sales Calls

Your Bowie Account Manager is available for joint sales calls in order to help you achieve your most aggressive sales goals. The account managers' role is primarily consultative and service oriented.

Sales Materials

As part of the Partner Program, we provide product information and sales materials in the form of brochures, point-of-sale displays and related materials to support you at every step of the sales cycle.

Sales Leads

At Bowie, we look to you to be our primary driver of business growth. To support your efforts, we forward sales leads which arise from our demand-generation campaigns, our website and our marketing activities.

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Prototype Testing

The Bowie Prototype Testing Program enables selected Partners to market and distribute the next generation of Bowie pumps for the purposes of customer use and evaluation. The benefits include advanced hands-on training on pre-released pumps, enhanced reputation and an increased sales advantage over your competitors.

Technical Support

Training Seminars

Bowie Partners are known for their knowledge and technical proficiency related to the installation, operation, maintenance and repair of our pumps. You can maintain and expand your company's knowledge and skills by participating in workshops and seminars provided by your Bowie Account Manager.

Telephone Support

Our inside sales/support centre provides fast and efficient pre-sales and post-sales support on technical, pricing and delivery issues during regular business hours.

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Partner Application Form

Thank you for your interest in our company and our products.

Please complete the application form below in its entirety and return it to us by fax, mail or by e-mail for processing.

Company Name: _____

Application Date: _____

Main Contact Information

Company Name:			
Address:			
City:	Province:	Postal Code:	
Telephone:	Fax:	Website:	
Main Contact Name:	Cell:	Email:	

About Your Company

Please give us a brief history of your company:	
Why are you interested in representing Bowie?	
What geographic area(s) do you cover?	
What pump and associated products do you currently offer?	
What are your primary product lines?	
What are your approximate annual revenues?	

Partner Designation

There are four Partner designations each of which has selected requirements and benefits. Which designation best suits your overall business model?

- Original Equipment Manufacturer
- Premier Stocking Dealer
- Stocking Dealer
- Certified Repair Centre



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Market Segments Served

Which markets do you currently actively market and sell to?

- Upstream Oil and Gas Fluid Hauling
- Potable Water Hauling
- Bulk Petroleum and Fluid Hauling
- Bulk Acid and Chemical Hauling
- Explosive Material Transportation
- Industrial Plants

Personnel Resources

What resources do you have available in order to successfully market and sell rotary gear pumps?

- In-house technical pump expertise
- In-side Sales Specialists
- Out-side Sales Specialists
- Pump Repair Facilities and Resources

Marketing and Sales Activities

Which of the following marketing and sales activities do you currently pursue?

- Point of Purchase Sales Displays
- Personal Sales Calls to Customers
- Website Promotions
- Direct Mail Campaigns
- Trade Shows
- Open House Events

Thank you for your time in completing this document.

We look forward to discussing the possibility of a Partner agreement with you. We will be contacting you shortly.

A handwritten signature in black ink, appearing to read 'Mike Kunyk', with a horizontal line extending to the right.

Mike Kunyk
Business Unit Leader