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OUTPERFORM. OUTLAST.

PARTNER PROGRAM

PROGRAM OVERVIEW

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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 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 five Partner Designations which are based on your overall business model and level of commitment. Each designation provides you with specific benefits and rewards based on your business volume and sales activities.

Original Equipment Manufacturer

Design and manufacture mobile, skid-mounted, or fixed pump systems for oilfield, industrial and domestic applications. These companies, of all sizes, typically also service, repair and certify the equipment.

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 across larger geographic areas. 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.

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.

Industrial Dealer

These stocking dealers provide a complete range of products and services specifically to customers operating with industrial and domestic applications. Due to the uniqueness of individual applications, these dealers are usually equipped with in-house design and engineering or technical expertise.

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.

PARTNER PROGRAM REQUIREMENTS

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

REQUIREMENTS	DESCRIPTION	PSD	SD	ID	CRC	OEM
PARTNER AGREEMENTS	Written Agreements with All Partners	✓	✓	✓	✓	✓
	Annual Purchase Goals					
BUSINESS CONTRIBUTIONS	Annual Partner Business Plan	✓	✓	✓	✓	✓
	Scheduled Partner Reviews	✓	✓	✓	✓	✓
PERSONNEL RESOURCES	Inside Sales Pump Specialist	✓	✓	✓	0	✓
	Outside Sales Pump Specialist	✓	0	0	0	0
	Bowie Certified Repair Specialist	0	0	0	✓	0
MARKETING & SALES ACTIVITIES	Direct Marketing to Customers	✓	0	✓	0	0
	BPOC Specific Advertising	✓	0	0	0	0
	BPOC Specific Promotions	✓	✓	✓	0	0
	Events – Open Houses & Training	✓	0	0	✓	✓
	Point of Purchase Display	✓	✓	✓	✓	✓
	Field Sales Calls	✓	0	✓	0	0
STOCKED INVENTORY OF PUMPS & COMPONENTS	Signature Series/Eco-Seal Series	✓	✓	0	0	0
	Dura-Seal Series	✓	✓	✓	0	0
	Ultra-Seal Series	✓	✓	✓	0	0
	XP Series	0	0	0	0	0
	Components	✓	✓	✓	✓	0
COMPETITIVE SUPPORT	Bowie identified and marketed as your Exclusive Partner for Rotary Gear Pumps	✓	✓	✓	✓	✓

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

✓ = Requirement 0 = Optional



Agreements

Bowie Pumps of Canada Ltd. executes written Agreements with all Authorized Partners.

Business Contributions

Annual Purchase Goals - Annual purchase volume goals are associated with each Partner designation and form an integral part of your base discount structure.

Annual Partner Business Plan - In order to help our Partners accelerate their growth, differentiate their business and increase their profitability, each Partner 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.

Scheduled Partner Reviews - To ensure that Business Plans are being enacted and having their desired results, each Partner will conduct an agreed review plan schedule for time periods specific to each Partner.

Personnel Resources

Inside Sales Specialists - 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 per stocking location.

Outside Sales Specialists - An essential component of our Partner sales team is at least one outside sales representative solely or partially responsible for pump sales.

Bowie Certified Repair Specialist - Bowie Accreditation is required for those Partners who provide maintenance and repair services.

Marketing and Sales Activities

Direct Marketing to Customers - Our most effective Partners are consistently communicating to their customers. We believe that it is essential that our Dealers specifically target their customer-base with continual communications to help build Bowie and Dealer market presence.

BPOC Specific 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. Bowie will work with you to determine a reasonable advertising and promotion plan to invest in the BPOC Specific Advertising and/or Promotional activities, such as; web site promotion, directory advertising, and sales events.



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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 (or otherwise approved by Bowie), in order to promote Bowie pumps.

Events – Few activities can re-create the impact of having personalized training and/or open houses. Bowie will happily work with you to conduct targeted training, product demonstrations or tradeshows to better support and educate your customers.

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 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.

Inventory

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.

Exclusive Dealer Arrangement

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

PARTNER PROGRAM BENEFITS

In addition, Bowie recognizes that a successful Partnership requires investment into our Dealers to better outperform and outlast. We attempt to do this in multiple ways, summarized in the following table.

SUPPORT	PROGRAM	DESCRIPTION	PSD	SD	ID	CRC	OEM
Financial Support	Customized Pricing & Discount Structure	Annually adjusted base discounts off list price based on clearly articulated Partner requirements.	✓	✓	✓	✓	✓
	Technology Migration Rewards	During events, earn extra discounts for moving customers to "Advanced" Bowie pumps.	✓	✓	✓	✓	✓
	Competitive Incentives	During events, earn extra discounts for converting customers to Bowie from competitors.	✓	✓	✓	✓	✓
	Inventory Pipeline Fill Rewards	Receive additional discounts on inventory of Introductory NEW pumps.	✓	✓	✓	✓	
	Marketing Co-op Funds	During events, receive funds for your advertising and promotion activities.	✓		✓	✓	✓
Corporate Support	Product Improvement Program	Provide direct input and help set the course of new and existing product development.	✓	✓	✓	✓	✓
	Annual Dealer Conference	Participate in Annually held Dealer meetings.	✓	✓	✓	✓	✓
	Partner Awards	Awards for the partners based on specific criteria, recognized in Bowie communications.	✓	✓	✓	✓	✓
Marketing Support	Demand Generation	Create and execute co-branded demand generation sales & marketing 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 staff available to help grow your business.	✓	✓	✓	✓	✓
	Sales Materials	Sales presentations, brochures, point of purchase materials.	✓	✓	✓	✓	✓
	Sales Leads	Bowie 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 & repairs.	✓	✓	✓	✓	✓
	Telephone Support	Receive top-notch technical support from sales staff.	✓	✓	✓	✓	✓
	Digital Dealer Portal	Have locked access to a wide range of Dealer-unique Bowie materials.	✓	✓	✓	✓	✓

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

Financial Support

Customized Pricing Discount Structure - Your base discount structure will be set annually based on a specific set of Partner requirements, communicated clearly and easily managed.

Technology Migration Rewards – During specific events, this program rewards our partners for encouraging their current Bowie customers to install advanced 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.

Competitive Opportunity Incentive Program – Sometimes your customers need that extra incentive to switch from a competitor's pump to a Bowie pump. During specific events, 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.

Inventory Pipeline Fill Program - Bowie is continually investing in new technologies and will be introducing new pumps to meet the ever-changing requirements of the market. 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. During specific events, 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.

Corporate Support

Product Improvement Program – Our dealers have great connections with Bowie pump users. We welcome any feedback on product improvements for both new and existing product lines.

Annual Dealer Conference – As both a thank you to our dealers and an opportunity to provide impactful feedback to our entire team, Bowie hosts an Annual Dealer Conference. All dealers are welcome to come, network, and enjoy being part of a great Partner network!

Partner Awards – Bowie presents annual Awards to the Partner who has achieved the highest degree of excellence, most improved dealer, and most impactful marketing dealer within the Bowie Partner Program.



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Marketing Support

Co-branded Sales & Marketing Campaigns – With multiple templates available, Bowie 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 our partners along with their locations is available to all our customers at www.bowiepumps.com.

Partner Success Stories - Gain a valuable source of exposure to new customers by forwarding success stories to be showcased on our website and published in Bowie communications to our markets.

Sales Support

Field Based Support – Knowledgeable Bowie staff is available for joint sales calls to help you achieve your most aggressive sales goals. Our role is primarily consultative and can help increase sales or improve service levels.

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. Dealer specific point-of-sale displays can be manufactured with BPOC support when meeting our approval.

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.

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.

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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 knowledgeable Bowie staff.

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.

Digital Dealer Portal - Bowie Partners have access to their own gated Digital Portal with 24/7 access to unique sales, marketing & technical documents.

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