

## 2024 GCC Program

The TD SYNEX Global Computing Components (GCC) Marketing Program is tailored for system integrators seeking to elevate their solutions and expand their market reach. Our dedicated team strives to empower system integrators, OEMs, VARs, ISVs and technology solution providers with the components and expertise they require to build forward-looking systems for intricate enterprise opportunities and specialized projects. Collaborating closely with our valued reseller customers, we facilitate the access to top-tier components, enabling you to build systems that not only meet the present requirements but also anticipate future needs.

With a focus spanning AI, servers, gaming, security and branded OEMs, we harness the knowledge of leading industry vendors to catalyze business expansion and innovation. Our commitment extends beyond providing components and solutions.

The TD SYNEX GCC Marketing Program is a comprehensive strategy crafted to expand revenue streams and enhance product visibility for our valued vendor partners. This program serves as the keystone to not just meeting, but exceeding market growth and fulfilling growing demand.

Through a blend of digital communications, sales enablement and awareness, networking opportunities and top-tier events, we are poised to chart an upward trajectory for GCC sales.

## Program Levels

Platinum	\$300,000
Gold	\$215,000
Silver	\$150,000
Emerging	\$45,000

## Program Objective

- **Accelerate Solution Adoption:** Enable system integrators to incorporate rapidly changing advanced solutions by providing targeted training and resources, enhancing their ability to deliver innovative systems.
- **Strengthen Partner Engagement:** Facilitate direct interaction between integrators and vendors through events, nurturing collaborative relationships that drive growth and product diversification.
- **Drive Business Growth:** Empower integrators with incentives, marketing support and lead generation, propelling business expansion and increasing sales of computing components.

## Target Audience

- System Integrators
- Original Equipment Manufacturers (OEMs)
- Value-Added Resellers (VARs)
- ISVs
- Technology Solution Providers

## Program Customizations

We understand that every vendor's marketing goals and objectives are unique. Please reach out with any customization requests. All customized programs must be approved by the marketing program manager before priors are signed.

Marketing Program	Platinum	Gold	Silver	Emerging Tech
<b>Enhanced Data Analytics and Reporting</b> Experience our latest reporting capabilities with data from multiple ERPs channeled into one powerful tool. Vendors in this program will receive quarterly Vendor Health reports including customer and sales counts, year-over-year growth numbers, market share and much more. Our powerful tools provide insight to total area market, targeted heat maps and much more to power your investment!	Included	Included	Included	Included
<b>Logo on TD SYNnex GCC Website</b> Logo representation on the TD SYNnex GCC website. Can provide TD SYNnex Vendor Nanosite to link logo to.	Included	Included	Included	Included
<b>Digital Playbook</b> The GCC Digital Playbook is a roadmap for sales reps and reseller customers to navigate the ever-evolving landscape of computing components and integration.	Included	Included	Included	Included
<b>Weekly Solutions E-Catalog</b> The Solutions E-Catalog employs AI to generate tailored suggestions from our available product selection, customized to reseller customer purchase behavior. This strategy guarantees that vendor products directly cater to the unique preferences of resellers, fostering trust, awareness and growth.	3 Quarters	2 Quarters	1 Quarter	-
<b>Digital Marketing Campaign</b> Paid digital media campaign including conceptual campaign theming, strategy and content calendar, campaign assets, social posts' creative, copywriting and content development, facilitation of campaign and aggregation of analytics.	9 Months (3 Campaigns)	6 Months (2 Campaigns)	3 Months (1 Campaign)	-
<b>Field Sales Bootcamp</b> Two dynamic, bootcamp-style training sessions (one live and one virtual) crafted to facilitate comprehensive training and meaningful engagement between vendor representatives and the GCC Field Sales Account Executives.	2	2	1	1
<b>Vendor Fairs</b> 2024 Vendor Fairs will be held in person in Greenville, South Carolina, Fremont, California, and Clearwater, Florida. All local sales and FAEs will be invited to join the multi-vendor showcase and networking after-hours activity.	3	2	1	1
<b>Level Up Post</b> Vendor exclusive post on the GCC LevelUp page. Post can be a training, a blog post, an interview, one pager, etc. All posts will be promoted on TD SYNnex social channels to drive traffic.	3	2	1	-

Marketing Program	Platinum	Gold	Silver	Emerging Tech
<b>Linked 2 Success</b> Linked 2 Success is a regional roadshow catering to Integrated Solutions customers and vendors. The event is designed to empower partners in their journey towards achieving seamless success through strong connects.	1 Attendee	1 Attendee	1 Attendee	-
<b>All Connect</b> A series of events dedicated to building relationships, centered around customer networking and appreciation. At each All Connect event, one to three vendors can participate in a fun activity with a TD SYNnex SID FAE, sales management and our top accounts. Let's all get connected.	3 Events	2 Events	1 Event	-
<b>Super Connect</b> A vendor exclusive All Connect "super-sized."	1 Exclusive Super Connect	-	-	-
<b>Advisory Council</b> Be a part of one of our two Advisory Councils to collaborate, network and train our council members.	1	-	-	-
<b>A la Carte Program Offerings</b>				
<b>Additional Attendee Pass to a TD SYNnex GCC Program Event</b> This is non-transferrable to TD SYNnex co-workers.	\$1,500			
<b>Waste Management Golf Tournament</b> Join the GCC team and select customers in Phoenix, Arizona at the Waste Management Golf Tournament. Spend time at the course getting to know top GCC customers.	Limited Availability — Custom Quoted Price			
<b>Advisory Council Meal Sponsorship</b> Sponsor an exclusive meal at one of our two Advisory Council Meetings for the opportunity to dine, network and discuss business with our council members.	Custom Quoted Price			
<b>Women of the Channel</b> Join the GCC team and our top female customers at the Women of the Channel East Conference. Can accommodate up to two vendor sponsors.	\$20,000			
<b>Aubri Brown Club Sponsorship</b> Co-sponsor the Aubri Brown Club It's Not About the Golf event in Half Moon Bay, CA. Join the GCC team and top customers at the event for golf and networking for a good cause.	\$40,000			

<b>nTEGRATE Conference</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Emerging Tech</b>
<b>Pavilion Tabletop</b> All vendor sponsors will receive a six-foot tabletop at the vendor solutions pavilion.	1	1	1	1
<b>Attendee Passes</b> Additional passes are available a la carte.	4	3	2	2
<b>Keynote Speaking Spot</b> Main stage presentation at general session with all conference attendees.	1	-	-	-
<b>Breakout Speaking Spot</b> Speaking opportunity during breakout track sessions.	-	1	1	-
<b>1:1 Customer Meetings</b> Pre-scheduled, dedicated meetings with strategic customers and the GCC team.	4	3	2	1
<b>Sponsored Customers</b> Opportunity to invite specific customers to attend the event.	5	5	-	-
<b>Walk-In Slide</b> Provide a slide to be shown during general session.	1	1	Shared	Shared
<b>Dedicated Email Blast</b> Send either a pre- or post-event dedicated email communication to all registered attendees.	1	1	-	-
<b>TD SYNnex Share the Magic</b> Sponsorship of nTEGRATE Conference includes sponsorship at the TD SYNnex Share the Magic Bay Area Golf Tournament. See separate sell kit for sponsorship level details.	Diamond Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor
<b>A la Carte nTEGRATE Options</b>				
<b>Additional Attendee Pass</b> This is non-transferrable to TD SYNnex co-workers.	\$2,500			

## Marketing Program Contact Information:



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2024 Program availability and pricing listed here is guaranteed until January 31, 2024.  
After that date, pricing and activity availability is subject to change.