

# Register Your Deal with Eaton!

Protect your deals from competition and get the best price!

## 2024 Deal Registration Program at a Glance

### Eaton Deal Registration Program

This program rewards partners that identify, develop and win new Eaton® business opportunities. Eaton's accredited partners can receive upfront instant rebates when they generate demand for new business either through new end user opportunity or by switching the competition over to an Eaton solution.

#### Qualifying Products

Products eligible for Deal Registration discounts include:

Eaton 5P, 5PX, 9 series (excluding 93XX), Connectivity, BrightLayer Software

Contact your Eaton sales associate for support.

Program Eligible Products	Minimum Dollar Requirement	Instant Rebate Discounts		
		Registered	Authorized	Certified
Eaton 5P, 5PX, 9 series (excluding 93XX), Connectivity, BrightLayer Software	\$10,000 list	10%	15%	17%
<b>Stackable with</b>				
GEM program		3%	3%	3%

Warranties and/or Services are not discountable with this program or any Eaton Program.

Replacement Batteries and other after market products do not qualify for this program.

Instant Rebates available through Distribution special pricing quotes through BidDesk.

Deal Reg special pricing quotes sent to only 1 Distributor of choice.

Eaton's Deal Registration Program payouts are delivered in the form of an instant rebate to the reseller at the time of purchase from the distributor.

**To learn more about increasing your partner level to earn more instant rebates, contact your local Eaton Sales Representative.**

# Program at a Glance continued

## How to Register a Deal:

- STEP 1** — VISIT to the PowerAdvantage® website at [www.poweradvantage.eaton.com](http://www.poweradvantage.eaton.com) and register for the program if you have not already done so. Login to the site and click on the Deal Registration tab (on the blue menu bar).
- STEP 2** — FILL IN the online registration form with all required fields and submit the form.
- STEP 3** — YOU WILL RECEIVE a response within 24 hours. Note the registration ID number on the email you receive from your salesperson when the request is approved.
- STEP 4** — SUBMIT your RFQ and/or purchase order to your distributor (Or to Eaton if purchase is direct); please include the registration ID number on the PO you send to your distributor or include a copy of your approved registration request. Your distributor (or Eaton) will use this number to validate the deal. You will receive your rebate up front at the time of purchase.
- STEP 5** — CLOSE THE DEAL request by going into the portal and clicking on the "Deal tab" button and then clicking on the "close" button on next to the request.

## Rules of Engagement:

- > Reseller must be a registered and approved Eaton partner, in good standing, in the Eaton PowerAdvantage Channel Accreditation Program to participate.
- > By registering the customer information WITHOUT the sku's, resellers can protect their deal but no pricing will be issued at that point, until all the product information including family of product, category and sku's are selected.
- > When the customer information is registered WITH the sku's, resellers can protect their deal and get the rebate associated with the registration upon closing of the opportunity.
- > If the opportunity cannot be closed within 180 days, the reseller may request an extension by editing the registration as described above and clicking on the "extend" button. The approval process will be the same as the initial request.
- > If the opportunity will not materialize, edit the registered request as described above and click on the "lost opportunity" button at the bottom of the page.
- > If the opportunity is not closed by the reseller or is not extended for an additional 180 days, it will be closed automatically by the system. It will have to be re-entered at a later date if it is to be re-instated.
- > You may edit the request and enter service for the deal at a later date, as long as the service is ordered on the same purchase order to your distributor. Service MUST be ordered at the same time as the hardware and included on the same purchase order to the distributor to be eligible to receive service rebate for the registered new deal.
- > Programs may not be combined and non-standard pricing (NSP) is not valid with this program.
- > Demo and evaluation units are not eligible.

For assistance with Eaton products, pricing or configurations, please contact:

- Jonathan Cordeiro - [jon.cordeiro@primespec.com](mailto:jon.cordeiro@primespec.com)
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Or Call 1-866-254-1194



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For more information on Deal Registration, visit  
[poweradvantage.eaton.com](http://poweradvantage.eaton.com)