



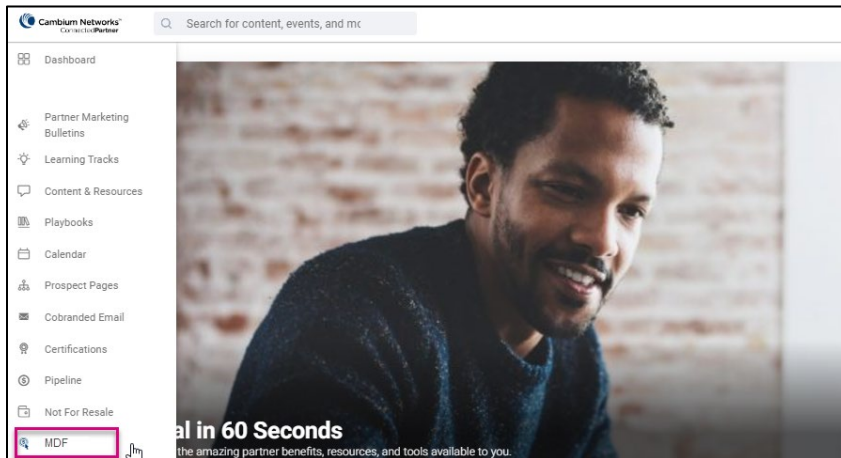
Cambium Networks™
ConnectedPartner



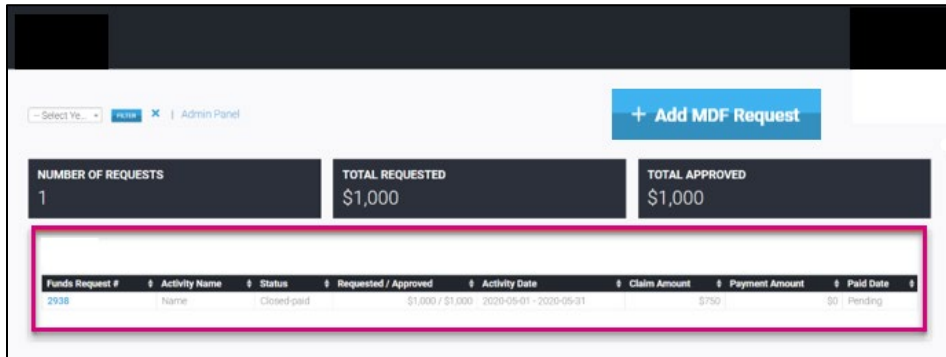
**Market Development
Funds 2025**

Appendix B: Step-by-Step Guide to Using the MDF System

1. Log in to the [partner portal](#).
2. Click **MDF** on the navigation menu on the left side.



3. **MDF Dashboard:** Request MDF and view submitted MDF requests.

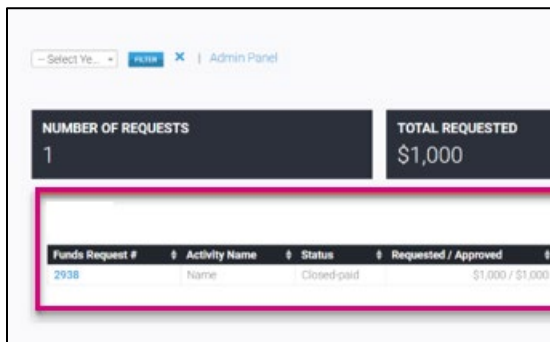


4. Click the **Add MDF Request** button at the top right of the screen to start a new request.
5. Add all required information.
 - o **IMPORTANT:** The request will be routed back to you if incomplete or insufficient. Review the **Targeted ROI** column in the previous pages to ensure you enter appropriate information.
 - o **IMPORTANT:** Your total cost and amount requested should use **whole numbers only** and be in **USD**. Do not use decimals, periods, commas, or currency symbols.
 - o **IMPORTANT:** You may request up to 50% of the total cost.
 - o Hold the **Shift key** on your keyboard to select multiple responses in Target Sales Region or Product fields.

6. Click the Submit button at the bottom of the form.
7. You'll receive an email indicating the status of your request.
8. If approved, complete your activity and then submit your claim for payment.

Submitting a Claim for Payment / Payment Request

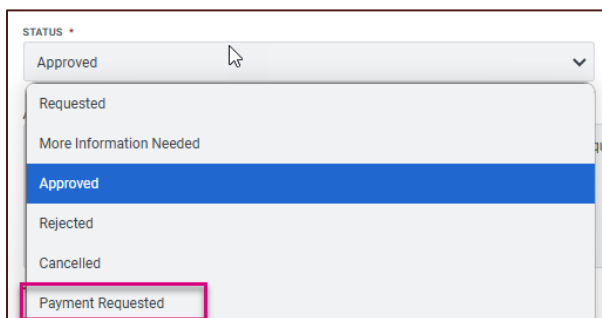
1. Click the approved Fund Request # from your dashboard.
 - o **IMPORTANT:** One claim for payment per request. Do not submit a claim before you have completed an activity or before you have collected all of the Required Documentation.



The screenshot shows a dashboard with two summary cards: 'NUMBER OF REQUESTS' with a value of 1, and 'TOTAL REQUESTED' with a value of \$1,000. Below these is a table with the following data:

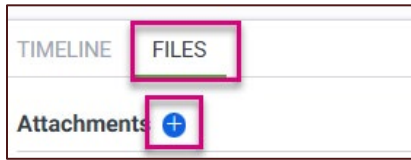
Funds Request #	Activity Name	Status	Requested / Approved
2938	Name	Closed-paid	\$1,000 / \$1,000

2. Change the **Status** to **Payment Requested**.
3. Type in your **Claim Amount**.
 - o **IMPORTANT:** Your claim amount should use **whole numbers only** and be in **USD**. Do not use decimals, periods, commas, or currency symbols.
 - o **IMPORTANT:** You may enter an amount **EQUAL To** or **LESS THAN** the amount that was approved on your prior approval request.



Continued on next page.

4. Upload all required documents to the Files tab on the right by clicking the **blue +** button.



- **IMPORTANT:** The request will be routed back to you if incomplete or insufficient. Review the **Required Documentation** column in the previous pages to ensure you enter appropriate information.
- **IMPORTANT:** Keep file names short with no special characters or your file upload will fail.
- **IMPORTANT:** It is helpful to zip your files together for quicker uploading, as long as the total file size does not exceed 100 MB.
- **Acceptable File Formats:** PDF, Word, Excel, PNG, JPG
- If file upload fails, please check the conditions above, log out of the request and back in after you have remedied the issues to try uploading the file(s) again.

5. Click the Submit button at the bottom of the form.

Missing Information Statuses

If your **Prior Approval Request** lacks required information, its status will change to "More Information Needed," and you'll receive an email with instructions to update and resubmit it. Provide the missing details and click the blue submit button.

If your **Payment Request / Claim** lacks required documentation, its status will change to "More Claim Information Needed," and you'll receive an email with instructions to upload the necessary files. Update the claim, change the status to "Payment Requested," and click the blue submit button.



Avoid the Back-and-Forth!
Submit complete and accurate MDF requests to keep your approvals and payment requests on track!



Appendix C: Marketing Resources

Click the links to go to the playbooks or resources on the portal.

Marketing Info Playbook

- Links to logos, promotions, images & graphics, and many other marketing resources

Content & Resources

- All content including data sheets, brochures, slide decks, case studies, and more!

Digital Ads Playbook

- Save time by using our ads!
- For use in social media, on your website, or in email signatures

Content Marketing Playbook

- Helpful tips
- How to add your logo to marketing collateral in the portal
- How to create a case study with Cambium

Logos Playbook

- Various logos and file types
- Cambium brand guidelines for partners

Promotions Playbook

- Resources to help you advertise promotions
- Marketing copy
- Images
- Digital ads



But wait, there's more!

There are even more resources for you on the portal. Visit often!



Terms & Conditions of the Program

1. Logo and Trademark Usage:

- Use approved Cambium Networks logos in all co-branded materials. Refer to the [Cambium Networks Logo Usage Guidelines](#).
- Include the trademark statement as required:

Cambium Networks, Cambium, and the Cambium Networks Logo are trademarks or registered trademarks of Cambium Networks LTD and are used under license. All other trademarks are the property of their respective owners. © [insert current year] Cambium Networks LTD. All rights reserved.

2. Non-Reimbursable Expenses:

Trade/barter ads, commissions, discounts, or any other unapproved expenses are not eligible for reimbursement.

3. Compliance with Laws and Standards:

All promotions must comply with Country/Federal/State/Provincial laws and must be in good taste. The partner is solely responsible for all marketing materials. Cambium Networks expressly disclaims any liability or responsibility for any advertising claims or promotions made by the partner.

4. Truthful Advertising:

All claims in the text regarding Cambium Networks and its products must be truthful in the advertising materials created. Any false or misleading representations will result in denial of reimbursement.

5. Program Termination:

Cancellation of a Cambium ConnectedPartner contract voids all reimbursement of program funds and participation.

6. Program Changes:

Cambium reserves the right to modify program terms, including accrual amounts, at any time without notice.

7. Request Approval:

Cambium may approve or reject any request at its sole discretion, even if the activity is listed as eligible.

8. Financial Audits:

Cambium Networks reserves the right to perform a financial audit of any MDF claim. Cambium MDF funds are intended to be used to support the promotion of Cambium Networks' solutions. Partners will be notified in advance of a forthcoming audit and of the timeframe and specific transactions it would cover via email and/or letter. The audit will be conducted by a Cambium finance representative and may require ConnectedPartner to produce additional proof of performance.