



Partner Network

Program Guide

One Network. Connecting Partners Globally.



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Whether you have just entered the Internet of Things market or are seeking to expand your presence in this fast-growing segment, the Impinj Partner Network offers training, sales incentives, and support to help grow your business. This guide provides an overview of our partner program. Together we can make connections that count within the Impinj Partner Network.

At Impinj, our vision is digital life for everyday items. Our platform wirelessly connects billions of everyday items such as apparel, medical supplies, automobile parts, luggage, and food to business applications such as inventory management, patient safety, asset tracking, and item authentication. By joining the Impinj Partner Network, your company will have access to the tools and resources required to grow your RAIN RFID business and exceed customer expectations.

The Impinj Partner Network is a comprehensive program built for our partners that design, build, and deploy RAIN RFID solutions. If your business model includes value-added resale, consulting, project management, system design, software development, software and system integration, support or training around the design and delivery of RAIN RFID solutions, the Impinj Partner Network is for you.

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Built to Power our Partners

The Impinj Partner Network is purpose-built to power our partners in their delivery of world-class RAIN RFID solutions. The Impinj platform is the engine of our partners success.



Power of Scale:

Impinj products are sold through a robust, global network of value-added partners who deliver end-to-end RAIN RFID expertise.



Power of Focus:

RAIN RFID is our sole focus, and innovation is in our DNA. Solutions built on our platform simply work better than those built with multiple vendor products.



Power of Platform:

We offer the only comprehensive RAIN RFID platform spanning endpoints, connectivity and system software.



Power of Experience:

As an Impinj Partner Network provider, you join the ranks of partners delivering RAIN RFID solutions to enterprise-class customers worldwide.



Power of Reliability

As the RAIN RFID market leader, Impinj is a brand that you and your customers can count on.

Why Partner with Impinj?

Impinj is a leading provider and pioneer of RAIN RFID solutions. We deliver the only comprehensive RAIN RFID platform spanning endpoints, connectivity, and software. Easy to deploy across data-driven business challenges, our platform provides performance unequalled by mix-and-match solutions, eliminating the complexities of working with multiple vendors.

By connecting everyday items to the digital world, our platform allows businesses to analyze and use data about those items to improve efficiencies, increase revenue, and captivate customers. Our market opportunities include supply chain and logistics, retail, healthcare, industrial manufacturing, consumer experience, government, food service, datacenter, air transportation, and more.



Grow Your Business

Expand your market reach by joining the Impinj Partner Network, a global ecosystem of partners who deliver complementary capabilities that support customer needs. Gain access to Impinj's industry-leading RAIN RFID products and set your company apart from the competition with our comprehensive enablement program. The Impinj Partner Network offers the tools and support you need to get up and running quickly. By teaming with Impinj and connecting with complementary providers, partners can differentiate their strategic value, profitably grow their business, and capture RAIN RFID opportunities.



Full Suite of Resources

The Impinj Partner Network is designed to provide partners with a competitive advantage through world-class programming and support. The Impinj Partner Network provides discount structures, a demonstration program, sales support, and in-depth eLearning and instructor-led training. Our goal is to provide resources that support every phase of customer engagement—including pre-sales, solution design, implementation, service, and support.



Commitment to You

Impinj succeeds when our platform is the engine of our partners' success. Impinj products are sold through a carefully selected, global network of value-added partners. Partners play a critical role in our overall strategy and enabling your profitable revenue growth is key to cultivating satisfied customers.



Trusted Brand

As the RAIN RFID pioneer and market leader, Impinj is a brand that you and your clients can count on. We've shipped over 30 billion endpoint ICs—more than all other RAIN RFID suppliers combined. Businesses around the world use the Impinj platform to drive operational success, provide exceptional customer experience, and make smarter, data-driven decisions. As an Impinj Partner Network provider, you join the ranks of partners delivering world-class RAIN RFID solutions built on the Impinj platform.

Impinj Partner Network Enrollment

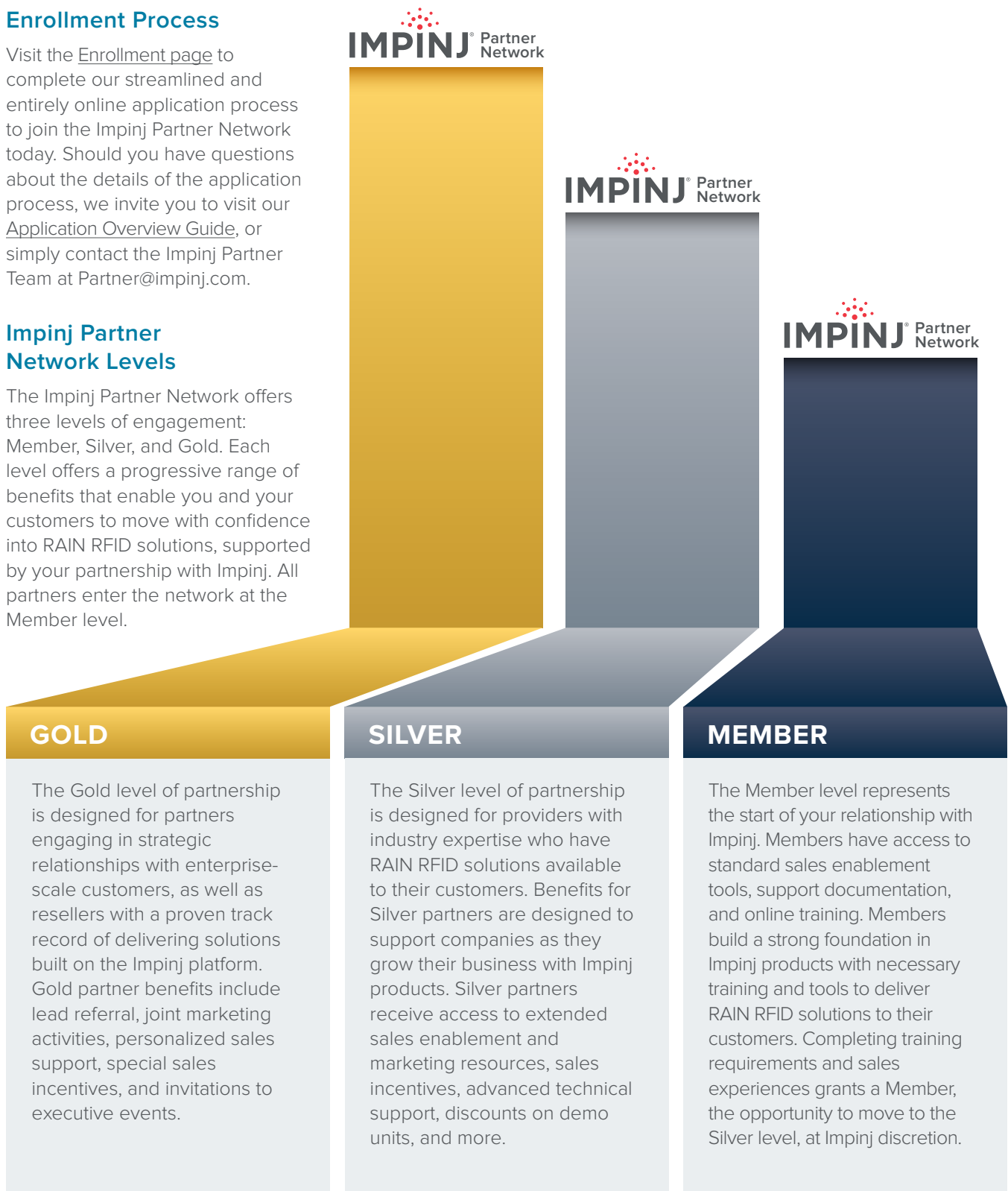
Complete our streamlined online application to join the Impinj partner community, today!

Enrollment Process

Visit the [Enrollment page](#) to complete our streamlined and entirely online application process to join the Impinj Partner Network today. Should you have questions about the details of the application process, we invite you to visit our [Application Overview Guide](#), or simply contact the Impinj Partner Team at Partner@impinj.com.

Impinj Partner Network Levels

The Impinj Partner Network offers three levels of engagement: Member, Silver, and Gold. Each level offers a progressive range of benefits that enable you and your customers to move with confidence into RAIN RFID solutions, supported by your partnership with Impinj. All partners enter the network at the Member level.



Impinj Partner Network Key Benefits

The benefits below are available to partners based on their Member, Silver, or Gold partnership level.

	MEMBER	SILVER	GOLD
Sales and Marketing			
Access to Impinj Partner Network Portal	X	X	X
Discounted pricing and sales support through distribution	X	X	X
Access to Special Pricing Request (SPR) deal support	X	X	X
Access to Impinj Partner Directory	X	X	X
Access to standard sales enablement resources	X	X	X
Access to extended sales enablement tools and resources		X	X
Access to the Impinj Demonstration Unit Program		X	X
Listing in Impinj Partner Directory		X	X
Access to Impinj Lead Pass program			X
Dedicated Impinj Account Manager			X
Joint marketing activities and account planning			X
Invitation to executive program events			X
Partner Branding & Recognition			
Use of "Impinj Partner Network" partnership level badge	X	X	X
Impinj partner plaque			X
Your company logo on the Impinj website			X
Training			
Free access to online training	X	X	X
Free access to developer tools and resources	X	X	X
Priority registration to instructor-led training		X	X
Technical Support			
Access to Impinj support portal documentation	X	X	X
Access to Impinj support specialist team		X	X
Access to Impinj solution engineers and architecture teams			X
Access to Impinj platform enablement team			X

OVER **25**
BILLION
ITEMS CONNECTED

PARTNERS IN
60
COUNTRIES

OVER
250
PATENTS ISSUED

Sales and Marketing Benefits

■ Access to Impinj Partner Network portal

The Impinj Partner Portal is a web-based sales and marketing-focused resource accessible to all partners. The Impinj Partner Portal serves as the gateway to all of our partner communities (support, training, etc.) and the central console for managing your business with Impinj. Consider it a one-stop shop for deal management, incentives, announcements, sales enablement tools, training information, and more.

■ Discounted pricing and sales support through distribution

As an Impinj Partner Network member, you'll receive a discount on Impinj software, gateways, readers, and accessories based on your program level (Member, Silver, or Gold). The discount is provided through an authorized Impinj distributor in your region. Your discount increases with your partnership progression. As you deepen your relationship with Impinj, our program level discounts add to your profitability.

■ Access to Special Pricing Request deal support

All partners are eligible to access our Special Pricing Request program for negotiated pricing support for qualifying deals. Deal size thresholds are based on total per deal MSRP value. For specific details, visit the Impinj Partner Network portal with your credentials.

■ Access to the Impinj Partner Directory

As an Impinj Partner Network Member tier partner, you have access to our Partner Directory, where you can find complementary partners to help you deliver a complete, end-to-end RAIN RFID solution to your customers.

■ Access to standard sales enablement resources

All partners have access to marketing assets available on the Impinj Partner Portal and website. Resources include videos, battle cards, sales presentations, whitepapers, and ROI calculators available to help your sales team accelerate and close deals.

■ Access to extended sales enablement tools and resources

Gold and Silver partners have access to extended sales enablement and marketing tools, such as sales training webinars, customized sales support, and industry marketing kits.

■ Demonstration Unit Program discounts

Gold and Silver partners have access to the Demonstration Unit Program. This program allows partners to purchase a set quantity of discounted readers and gateways per calendar year for internal evaluation, development, testing, training, and demonstration purposes. To determine if this program is available in your region, log in to the Impinj Partner Network portal. Please see the Terms & Conditions of the Demo Unit Program for more information.

■ Listing in Impinj Partner Directory

Gold and Silver partners have access to publish their Go-to-Market profile in our Partner Directory, where your solutions and services will be discoverable by other partners looking for complementary RAIN RFID services.

■ Impinj Lead Pass referral program

Gold and Silver* partners qualify to receive leads from Impinj through the Impinj Lead Pass referral program. Leads are distributed to partners based on their alignment to the customer opportunity. For more information, visit the Impinj Partner Network Portal.

■ Assigned Impinj Account Manager

Gold and Silver* partners are assigned an Impinj Account Manager to drive account planning, target setting, and go-to-market execution. Your Impinj Account Manager provides cross functional coordination to drive mutual sales growth.

■ Joint marketing activities and account planning

Gold partners work closely with their Impinj Account Manager to develop a strategic account plan that includes sales and revenue targets, joint sales, and marketing opportunities. Joint marketing activities are subject to the appropriate resourcing on the partner's team to support.

■ Invitation to executive program events

Gold partners receive exclusive access to special events including the Impinj Executive Forum, where they will have opportunities to meet with Impinj executives, partner leadership, product and solutions management, and technical leadership. These events provide an intimate setting to engage with Impinj senior leaders and your partner-community peers in market strategy and growth opportunity discussions.

Partner Recognition Benefits

■ Impinj Partner Network level badge

All partners receive an Impinj Partner Network level badge for marketing use. Please see the Impinj Partner Network portal for usage guidelines and more information.

■ Impinj partner plaque

Gold partners receive an Impinj partner plaque and their company logo is featured on the customer-facing “Find A Partner” page of the Impinj website.

Training Benefits

■ Free access to online training

Impinj offers online training to provide you with an opportunity to increase your skills and become a trusted advisor for your customers. Online courses offer a seamless way to gain a foundational understanding of both RAIN RFID and Impinj’s market-leading product portfolio. All partners receive free access to online training courses.

■ Free access to developer tools and resources

Software developers are critically important to the RAIN RFID ecosystem. All Impinj Partner Network members have access to Impinj’s library of software development tools, APIs and Software Development Kits (SDKs). Whether you are integrating or extending your application to leverage RAIN RFID data, building a custom software solution for a customer, or integrating RAIN RFID data into a customer’s line of

business solutions, you can work with confidence knowing that you have access to the tools and content you need to build software solutions to grow your Impinj RAIN RFID business.

■ Priority registration to instructor- led training

Our classroom-based, instructor-led training provides in-depth courses which span several days and include a hands-on lab. They’re an excellent way to dig deeper into the technology behind the Impinj RAIN RFID platform. Gold and Silver partners receive priority registration to instructor-led training offered in their region.

Technical Support Benefits

■ Access to the Impinj support portal documentation

All Impinj Partner Network members have access to the troubleshooting guides, technical documentation, and firmware/software updates on the Impinj Support Portal. Limited technical support is also available through our distributors.

■ Access to Impinj support specialists

All partners who have completed their Impinj training requirements can submit a support request for products under warranty via the Support Portal or email to Impinj Support. Impinj customer support engineers are available between 4:00am– 5:00pm Pacific Time. For additional information about our support processes, please consult our Support Welcome Guide.

■ Access to Impinj solution engineers & architecture teams

Gold partners also have access to request assistance from Impinj solution engineers and solution architecture teams. Impinj solution engineers are responsible for providing demo support, technical assistance, and general product support during the pre-sales process. Solution engineers can be available for travel to Gold partner or end customer locations for technical discussions. Requests for Impinj solution engineer support are subject to Impinj Account Manager approval.

■ Access to Impinj platform enablement team

Partner Program Requirements

Partners are required to complete the activities below for their designated level in order to access program benefits.

Requirements	MEMBER	SILVER	GOLD
Complete online Impinj Partner Network application	X	X	X
Provide first-line customer support (resellers)	X	X	X
Complete online training (e-Learning)		X	X
Meet Impinj revenue target for your geographic region (resellers)		X	X
Stay current with eLearning curriculum updates		X	X
Complete Go-To-Market Profile for Impinj Partner Directory		X	X
Attend instructor-led training			X
Link to the Impinj website from your website			X
Publish an Impinj microsite or page on your website			X
Participate in joint marketing activities and account planning			X
Provide one joint customer case study per year			X
Deploy an Impinj platform solution demo lab in your facility			X

Complete online Impinj Partner Network application

The Impinj Partner Network application should only take you ten minutes to complete. Simply review the requirements in advance so you have the information you need, and ensure a person authorized to enter into agreements on behalf of your company completes the process. For more details see: <http://partner.impinj.com/s/apply>.

Provide first-line customer support

Value-added reseller partners serve as the first line of support for their customers. Impinj's world class support team is there for our Silver and Gold tier partners who have fulfilled their training requirements, should they need help to resolve their end-customer issues.

Complete online training (e-Learning)

The Impinj Partner Network provides a comprehensive online technical training curriculum to get your team up-to-speed on Impinj products. All partners must have at least one technical person complete the required online training courses and stay current with eLearning curriculum updates to earn eligibility to access customer support from Impinj.

Attain Impinj revenue target for your geographic region

Resellers maintain access to their partner level benefits and program discounts by meeting or exceeding the Impinj revenue target for your geographic region. Resellers who are eligible for promotion to Silver will be issued a revenue commit offer by the Impinj Partner Team for review. Please contact your Impinj Account Manager for more information.

Link to our website from your website

All partners must provide a link to the [Impinj website](#) from the partner's website

Complete Go-To-Market Profile for Impinj Partner Directory

As a Silver or Gold level partner, your Go-to-Market profile provides the information other partners will need to choose to engage with you. Completing your profile is an important requirement, in place to ensure the Impinj team and partner ecosystem have access to the most current information on your capabilities.

Requirements Continued...

■ Attend instructor-led training

Following completion of the online technical training curriculum, when available in your region, partners aiming to attain Gold level partnership are required to have at least one technical person attend an instructor-led, classroom training course within the first six months of joining the Impinj Partner Network. In order to reach the Gold level, a member of your company must attend an Impinj instructor-led training.

■ Publish an Impinj microsite or page on your website

Gold partners are required to have a microsite or webpage dedicated exclusively to Impinj. Partners must follow Impinj brand guidelines when using our logos, product images, or content.

■ Participate in joint marketing activities

Gold partners are required to execute quarterly joint marketing activities with Impinj, as defined in your account plan, and to have appropriate resourcing to support the agreed-upon activities.

■ Deploy an Impinj solution lab in your facility

Solution labs provide a live/real-world environment where you can showcase the solutions you offer to customers. Gold partners are required to build a solution showcase that features the Impinj platform, as defined in their account plan.

■ Provide one Impinj-based customer case study per year

Gold partners are required to commit to contribute at least one public joint customer case study per year, supported by the Impinj global marketing team.

Getting Started

Ready to increase your share of the fast-growing RAIN RFID market?

Our combined efforts have the potential to yield a future where trillions of items have a digital life that mirrors its physical one and where businesses and consumers can connect and interact with those items in unprecedented ways. Take the next step to become an Impinj partner by filling out the Impinj Partner Network Application today!

Join the Impinj Partner Network.

Legal notice: The Impinj Partner Network is a partner program initiative administered by Impinj in its sole discretion. Impinj will provide the benefits outlined in this Program Guide for your designated tier for so long as you continue to meet, in Impinj's reasonable determination, the requirements set forth in this Program Guide for your designated tier. The Impinj Partner Network does not create a partnership, joint venture, or agency relationship between you and Impinj, or constitute an amendment, modification, or waiver of any rights or obligations under the Impinj Partner Network agreement between you and Impinj. Impinj expressly reserves all rights under the Impinj Partner Network agreement, which remains in full force and effect, and reserves the right to modify or terminate this Impinj Partner Network in its sole discretion.

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