

Impinj Partner Network Program Guide

One Network. Connecting Partners Globally.



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Impinj enables digital transformation by extending the Internet’s reach from the cloud, through edge connectivity devices, all the way to physical items. Our connectivity platform provides a foundation for our partners to develop IoT solutions that help you virtualize, analyze, and optimize your business. Our products use RAIN RFID, a radio-frequency identification technology we pioneered.

The Impinj Partner Network is a comprehensive program created for companies that design, build, and deploy IoT solutions. Our partners represent a vast range of services, geographies, solutions, and domain expertise, delivering best-in-class RAIN RFID solutions.

If your business model includes distributing, designing, and deploying IoT solutions, building RAIN RFID-based products, or IoT consulting and system integration, then the Impinj Partner Network is designed for you.

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Why Partner with Impinj?

Built to power your solutions across any industry and around the globe, the Impinj Partner Network enables you to drive transformation with experts, connections, and the tools you need to succeed.



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. By teaming with Impinj and connecting with complementary providers, partners can differentiate their strategic value, profitably grow their business, and capture RAIN RFID opportunities.



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 50 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.



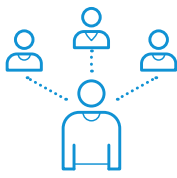
A Full Suite of Resources

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.

Impinj Partner Network Tracks

The Impinj partner ecosystem is made up of partners across diverse business models and go-to-market strategies. To best support you, the Impinj Partner Network offers unique tracks, built to deliver unique value to your RAIN RFID business.

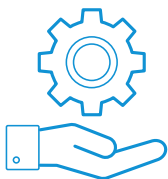
Impinj Partner Network for Resellers, ISVs, and Services Partners



Reseller Track

This track focuses on enabling resellers to design, sell, and implement solutions built on Impinj products with technical, sales, and marketing support.

Impinj authorized resellers' primary business model is the value-added resale of Impinj products, along with their own system design, software, or deployment solution services.



Services Partner Track

This track focuses on enabling services partners with technical capability across the Impinj product line, in order to support the configuration, deployment, service and support of Impinj-powered solutions at-scale.

Impinj services partners offer RAIN RFID consulting expertise, system design, integration, and/or configuration services intended to help end-users get maximum value from a deployment.

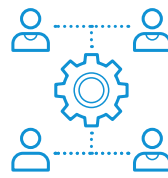


Software Partner Track

This track focuses on enabling software partners that develop applications which run on Impinj products with the tools and resources required to extract maximum value from Impinj-generated RAIN RFID data, and Impinj partner ecosystem collaboration opportunities.

ISV or software partners offer products built to connect the value of Impinj RAIN RFID data to business applications, improving the experience of actioning RAIN RFID data all-around.

Admission to our Reseller, Software, or Services track takes place by online application.
Ready to get started? Apply online today.



Original Equipment Manufacturer (OEM) Partner Track

This track focuses on enabling OEM partner companies with exclusive product access, technical and roadmap collaboration, and strategic alignment opportunities to facilitate the delivery of differentiated, performant Impinj-powered products to market.

Impinj original equipment manufacturer (OEM) partners invited and accepted into the Impinj Partner Network have the scale and technical capability required to bring high-quality, Impinj-powered devices built on Impinj tag chip and reader chip product lines to market.

Admission to the OEM track is by invitation only and comes with additional support and benefits.
If you would like to be considered, contact us at partner@impinj.com.

Enrollment for Reseller, Software, and Services Partners

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.



The gold level of partnership is designed for partners engaging in strategic relationships with enterprise-scale customers, as well as resellers with a proven track record of delivering solutions built on the Impinj platform. Gold partner benefits include lead referral, joint marketing activities, personalized sales support, special sales incentives, and invitations to executive events.



The silver level of partnership is designed for providers with industry expertise who have RAIN RFID solutions available to their customers. Benefits for silver partners are designed to support companies as they grow their business with Impinj products. Silver partners receive access to extended sales enablement and marketing resources, sales incentives, advanced technical support, discounts on demo units, and more.



The member level represents the start of your relationship with Impinj. Members have access to standard sales enablement tools, support documentation, and online training. Members build a strong foundation in Impinj products with necessary training and tools to deliver RAIN RFID solutions to their customers. Completing training requirements and sales experiences grants a member the opportunity to move to the silver level, at Impinj discretion.

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.

Reseller, Software, Services Track Benefits

The benefits below are available to partners within the Reseller, Software, and Services track of the Impinj Partner Network, based on member, silver, or gold partnership level.

Sales and Marketing	GOLD	SILVER	MEMBER
Access to Impinj partner team sales, operational and technical support ticketing	✓	✓	✓
Access to Impinj Partner Network Portal	✓	✓	✓
Discounted pricing and sales support through distribution	✓	✓	✓
Access to standard sales enablement resources	✓	✓	✓
Access to the Impinj Demonstration Unit Program	✓	✓	✓
Access to the Impinj Connected Program	✓	✓	
Listing in Impinj Partner Directory	✓	✓	
Access to Impinj Lead Pass program	✓		
Dedicated Impinj account manager	✓		
Joint marketing activities and account planning	✓		
Invitation to executive program events	✓		
Partner Branding & Recognition			
Use of Impinj Partner Network partnership level badge	✓	✓	✓
Impinj partner plaque	✓		
Your company logo on the Impinj website	✓		
Training			
Free access to online training	✓	✓	✓
Free access to developer tools and resources	✓	✓	✓
Priority registration to instructor-led training	✓	✓	
Technical Support			
Access to Impinj support portal documentation	✓	✓	✓
Access to Impinj support specialist team	✓	✓	✓
Access to Impinj solution engineers	✓		

Sales and Marketing Benefits

■ ■ ■ Access to Impinj partner team ticketing

All partners receive access to the Impinj partner team administrative, sales, and pre-sales technical consultation services via partner@impinj.com

■ ■ ■ Access to Impinj Partner Network portal

The Impinj partner portal is our online community for global partners, and provides access to sales and marketing tools, technical support, training, 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.

■ ■ ■ Access to standard sales enablement resources

All partners have access to marketing assets available on the Impinj partner portal and website. Resources include selling tools like presentations and battle cards, and marketing content like images, ebooks, and infographics to help your 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 customized marketing programs.

■ ■ ■ Access to the Impinj Demonstration Unit Program

All partners have access to the Demonstration Unit Program. This program allows partners to purchase discounted readers and gateways for internal evaluation,

development, testing, training, and demonstration purposes. Please see the terms and conditions of the Demo Unit Program for more information.

■ ■ Listing in Impinj Partner Directory

Gold and silver partners are invited to publish their profile in our Partner Directory, where solutions and services will be discoverable by anyone looking for RAIN RFID services.

■ Impinj Lead Pass 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.

■ Dedicated 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.

Partner Branding and Recognition

■ ■ ■ Impinj Partner Network level badge

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

■ Impinj partner plaque

Gold partners receive an Impinj partner plaque commemorating their achievement in our program.

■ Your company logo on the Impinj website

Gold partners* will be featured on the Impinj website and are eligible to share information about their products and solutions on the site.

*Designates a benefit granted to partners who meet specific criteria, and at Impinj discretion.

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.

■ ■ ■ Free access to developer tools and resources

All Impinj Partner Network members have access to Impinj's library of software development tools, APIs, and Software Development Kits (SDKs).

■ ■ Priority registration to instructor-led training

Our classroom-based, instructor-led training provides in-depth courses and includes a hands-on lab. Training is 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

Gold partners also have access to request assistance from Impinj solution engineers. 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 partner or end-customer locations, subject to Impinj account manager approval.



Reseller, Software, Services Track Requirements

Partners within the Reseller, Software, or Services partner track of the Impinj Partner Network are required to complete the activities below for their designated level in order to access program benefits.

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

Leading connectivity for boundless IoT

For 20 years we've designed, manufactured, and invented ways to connect *everything*.

50+
BILLION

ITEMS CONNECTED

3+
MILLION

READERS DEPLOYED

80+
COUNTRIES

SUPPORTED BY PARTNERS

■ ■ ■ Complete online Impinj Partner Network application

Review the program and application 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: <https://partner.impinj.com/s/apply>.

■ ■ ■ Provide first-line customer support

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

■ ■ ■ Complete online training (eLearning)

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.

■ ■ ■ Meet Impinj revenue target for your geographic region (resellers)

Resellers maintain access to their partner-level benefits and program discounts by meeting or exceeding the Impinj revenue target for their 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.

■ ■ ■ Complete profile for Impinj Partner Directory

As a silver or gold partner, your profile provides the information other partners will need to choose to engage with you. Completing your profile is an important requirement to ensure the Impinj team, partners, and prospective customers have access to the most current information on your capabilities.

■ ■ ■ Link to our website from your website

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

■ ■ ■ Attend instructor-led training

Gold level partners are required to have at least one technical team member attend an instructor-led, classroom training course within the first six months of joining the Impinj Partner Network.

■ ■ ■ 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.

■ ■ ■ Provide one joint 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.

■ ■ ■ 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.

Original Equipment Manufacturer Track

The OEM partner track is built to facilitate the delivery of differentiated, performant products to market. The Impinj Partner Network for OEM partners is an invitation-only, gold-level partnership opportunity for enterprise-class companies who invest in building RAIN RFID-based products on Impinj-manufactured components.

To learn more about qualifying for this program available to partners building on the Impinj tag or reader chip product line, contact the Impinj partner team at partner@impinj.com.

Benefits:

For well-qualified OEM partners, we offer a program designed to help bring differentiated, performant Impinj-powered RAIN RFID products to market with expert guidance and technology access.

In addition to the benefits listed for gold-level partners above, OEM partners invited and accepted into the Impinj Partner Network have access to these unique program features:

- Dedicated Impinj account management
- Eligibility for early access programs
- Quarterly Business Review and resource alignment opportunities
- Preferred product supply and pricing
- Access to Impinj reader chip and tag chip technical experts
- Priority access to specialized Impinj customer support
- Exposure to the global Impinj partner ecosystem
- Strategic alignment opportunities and roadmap collaboration
- Promotional and joint marketing opportunities through the Impinj Connected Program

Requirements:

Partners within the OEM track are subject to a set of program requirements designed to deliver maximum value from Impinj partnership. In addition to the requirements below, individual agreements may contain requirements unique to joint go-to-market opportunities.

- Invitation to participate and a signed program agreement
- Annual revenue commitment
- Dedicated sales and technical RAIN RFID team members
- Impinj Partner Directory participation
- Impinj Connected Program Tier 1 or Tier 2 participation
- Joint account planning and roadmap collaboration



Built to Power our Partners

The Impinj Partner Network is purpose-built to power our partners in delivering IoT solutions.



Getting Started

Ready to accelerate digital transformation and increase your share of the fast-growing IoT 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.

Join the Impinj Partner Network.

Reseller, Software, or Services Partners: [Apply online today.](#)

OEM Partners: Email partner@impinj.com to learn more about qualifying for this track.

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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