

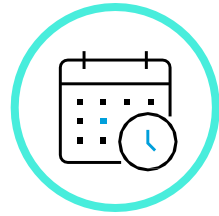
AT&T AIA-B Fast Start Incentive – 2024

Small Business, Mid-Market(non-Platinum) and GEM



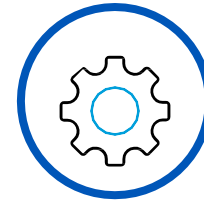
Products:

\$200 per AT&T AIA-B NEW COMPLETED order in Small Business, Mid Market (non-Platinum) and GEM segments



Period

03/26/2024- 08/31/2024



Tracking

Qualified deals will be tracked by AT&T Sales Operations



Payouts

Paid directly to Solution Provider firm via commission cycle

Products/Segment: AT&T Internet Air- Business Incentive is only applicable to NEW AIA-B sales only in the following segments: Small Business, Mid-Market (non-Platinum) and GEM. SP cannot sell to E-rate or RHC customers and must validate that the customer is NOT eligible or classified as E-rate or RHC. Migrations from AWB will not count, units must be net-net AIA.

Period: 03/26/2024 – 08/31/2024 or until funds are depleted. Orders must be accepted by AT&T by 08/31/2024 and installed by 09/30/2024. AT&T retains the right to cancel, suspend, or modify this program via written notice at any time for any reason during the above period.

Payouts: Award will be paid two months in arrears, directly to Solution Providers via the Commission statement. If for any reason AT&T is unable to fulfill this activity in either the method or timing, Alliance Channel Marketing will alert both AT&T Sales Leadership and the Primary contacts at the SP firms as soon as possible. AT&T may recoup incentive payouts for orders per Chargeback section of Appendix 1 – Compensation Guidebook.

Tracking: Qualified Deals will be tracked by AT&T Sales Operations.

Eligibility: Door to Door and Web Dealer specialty SPs are excluded from this incentive. SP firms must be active and in good standing under the AT&T Alliance Solution Provider agreement to be eligible for award. **AT&T retains the right to revoke participation any time and for any reason.**