



A Brighter Future

Partnering with Midstream Lighting

We believe in winning together

The Midstream Lighting Authorised Partner Programme is a global initiative that provides our authorised partners with a wide range of exclusive benefits. By partnering with us, you'll be able to tap into a number of incentives and initiatives that have been specifically designed to help us grow faster, together.

Partner levels

The Midstream Lighting Authorised Partner Programme has three tiers, and the further you go, the more benefits you'll have access to. The programme starts at Authorised Partner level, before moving on to Gold and then Platinum level. Partner levels are defined by annual sales volume. For more information on the three levels and requirements for each, speak to a member of the Midstream Lighting team.

Key benefits

Company-wide Dedicated Learning A G P

Partners at all levels benefit from dedicated online training sessions. At Gold and Platinum level, you can opt for face-to-face training at either your office or our own.

Technical Lighting Design and Full Commercial Proposal Service A G P

All partners get access to this invaluable and speedy service that includes master planning, detailed design, specification writing, budget setting, value engineering, and supporting documentation.

24/7 Support A G P

Your success is our success, so we're with you every step of the way. All partners get access to 24/7/365 support, providing everything from client relations advice to technical guidance.

Partner Marketing Support A G P

We help your business grow, with paid social media campaigns, project photography and video, Midstream-focused content for use on your website, and trade and industry event support.

Co-Sponsored Lunch & Learns G P

Lunch & Learn sessions include a presentation from a Midstream Lighting expert, giving you the chance to help your design, build, and consultant contacts find out more about what we do.

Account Credit G P

Receive a 3% (Gold) or 6% (Platinum) credit to your account, related to invoiced sales value. This amount can be used against future purchases of Midstream items under terms & conditions outlined in the application form.

SHINE: The Midstream Lighting Technology Awards A G P

The SHINE Awards are open to all partners and give you the opportunity to gain even greater recognition for the incredible work that you've carried out that year.

Manufacturing Tour G P

Bring new and existing customers on a tour of our manufacturing facilities, giving them first-hand insight into the standards of quality and innovation that define our products.

Co-Branded Literature G P

At Gold and Platinum partner level, you'll gain access to a suite of co-branded literature that helps you raise your brand awareness, generate leads, and close deals faster.

Product Sample Kit P

At Platinum level, whenever we launch a new product you'll receive a complimentary sample kit – helping you get to grips with our latest innovations before you discuss them with customers.

Platinum Partner Forum P

Feedback from our partners is invaluable to us. At the Platinum Partner Forum, you'll have the chance to discuss your experiences and future product designs with our management team.

A Authorised | G Gold | P Platinum

 **MIDSTREAM**

SPORTS | AVIATION
MARITIME | HORTICULTURE

A two-way relationship

We want the Midstream Lighting Partner Programme to be as accessible as possible, which is why we have a few clear and simple membership requirements.



Partner Summit Attendance

The Partner Summit is an off-site event offering excellent networking and learning opportunities in a sociable, relaxed setting, as well as the chance to celebrate your successes. We ask that all partners attend wherever possible.

Certified Technical Trained Staff

All partners should have at least one staff member with Basic Midstream Technical Training. Gold and Platinum partners must have one team member with Advanced Technical Training.

Midstream Demo Product

We encourage you to have a demo product available in your offices to help maximise your effectiveness in designing, selling, and implementing our solutions.

Continuing Education

Continued innovation in our products requires constant learning. We expect our partners to participate in our ongoing education sessions and webinars.

Midstream Business Plan Quarterly Review

All partners are asked to produce an annual Midstream Business Plan with key goals and activities. Your regional sales representative will review this with you quarterly.

Talk to us today about joining the
Midstream Authorised Partner Programme

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