

This overview introduces the OptoPartner program and tells you how to become an OptoPartner.

## Why Be an OptoPartner?

- Gain the **marketing advantage** of being an official Opto 22 solutions provider.
- Profile your company on our website as an OptoPartner. **Customers find you** by name, geographic area, and specialties you provide. Update your profile at any time.
- Receive an **OptoPartners CD**. The CD includes product and company photos, graphics, logos, and fonts you can use for marketing, presentations you can use as is or adapt for your customers, templates, website marketing tips, tutorials, and demos.
- Gain access to the **Partners section** on our website, which includes graphics, presentations, and more.
- Receive OptoPartner **updates** on new products, upcoming events, opportunities to beta test Opto 22 products, etc.
- Be eligible to receive **leads** specific to your industry, markets, and products.

## FAQs

### Q: Who can become an OptoPartner?

A: Any company that works with Opto 22 products and would like to receive OptoPartner benefits may be nominated as an OptoPartner. Final approval rests with Opto 22.

We especially encourage you to become a partner if you provide integration services using our products or offer a product that directly ties into our products, such as custom software or hardware.

If you are a Rockwell®/Allen-Bradley® integrator interested in integrating Opto 22's intelligent remote SNAP I/O with ControlLogix® and CompactLogix™ systems, we also encourage you to become a partner.

### Q: Can more than one person in a company be an OptoPartner?

A: The OptoPartner designation applies to the company itself, but anyone within a partner company who registers on <http://my.opto22.com> can be given access to the Partners section of the website, on request.

One person in the partner company is designated as the Primary Contact. The Primary Contact may receive leads from customers who see information about your company on our website and is the only person in the partner company who can change information in your OptoPartner profile.

### Q: If I have more questions, who do I contact?

A: Email us at [optopartner@opto22.com](mailto:optopartner@opto22.com) or give us a call at 951-695-3000 (or toll-free in the U.S., 800-321-6786) and mention the OptoPartner Program.

### Q: As an OptoPartner, do I get a discount on products I buy?

A: Sorry, but no. The OptoPartner program is designed to create an official relationship with Opto 22 for marketing purposes. You still buy through your normal channels at negotiated prices.

## How to Become an OptoPartner

1. If you already have an account on <http://my.opto22.com>, log in and click the button to request OptoPartner information.
2. If you do not have an account on my.opto22, go to <http://my.opto22.com>. Create an account and, when you fill out your customer profile, check the box that indicates interest in being an OptoPartner.  
We'll review your request and get back to you quickly.
3. When you receive an email approving you as an OptoPartner, go to <http://my.opto22.com> and log in.
4. Complete your OptoPartner profile online and submit it.  
You'll have a chance to review your entries and see how your profile will look on our website. (You can also choose not to have it appear on our website, if you wish.)

We'll review your profile quickly (within one business day) and post it on the Opto 22 website for customers to see. We'll also send you an OptoPartner CD and open the Partners section of our website to you.



Opto 22 reserves the right to edit OptoPartner profiles submitted by partners, to approve or deny partner applications or change partner status, and to change the partner program at any time without prior notification.