

1. GENERAL

The First Time Buy Promotion (hereinafter: Promotion) is a promotion recommended for Vertiv Authorised Distribution partners to be offered exclusively to resellers in EMEA countries Western and Eastern European regions [DACH, North (UK, Nordics, Benelux), South (France, Italy, Spain, Portugal), CEE (Poland & Baltics, CSE region completely), Russia and CSI] who, based on the Distribution POS report, have not bought any Vertiv products before or have not bought any Vertiv products within the last 24 months (hereinafter: Reseller).

2. DISTRIBUTORS

This Promotion is applicable only to Resellers when buying Vertiv products specified herein through a Vertiv Authorised Distribution partner (hereinafter: Distributor). A list of Distributors for your region can be found [here](#).

3. PRODUCTS

The Promotion is applicable only to the selected SKUs out of the following product families within Vertiv's defined product categories:

I. CATEGORY RACKS:

Product Family: Vertiv™ VR Rack series

II. CATEGORY 1-PHASE UPS – Uninterruptible Power Supply:

Product Families:

1. Vertiv™ Edge Single Phase UPS
2. Vertiv Liebert® PSA & PSP
3. Vertiv Liebert® itON line-interactive series

III. CATEGORY rPDUs – Rack Power Distribution Unit:

Product Families:

1. Vertiv™ Geist™ rPDU series
2. Vertiv™ Geist™ Universal Rack PDU
3. Vertiv™ Geist™ Combination Outlet C13/C19

IV. CATEGORY IT Avocent® Remote Monitoring Solutions:

Product Families:

1. Vertiv™ Avocent® MergePoint Unity KVM series
2. Avocent® ACS serial Console server series
3. Avocent® AutoView KVM series
4. Avocent® LRA LCD Trays

A list of all product SKUs included in this Promotion can be found [here](#).

The Promotion is applicable only to the SKUs/Product families as indicated in the promotional communication. Other SKUs/Product Families are not eligible for a promotional discount recommended in this Promotion.

This Promotion is subject to Distributor's product availability and only available while product stocks last.

4. DISCOUNT and PRICE

The promotional discount listed in the promotional communication is Vertiv's recommended reseller discount (hereinafter: Discount), therefore Vertiv and the Distributor shall not be considered bound by it. The final price offered to a Reseller shall be subject to the Distributor's quote.

The Discount is intended to be provided via personal quote and not in the Distributor's online shop. To request a personal quote based on this Promotion contact your preferred Distributor directly with the code '**First-Time-Promo**'.

The Discount is based on the official Vertiv Standard Channel Price List per region and cannot be combined with any local promotion or agreement. Prices are subject to local regulations, therefore additional fees are possible. Contact your preferred Distributor to receive the final price offer.

This Promotion is an activation promotion only. In this promotion, the Reseller shall be entitled to obtain the discount for a maximum of 5 units per product category purchased via its first single purchase order from the Distributor. An exception of the maximum amount of units can be discussed, based on special individual approval via the Vertiv Account Management team, if the complete initial order value or project size is a minimum of 15K (transacted currency).

This promotion is eligible to be counted for enrolled VIP Resellers to receive bonus points within the Vertiv Incentive Program (VIP), for Silver, Gold & Platinum Partners.

Freight terms are not subject to this Promotion. Contact your preferred Distributor to receive information regarding applicable freight terms and quote. Any additional tax or custom fees are not included, with regards to countries outside of EU.

2. FINAL PROVISIONS

The Promotion is valid until **30th June 2022**. This is the last day to place an order.

The promotional communication forms part of the T&Cs. In case of discrepancies between these T&Cs and the promotional communication, these T&Cs shall be applied.

Vertiv reserves the right to amend and cancel this Promotion at any time. A notification about it will be sent by email to the Distributor and the respective amendment and cancellation shall be considered final and binding from the day the notification was sent.

Contact your preferred Distributor to receive the latest information regarding this Promotion.