



CUSTOMER AGREEMENT FORM

The purpose of this form is to garner agreement for customer participation in sales and marketing activities based on their engagement with NICE. This form outlines the level of participation customers are willing to partake in. Not all of these activities will necessarily be undertaken and NICE will work with the customer to decide on the best way to tell their combined story. Once this agreement form has been signed and returned a NICE representative will be in touch to interview the customer and develop agreed upon material.

NICE has requested _____ (company name) to appear in sales and marketing collateral.

NICE greatly appreciates your willingness to share your experiences about our products, solutions and services with third parties. Below are the different types of participation to consider. Please check which activities you would like to participate in:

- Case study – Written
- Case study - Video
- Press release / win-announcement
- Press interview
- Advertisement
- Analyst reference
- Peer to peer reference
- Logo / quote on the website
- Presentation at events
- Proposal or other sales collateral
- Other (specify):

Agreed for _____ (company name) by a duly authorized representative:

Signature: Date:

Name: Title:

