

APPENDIX 2 – PARTNER OFFERING

Type of benefit	Partner	Key Partner
GS1 logo on own website	X	X
GS1 logo on own stand at events	X	X
Access to the e-Academy for your employees	X	X
Listing on GS1 Sweden's website	X	X
Advance information from GS1	X	X
Invitation to network meetings	X	X
Opportunity to participate in GS1 Sweden's webinars	X	X
Possibility of a stand at GS1 Sweden's mini-fair	X	X
Opportunity for exposure in GS1's "Future Store"	X	X
Opportunity to participate in pilot projects		X
Dedicated contact person at GS1 Sweden		X
Possibility of stand space at additional events		X
Access to GS1 Sweden's studio		X
Participate as a speaker or presenter at GS1 Sweden's event		X
Exposure through showcase in GS1 Sweden's newsletter		X
Access to expert support from GS1 Sweden		X
Participation in jointly produced white papers		X

1. GS1 logo on its own website

The Partner is granted the right to use GS1's Partner logo on its own website in accordance with GS1 Sweden's brand guidelines, in order to make the collaboration visible and strengthen trust with customers and stakeholders.

2. GS1 logo on own stand at events

The partner is given the right to use GS1's partner logo in its stand at fairs and events, in accordance with current brand guidelines, to clarify the connection to GS1.

3. Access to the e-Academy for your employees

Partners are given access to ten licenses, or other number as agreed with GS1, to GS1's e-Academy containing training and courses in GS1 standards, data quality, traceability and related areas.

4. Listing on GS1 Sweden's website

Presentation of the partner on GS1 Sweden's website including company name, short description and link to the partner's website. This makes the partner searchable for GS1's customers in different industries.

5. Advance information from GS1

The Partner will receive advance information about upcoming initiatives, changes, events and other relevant activities from the GS1 Partner Program, to the extent that such information can be shared.

6. Invitation to network meetings

The partner receives direct addressed invitations to network meetings and other meetings arranged by GS1 in order to promote the exchange of experience and collaboration.

7. Opportunity to participate in GS1 Sweden's webinars

The partner may, if possible and as agreed with GS1, participate in GS1's webinars through, for example, presentation of customer cases, expert elements, solutions or joint initiatives.

8. Possibility of a stand at GS1 Sweden's mini-fair

The partner may, if possible and as agreed with GS1, participate in GS1's webinars through, for example, presentation of customer cases, expert elements, solutions or joint initiatives.

9. Opportunity for exposure in GS1's "Future Store"

The Partner may, if possible and as agreed with GS1, be given the opportunity to demonstrate a specific solution in GS1's Future Store. In selection, partners are prioritized over actors who are not partners, provided that the solution is deemed to be comparable, add a clear value to the current exhibition environment and comply with GS1's guidelines.

10. Opportunity to participate in pilot projects

The partner may be asked to participate in pilot or development projects run by GS1 Sweden or other actors, in order to test and evaluate new solutions or ways of working.

11. Dedicated contact person at GS1 Sweden

Access to an appointed contact person at GS1 Sweden who acts as the primary contact for dialogue, coordination and support in the collaboration. The partner is given the opportunity to plan the year's joint activities with the partner manager.

12. Possibility of stand space at additional events

The Partner may, if possible and as agreed with GS1, be offered the opportunity to stand space at other events arranged, co-arranged or sponsored by GS1.

13. Access to GS1 Sweden's studio

The partner is given the opportunity to use GS1's Concept Center in Stockholm for the implementation of webinars, meetings or presentations, if possible and as agreed with GS1. Extra fixed or variable costs may apply depending on the scope, availability of studio technicians, refreshments in connection with recording or similar - this is done by separate agreement.

14. Participate as a speaker or presenter at GS1 Sweden's event

The partner may be given the opportunity to participate as a speaker, panelist or presenter at GS1 Sweden's events and other events by agreement.

15. Exposure through showcase in GS1 Sweden's newsletter

The Partner may, after editorial assessment and decision by GS1, be given the opportunity to be exposed in GS1's newsletter through the presentation of solutions, collaborations or completed projects. In the case of comparable content, partners are prioritized over actors who are not partners.

16. Access to expert support from GS1 Sweden

The Partner may, upon request, be assigned experts or specialists from GS1 Sweden who provide qualified support within GS1 standards if possible and as agreed with GS1. Extra fixed or variable costs may be added depending on the scope - this is done according to a separate agreement.

17. Participation in jointly produced white papers

The partner can be given the opportunity, where GS1 sees it advantageous, to participate in the development of joint white papers together with GS1, with a focus on industry development, standardization and best practice.