

Make the Winning Play

Earn FIFA World Cup Tickets!

January 1 - April 30, 2026



Program Overview



We're kicking off the year with an electrifying incentive program where top performers can win tickets to the world's biggest sporting event—the 2026 FIFA World Cup! Smash your ARR performance and you could find yourself watching the action live from the stands, experiencing the energy, excitement, and unbelievable atmosphere that only the World Cup delivers.

Earning Tickets

Creation of any GoTo UCC product opportunities by partners that are generated from January 1, 2026 through April 30, 2026 will be awarded **one (1)** contest ticket at the following performance levels:

- **One Ticket** = Your first **\$10,000** of booked ARR during the contest period.
- **+ One Ticket** = Each additional **\$1,500** of booked ARR during the contest period.

Regional Games

Winners will receive **2 Trophy Lounge tickets** for a designated World Cup Match based on the following regions:

- **LATAM:** Brazil vs. Haiti June 19th 9:00 pm, Philadelphia, PA USA
- **ANZ:** Paraguay vs. Australia June 25th 7:00 pm, Santa Clara, CA USA
- **NA:** Panama vs. England June 27th 5:00pm, East Rutherford, NJ, USA

This is your shot at glory—drive sales, rise to the top, and score one unforgettable experience!

FAQs

◆ Does earning a contest ticket mean I am going to the World Cup?

No, a contest ticket is a raffle ticket that enters you into the drawing for a chance to win two World Cup tickets.

◆ Can I trade the tickets for a cash value?

No, the tickets cannot be exchanged for cash value and if you decline the prize it will go to the next drawing winner.

◆ Does a winning ticket to the world cup include flights and boarding?

No, winners will receive two tickets to the World Cup game in their region, and you are responsible for your own transportation and accommodations.

◆ Can I attend a game in a different region if I win?

No, you are only eligible to attend the game offered for your geographic region. All prize matches will take place in the USA.

Terms & Restrictions

Terms and Conditions

- **Promotion Period.** The Promotion Period for creating opportunities begins January 1, 2026 and continues through April 30th 2026. To count as booked ARR within the Promotion Period, all customer paperwork must be completed/signed before midnight on April 30th 2026. The closed opportunity must have been created in Partner Exchange using the correct campaign code between January 1st and April 30th, 2026.
- **Eligibility.** Deals must be entered through Partner Exchange and have the "WORLD CUP 26" campaign code attached. One winner in each region (LATAM, ANZ, NA) will be chosen after the contest period closes on April 30th from all available ticket holders. This promotion is available in North America, Latin America, Australia and New Zealand. The winner will receive two (2) 2026 FIFA World Cup tickets for the corresponding match based on published region. Winning partners will need to provide social content to GoTo related to their attendance at the event for publication by GoTo and their media team.
- **Maximum Incentive Amount.** There is no max number of qualifying tickets to be awarded per partner. Tickets will be awarded to the partner who creates the opportunity in Partner Exchange and is listed as the partner of record on the customer account. Winners will receive match tickets only, all travel expenses and arrangements are the responsibility of the winning partners.
- **Payment & Taxes.** Tickets and applicable prizes will be given to the partner rep associated with the winning account ticket. That winner is responsible for all tax reporting and payment associated with the incentives. Deals must be both registered via Partner Exchange and closed within the Promotion Period. Qualifying opportunities must meet the minimum standards for qualifying opportunities. Closed opportunities must meet minimum seat requirements and/or contract values to qualify for any payout.
- **Chargebacks.** GoTo may apply chargebacks for any deals that do not complete customer payment. For the purposes of this program, the "chargeback" amount is equal to the cash equivalent of the incentive provided (including taxes and shipping). This is in addition to any other chargebacks that may apply under your Authorized Agent or Master Agent Agreement with GoTo.
- **Relationship to Agreement.** Incentives provided under this incentive program are in addition to, and will be paid separately from, standard commissions calculated under the Authorized Agent or Master Agent Agreement you have executed with GoTo.

Ignite Your Business

Fresh Start for First Time Sellers

Q2 incentive

Program Overview There's a first time for everything! And GoTo wants all of our Partners to get in the game selling our business communications solutions! If you haven't sold any of the GoTo UCC products in the past 12 months, now is the time to realize the benefits that these products bring to your customers and the increased revenue potential they can bring to your business.

And in Q2 you can get rewarded for your first three sales!



Payouts*

Sell any GoTo UCC product for the first 3 times and get a one-time **\$1,000 USD** payout for each

*Max payout per partner during promotion = \$3,000 USD

Terms and Conditions

Promotion Period. The Promotion Period begins April 1, 2026 and continues through June 30, 2026. To count a Closed Deal within the Promotion Period, the customer must have signed paperwork before midnight on the last day of the Promotion Period. To count as a qualifying deal within the Promotion Period, the opportunity must have been created in Partner Exchange using the correct campaign code between April 1, 2026 and June 30, 2025. The participating Partner cannot have sold the qualifying GoTo product previously to any customer. GoTo reserves the right to reduce the duration of the Promotion Period on no less than 14 calendar days' advance notice.

Eligibility. Deals must be entered through Partner Exchange and have the '**1STSELLER\$\$\$**' campaign code attached. Minimum term is 24 months, and \$1,000 ARR. Only UCC portfolio products will be eligible to qualify.

Maximum Incentive Amount. Maximum payout of \$3K to any one partner during the incentive period. All amounts paid to the Master Agent pursuant to the terms of your agreement. Contracted Reseller Partners must be set up as a vendor in GoTo AP system in order to be eligible to participate and receive cash payments.

No Combination. This incentive program cannot be combined with any incentive (other than the Multiplier) or similar offers provided by GoTo. Qualifying deals will only count towards one incentive calculation.

Payment & Taxes. Payment of any incentives will be made within 45 days of the end of the Promotion Period and will be paid in the same currency in which you generally receive your commission payments. You are responsible for all tax reporting and payment associated with the incentives. Deals must be both registered via Partner Exchange and closed within the Promotion Period. Closed deals must meet minimum seat requirements and/or contract values to qualify for any payout.

Chargebacks. GoTo may apply chargebacks for any deals that do not complete customer payment. For the purposes of this program, the "chargeback" amount is equal to the cash equivalent of the incentive provided (including taxes and shipping). This is in addition to any other chargebacks that may apply under your Authorized Agent or Master Agent Agreement with GoTo.

Relationship to Agreement. Incentives provided under this incentive program are in addition to, and will be paid separately from, standard commissions calculated under the Authorized Agent or Master Agent Agreement you have executed with GoTo. Contracted Reseller Partners must be set up as a vendor in GoTo AP system in order to be eligible to participate and receive cash payments.

Standard Policy. GoTo reserves the right to change or amend these terms and conditions at any time and to place caps on payouts based on deal health. Incentives are regionally based. Payouts and qualifications may differ by region and will be determined by the location of the Partner.



Think Big, Go Far in 2026!

H1 North America Large Deal Incentive

We're kicking off the new year with big payouts for your large deals! Unlock up to \$15K or get a \$1K payout for new CX deals!

Program Overview

We're starting off the year strong with large payouts for the UCC solutions your customers want! Smaller deals can still qualify with a \$1K one time payout for closed GoTo Connect CX deals.



Payouts:

- \$10K+ MRR = **\$15K USD** payout
- \$7,501 – \$9,999 MRR = **\$10K USD** payout
- \$5K– \$7,499 MRR = **\$5K USD** payout

UCC Sales that close in Q1 will be eligible for **100%** of the listed payout amount.

UCC Sales that close in Q2 will be eligible for **75%** of the listed payout amount.



CX Tier

Below \$5K MRR = **\$1K USD** payout

Closed CX sales below \$5K MRR that are a minimum \$2K ARR booking value will be eligible for a one time \$1K USD payout for all of H1.

Terms and Conditions

Promotion Period. The Promotion Period begins January 1, 2026 and continues through June 30, 2026. Deals in funnel previous to January 1, 2026 do not qualify towards this promotion. To count a Closed Deal within the Promotion Period, the customer must have signed paperwork before midnight on the last day of the Promotion Period. GoTo reserves the right to reduce the duration of the Promotion Period on no less than 14 calendar days' advance notice.

Eligibility. Deals must be entered through Partner Exchange and have the "GOBIG\$\$\$" campaign code attached. CX tier must be a minimum 2-year agreement of any product with a minimum ARR of \$2K and minimum term of 24 months. Only UCC portfolio products will be eligible to qualify.

Maximum Incentive Amount. No maximum payout limit for any one partner during the incentive period. All amounts paid to the Master Agent pursuant to the terms of your agreement. Each qualifying deal will only be eligible for one payout tier.

No Combination. This incentive program cannot be combined with any other incentive or similar offers provided by GoTo. Qualifying deals will only count towards one GoTo incentive calculation. (Quarterly Multiplier Program is excepted).

Payment & Taxes. Payment of any incentives will be made within 45 days of the end of the Promotion Period and will be paid in the same currency in which you generally receive your commission payments. You are responsible for all tax reporting and payment associated with the incentives. Deals must be both registered via Partner Exchange and closed within the Promotion Period. Closed deals must meet minimum seat requirements and/or contract values to qualify for any payout.

Chargebacks. GoTo may apply chargebacks for any deals that do not complete the demo during the Promotion Period. For the purposes of this program, the "chargeback" amount is equal to the cash equivalent of the incentive provided (including taxes and shipping). This is in addition to any other chargebacks that may apply under your Authorized Agent or Master Agent Agreement with GoTo.

Relationship to Agreement. Incentives provided under this incentive program are in addition to, and will be paid separately from, standard commissions calculated under the Authorized Agent or Master Agent Agreement you have executed with GoTo. Contracted Reseller Partners must be set up as a vendor in GoTo AP system in order to be eligible to participate and receive cash payments.

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\$10K to Pick Your Paradise!

GoTo + HP Poly



Sell to play, and play to win great prizes! Including a \$10,000 dream vacation grand prize, \$1,000 prize, giftcards and more!

Contest Details

- **Contest Period:** January 1, 2026 – July 31, 2026
- **How to Play:**
 - Sell eligible Poly and GoTo products to earn Poly Points and qualify for exciting raffles and guaranteed rewards.

Grand Prize: \$10,000 Dream Vacation

- Earn **1,500 Poly Points** during the promotion period to receive **1 raffle ticket** for the \$10,000 drawing.
- Must have sales to minimum 3 End User Clients to Qualify
- Receive 1 additional raffle ticket for each additional 100 points.
- Drawing held in early August 2026.
- Prize fulfilled through Blueprint Concierge service. Flights, hotels, and activities for your dream getaway will be planned by GoTo's premier events marketing partner, Blueprint.

Guaranteed: \$1,000 USD

- All partners earning at least 1,000 points will receive a guaranteed \$1,000 prize.
- Not applicable if you win the \$10,000 grand prize.

Gift Card Drawings

- 750 points = Entry for a \$750 gift card (excludes \$1,000 prize winners).
- 500 points = Entry for a \$500 gift card (excludes higher-tier prize winners).
- 250 points = Entry for a \$250 gift card (excludes higher-tier prize winners).

Monthly Mystery Prizes

- Earn 50 points in any calendar month for entry into mystery prize drawings ranging from \$50 to \$250.

Poly Points Table

Product Category	Points Earned per Sale
Poly Edge Phones	1 Point
Poly Trio	5 Points
Poly Wired Headsets	2 Points
Poly Wireless Headsets	5 Points

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Payment & Taxes. Payment of any incentives will be made within 45 days of the end of the Promotion Period and will be paid in the same currency in which you generally receive your commission payments. You are responsible for all tax reporting and payment associated with the incentives. Deals must be both registered via Partner Exchange and closed within the Promotion Period. Closed deals must meet minimum seat requirements and/or contract values to qualify for any payout.

Chargebacks. GoTo may apply chargebacks for any deals that do not complete the demo during the Promotion Period. For the purposes of this program, the "chargeback" amount is equal to the cash equivalent of the incentive provided (including taxes and shipping). This is in addition to any other chargebacks that may apply under your Authorized Agent or Master Agent Agreement with GoTo.

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Standard Policy. GoTo reserves the right to change or amend these terms and conditions at any time and to place caps on payouts based on deal health. Incentives are regionally based. Payouts and qualifications may differ by region and will be determined by the location of the Partner.

Additional Terms & Conditions

Eligibility:

- Must be a U.S.-based partner in good standing with GoTo at the time of award.

Award Fulfillment:

- Poly products fulfilled directly by Poly.
- Gift cards fulfilled by GoTo's marketing partner, Blueprint.

Tax & Reporting:

- Winners must provide W9 information for tax reporting.
- All taxes are the responsibility of the winner.

Chargebacks:

- GoTo | HP Poly may apply chargebacks for deals:
 - Not installed or progressing within 90 days of customer signature.
 - Canceled before the customer's first payment.
- Chargeback amount equals the cash equivalent of the incentive (including taxes and shipping).

Payment Timing:

- Incentives paid after the promotion period, following validation by GoTo and HP | Poly.
- Payments made at the direct partner level and expected to be passed to sub-agents where applicable.
- No Cash Substitutes: Non-cash awards have no cash equivalent.



Vertical Victory Windfall

Q2 Incentive



Program
Overview



Automotive | Healthcare | Education

Get ready for a Vertical Victory Windfall! Score up to \$2,000 when you close two net-new deals across the healthcare, automotive, or education verticals. With GoTo Connect's tailored AI-powered solutions, you'll unlock new industries, spark fresh momentum, and celebrate big wins in every direction.

Payouts

Sell any net new* GoTo Connect product for the automotive, healthcare, or education vertical and get a one-time **\$1,000**** USD payout.

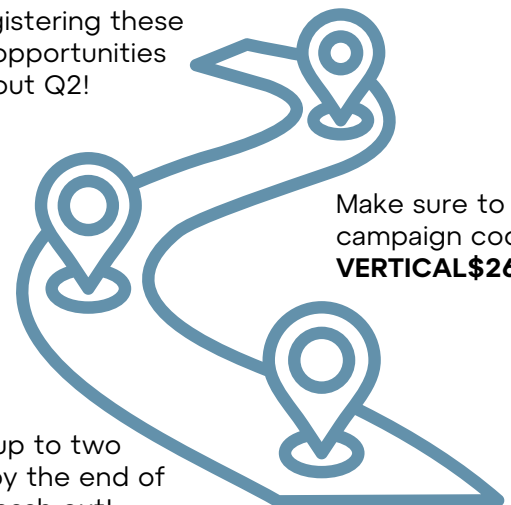
*Net new is defined as a new opportunity for account that has not churned in the past 12 months.

**Max payout per partner during promotion = \$2,000 USD.

Qualifying products: GoTo Connect for Automotive, GoTo Connect for Healthcare, GoTo Connect for Education.

Register Q2, Close by Q3!

Start registering these vertical opportunities throughout Q2!



Make sure to add campaign code:
VERTICAL\$26

Close up to two deals by the end of Q3 to cash out!

Customer Testimonials

Healthcare

“Our ability to connect with patients quickly through different modes of communication—whether that’s a text message or a phone call—improved vastly when we switched to GoTo.”

Katheryn D’Onofrio

Healthcare Service Line Director, ARSA

Education

“With GoTo Connect, there’s so much more capacity for growth. Having a system that grows with us is a big deal.

Andrew Ricabal

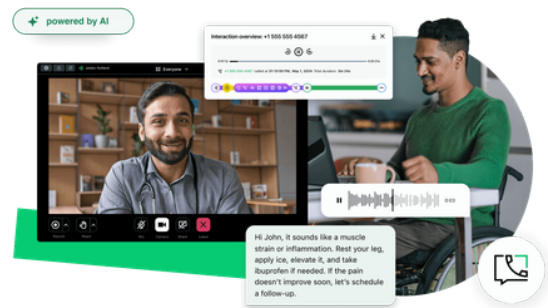
Superintendent, Forest Lake Christian School

Automotive

“If we want to make it easy for customers to do business with us, we must make it easy for our employees. We didn’t want people stuck at their desks. We wanted them to use their cell phones while keeping customer data secure.”

Bob Calabrese

Client Relations Director, Ewing Automotive



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Promotion Period. The Promotion Period begins April 1, 2026 and continues through June 30, 2026. The deal must be registered in Q2, and closed/won by end of Q3. To count a Closed Deal within the Promotion Period, the customer must have signed paperwork before midnight on the last day of the Promotion Period. To count as a qualifying deal within the Promotion Period, the opportunity must have been created in Partner Exchange using the correct campaign code between April 1, 2026 and June 30, 2025. The participating Partner cannot have sold the qualifying GoTo product previously to any customer. GoTo reserves the right to reduce the duration of the Promotion Period on no less than 14 calendar days’ advance notice.

Eligibility. Deals must be entered through Partner Exchange and have the ‘VERTICAL\$26’ campaign code attached. Net new deals only as defined as a new opportunity for an account that has not churned in the past 12 months. Minimum term is 24 months, minimum seat count of 15, and is subject to deal health calculations. Only UCC portfolio products will be eligible to qualify. Opportunities that include discounted pricing will be approved on a deal-by-deal basis.

Maximum Incentive Amount. Maximum payout of \$2K to any one partner during the incentive period. All amounts paid to the Master Agent pursuant to the terms of your agreement. Contracted Reseller Partners must be set up as a vendor in GoTo AP system in order to be eligible to participate and receive cash payments.

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