

10x for CX

Drive further, earn more
with the Q3 Multiplier!

*Plus, offer your customers more
specialization with GoTo Connect
verticals! GoTo Connect for
Healthcare, Automotive and Education.*



GoTo Partner
Network



500+ seats

100-499 seats

1-99 seats



**36 month
term**



**36 month
term**



**36 month
term**

+2X
Add*

CX for Auto, CX for Healthcare,
CX Complete, Connect CX, BDC
Complete, GoTo Connect for
Education, AI Receptionist,**
AIQM,** Managed Services or
Annual Pre Pay.

*Additional 2X awarded for only any one of the above
items, cannot add multiple times.

**All products must be sold on subscription
agreements to qualify.

Terms and Conditions:

This offer applies to Authorized Agent members of the GoTo Partner Network in North America Q3 2026.

1. All opportunities must be entered through Partner Exchange to qualify for any multiplier payout.
2. Customers purchasing GoTo Contact Center must be existing GoTo Connect customers. New customers are considered those who have not previously purchased the product in question. A current GoTo customer who is not currently purchasing GoTo Contact Center Complete or Customer Engagement would be considered a 'new' Contact Center customer. Minimum qualifying contract length for GTC products is 24 months unless otherwise specified. Additional product line sales to existing GoTo customers require a new lead to be submitted and accepted through Partner Exchange.
3. Free or discounted hardware (Yealink T34W and Poly E100 Handsets) are only eligible for new accounts with five or more total users/seats, a contract term length of 36 months or more, pricing at standard tiers, and DIDs sold at or above floor price. If current listed handsets are not available, a request for substitute handsets must be approved by GoTo Finance before contracts are accepted. Combined total of free handsets not to exceed 50. Low usage seats, SIP trunks or conference lines are not eligible for multiplier calculations or hardware minimums. Hardware eligibility is subject to change based on tariff impacts to availability.
4. This offer begins July 1, 2026, and continues through September 30, 2026 (the "Promotion Period") and applies only to new customers (excludes add-on/ renewal orders). The 2X for 1-99 seats on GTC products is available only for 24-month deals closed during the promotion period. Those deals can only have a maximum 25% service discount and no hardware discount. Maximum multiplier for 1-99 seats is 4X. The 3X for 100-499 seats on GTC products is available for 24-month deals, the maximum multiplier for 100-499 seats is 5X for 36 month term. The 7X for 500+ seats on GTC products is available only for 24-month deals, with maximum 8X on 500+ deals at 36 month term. To count a deal within the Promotion Period, the customer must have signed a contract with for GoTo 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.
5. The seat quantities will not be calculated by adding the seat quantity of each product together. Sales of Contact Center Pro do not qualify or count towards multiplier calculations. The applicable incentive amount will be determined based on the product with the higher seat quantity.
6. This offer cannot be combined with any other promotions or discounts.
7. GoTo may hold payments or apply chargebacks for any deals (1) not installed (or adequately progressing toward installation in GoTo's judgment) within 180 days of customer signature, or (2) canceled before the customer's first payment for services, or (3) customers who cancel or withhold payments for services within the first 6 months after first 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.
8. Additional 2X is available on only ONE of the following add-ons to GoTo Connect:
 - a. CX for Automotive, CX for Healthcare, CX Complete, Connect CX, BDC Complete, GoTo Connect for Education.
 - b. Annual Pre-pay
 - c. Managed Services
 - d. AI Receptionist or AI Quality Management**
9. Annual pre-pay is minimum 24-month contract with annual amount being paid upfront. You must be an active Partner on file with GoTo and eligible to participate based on your (or your Technology Service Broker's, or distributor's (collectively, "Master Agent") Partner agreement with GoTo (as determined in its' sole discretion).
10. You must be an active Partner on file with GoTo and eligible to participate based on your (or your Technology Service Broker's, or distributor's (collectively, "Master Agent") Partner agreement with GoTo (as determined in its' sole discretion).
11. If quote incorporates TIPS pricing, spiff payment amount may be reduced at the discretion of Rev Ops based upon deal health calculations and other sku pricing.
12. GoTo reserves the right to change, edit or amend the details and/or terms and conditions of any incentive at any time.
13. All deals will be reviewed by GoTo finance to determine final eligibility based on pricing, max discounting and overall deal health and may impose payout caps.
14. Incentives are regionally based. Payouts and qualifications may differ by region and will be determined by the location of the Partner.

SKU	Category
GoTo Connect CX for Automotive	CX
GoTo Connect CX for Healthcare	CX
GoTo Connect CX	CX
GoTo Connect CX Complete	CX
GoTo Connect CX BYOC	CX
GoTo Customer Engagement (Standard, Pro)	CX
Advanced Reporting & Analytics	CX
Integrations	CX
GoTo Connect Automotive Integrations	CX
GoTo Contact Complete	CCaaS
AI Optimization for Contact Center	CCaaS
AI Quality Management for Contact Center	CCaaS
BDC Complete	CCaaS
GoTo Connect Contact Center for Healthcare	CCaaS
GoTo Connect Standard	UCaaS
GoTo Connect Basic	UCaaS
GoTo Connect for Education	UCaaS
Connect Bundle (Pro, Plus)	UCaaS
GoToConnect – Teams Edition	UCaaS
GoToConnect Premium	UCaaS
GoToConnect Standard +	UCaaS
GoToConnect Standard +	UCaaS
GoToConnect Legal	UCaaS
Voice – Standard User	UCaaS
GoTo Connect Standard BYOC	UCaaS
Conference Device	UCaaS
Voice – SIP Trunk Concurrent Path	UCaaS
GoToConnect Low Usage	UCaaS



Vertical Victory Windfall

Q3 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.

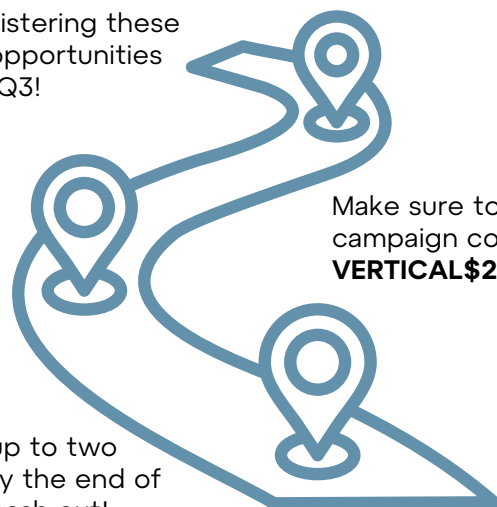
*Net new is defined as a new opportunity for account that has not churned in the past 12 months.

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

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

Register and Close by Q3!

Start registering these vertical opportunities through Q3!



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

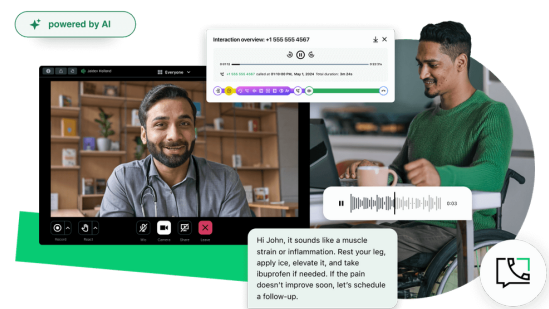
Superintendent, Forest Lake Christian School

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



Terms & Conditions

Terms and Conditions

Promotion Period. The Promotion Period begins April 1, 2026 and continues through September 30, 2026. The deal must be registered 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 September 30, 2026. 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.

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!

H2 North America Large Deal Incentive



We're rounding out the 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 Q3 will be eligible for **100%** of the listed payout amount.

UCC Sales that close in Q4 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 July 1, 2026 and continues through December 31, 2026. Deals in funnel previous to July 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.

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.

Launch Your Business Higher

Fresh Start for First Time Sellers

Q3 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 Q3 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 July 1, 2026 and continues through September 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 July 1, 2026 and September 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.