**CRN's 2017 Emerging Technology Vendors Application Form**Are you an Emerging Vendor? Have you just introduced a new product or technology to the channel? Reach over one million solution providers with your new offerings and extend your sales opportunity. CRN's 2017 Emerging Vendors Directory is constantly referred to online (crn.com) and in print (CRN). Fill out the application below today and get your new product or technology in front of the world's leading Solution Providers. **In order to qualify as an emerging vendor, a company must have been founded in 2011 or later, have less than $1 billion in annual sales and have an active U.S. channel strategy.  
  
We are currently accepting applications for technology vendors that have a primary focus in one the following technology areas:  
  
Cloud**(application deadline: Friday, April 28th at 11:59pm PST)  
**Data Center**(application deadline: Friday, April 28th at 11:59pm PST)

**Security**(application deadline: Friday, June 9th at 11:59pm PST)  
**Big Data**(application deadline: Friday, June 9th at 11:59pm PST)  
**Networking/VOIP**(application deadline: Friday, August 11th at 11:59pm PST)

**Internet of Things**(application deadline: Friday, August 11th at 11:59pm PST)  
**Storage**(application deadline: Friday, September 29th at 11:59pm PST) **THERE WILL BE NO EXTENSIONS GRANTED.**Fields marked with an asterisk (\*) are required.

Please note that by deleting or disabling cookies, you will not be able to access your previously entered data.  **Application Note:** In order to complete the application, you will need to upload a high-resolution photo of the company's lead executive, the top channel executive, and your mainstay product.The application does **not** need to be completed in one session. We have programmed the application this year to include a save button that appears at the top of each page which will allow you to save your work as you go.  You will be asked to supply an email address and you will be sent a unique link that will enable you to return to the place that you left off within the application.

**Questions?** Please contact [Rick Whiting](mailto:rwhiting@thechannelcompany.com) **Upon submission, you will receive a confirmation email, as well as a PDF copy of your application.**

#### 1) Is the company seeking inclusion in the Emerging Technology Vendors list actively working with channel partners such as solution providers, integrators, managed service providers, VARs, etc. in North America?\*

( ) Yes

( ) No

#### 2) What is the company's PRIMARY technology sector?

( ) Security

( ) Cloud

( ) Data Center

( ) Big Data

( ) Internet of Things

( ) Networking/VOIP

( ) Storage

### 3) The person filling out this form will be CRN's primary contact should any questions arise. Please enter your contact information below.

Your First Name\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Last Name\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Your Title\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Your Organization\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

#### Do you work for the vendor or a PR company?\*

( ) Vendor

( ) PR Company

Email Address\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone Number\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Extension, if applicable: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name of company that you will be applying for\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

#### 4) Who is the main marketing/PR contact (for award/notification purposes)?\*

( ) I am (the person filling out this form)

( ) I would like to provide additional contact information for this person

### 5) Main Marketing/PR Contact (for award/notification purposes)

Full Name\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Company\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email Address (not for publication)\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Twitter Handle: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone Number (not for publication)\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Extension, if applicable: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

### 6) For the rest of this application, all questions apply to the company seeking inclusion in CRN's 2017 Emerging Technology Vendors list. If you work externally, please answer for your client rather than your own company.

Name of the company applying for CRN's   
2017 Emerging Technology Vendors list\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Headquarters Street Address\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Line 2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Line 3: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

City\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

#### State/Province/District or Protectorate\*

( ) Alabama

( ) Alaska

( ) Alberta

( ) American Samoa

( ) Arizona

( ) Arkansas

( ) British Columbia

( ) California

( ) Colorado

( ) Connecticut

( ) Delaware

( ) Florida

( ) Georgia

( ) Guam

( ) Hawaii

( ) Idaho

( ) Illinois

( ) Indiana

( ) Iowa

( ) Kansas

( ) Kentucky

( ) Louisiana

( ) Maine

( ) Manatoba

( ) Marshall Islands

( ) Maryland

( ) Massachusetts

( ) Michigan

( ) Micronesia

( ) Minnesota

( ) Mississippi

( ) Missouri

( ) Montana

( ) Nebraska

( ) Nevada

( ) New Brunswick

( ) Newfoundland and Labrador

( ) New Hampshire

( ) New Jersey

( ) New Mexico

( ) New York

( ) North Carolina

( ) North Dakota

( ) Northern Marianas

( ) Northwest Territories

( ) Nova Scotia

( ) Nunavut

( ) Ohio

( ) Oklahoma

( ) Ontario

( ) Oregon

( ) Palau

( ) Pennsylvania

( ) Prince Edward Island

( ) Puerto Rico

( ) Quebec

( ) Rhode Island

( ) Saskatchewan

( ) South Carolina

( ) South Dakota

( ) Tennessee

( ) Texas

( ) Utah

( ) Vermont

( ) Virginia

( ) Virgin Island

( ) Washington

( ) West Virginia

( ) Wisconsin

( ) Wyoming

( ) Yukon

( ) Other

Postal Code\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Country\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Headquarters Phone Number\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Corporate Twitter Handle: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Main Website URL\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Year the company was founded (2011 or later to be eligible)\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

#### Please provide a brief overview of the company's technology and market focus.  (Max. 50 words)\*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

### ****About the Lead Executive**** ****Please enter the information about the Owner, CEO, President, or whomever best stands as the strategic leader of the company.  In the event that you need to add an additional strategic leader, as in the case of a Co-CEO, you can choose to do so below.****

### 7) Lead Executive Information

Lead Executive Full Name\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Lead Executive Title\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Lead Executive Email Address\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Lead Executive Twitter Handle: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Lead Executive Phone Number\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Lead Executive Extension, if applicable: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Years in Position:\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

#### 8) Lead Executive Photo Please upload a photo of the lead executive's face below (max file size 10mb). The photo must be high resolution, 300dpi JPG or TIFF. This image will be used online and in print. Editorial deadlines prevent us from requesting an alternative photo from you, in the event that the one you are about to upload is not suitable. Once you select your photo, you must click the "upload button" in order for your photo to upload successfully.\*

#### 9) If one section for strategic leader is not sufficient, such as in the case of a Co-CEO, please select "Add a second Executive" below. If one section is sufficient, please select "Continue with application" below.\*

( ) Add a second executive

( ) Continue with application

### 10) Co-Leader Contact Info

Co-Leader Full Name\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Co-Leader Title\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Co-Leader Email Address\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Co-Leader Twitter Handle: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Co-Leader Phone Number\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Co-Leader Extension, if applicable: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Years in Position:\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

#### 11) Co-Leader Photo Please upload a photo of the co-leader's face below (max file size 10mb). The photo must be high resolution, 300dpi JPG or TIFF. This image will be used online and in print. Editorial deadlines prevent us from requesting an alternative photo from you, in the event that the one you are about to upload is not suitable. Once you select your photo, you must click the "upload button" in order for your photo to upload successfully

### ****About the Top Channel Executive & Marketing Director**** ****Please enter the information about both the Top Channel Executive and Marketing Director, or whomever best stands as each of these in your company.****

### 12) Top Channel Executive Information

Top Channel Executive Full Name\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Top Channel Executive Title\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Top Channel Executive Email Address\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Top Channel Executive Twitter Handle: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Top Channel Executive Phone Number\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Top Channel Executive Extension, if applicable: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Years in Position:\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

#### 13) Top Channel Executive Photo Please upload a photo of the co-leader's face below (max file size 10mb). The photo must be high resolution, 300dpi JPG or TIFF. This image will be used online and in print. Editorial deadlines prevent us from requesting an alternative photo from you, in the event that the one you are about to upload is not suitable. Once you select your photo, you must click the "upload button" in order for your photo to upload successfully.\*

### 14) Marketing Director Information

Marketing Director Full Name\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Marketing Director Title\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Marketing Director Email Address\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Marketing Director Twitter Handle: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Marketing Director Phone Number\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Marketing Director Extension, if applicable: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Years in Position:\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

### 15) Partner Reference: In this section, please enter a reference comment from and contact information for one of your U.S. reseller partners.

Partner's Company\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Partner's Full Name\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Partner's Title\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Partner's Email Address\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Partner's Phone Number\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Partner's Extension, if applicable: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

### 16) Reference Comment from Partner (Max. 50 words)\*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

### 17) How many solution provider partners do you have in the U.S.?\*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

#### 18) Does the company sell through a 100 percent channel model?\*

( ) Yes

( ) No

### 19) How many solution provider partners do you have worldwide (including the U.S.)?\*

### \_\_\_\_\_\_\_\_\_\_\_\_\_\_

**20) What is the goal number of new partners to recruit in the next 12 months?\***

( ) 50 partners or less

( ) 51 partners to 250 partners

( ) 251 partners to 500 partners

( ) More than 500 partners

#### 21) What is the geographic reach of your partner recruitment efforts?\*

( ) Limited US regional recruitment

( ) Broad national US recruitment

( ) Limited international recruitment

( ) Broad international recruitment

#### 22) What is your ideal partner?\*

( ) Business process consultant

( ) Midmarket focused solution provider

( ) Small business focused solution provider

( ) Volume orientated reseller partner

( ) Managed service provider

( ) Enterprise focused solution provider

( ) Other (please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

### 23) Please provide a brief description of your mainstay product, including name, key features and target market.  (Max. 50 words)\*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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#### 24) In order to complete and submit your application, please upload a high-resolution photo of your mainstay product.  Once you select your photo, you must click the "upload button" in order for your photo to upload successfully.