

NexGenEFI Reseller Website Marketing Requirements

This document outlines the default requirements for companies who wish to market or resell NexGenEFI products on their websites or social media platforms. All listed requirements must be followed to ensure consistent branding, accurate information, and optimal visibility of our products across all partner platforms.

New product releases are piloted exclusively on NexGenEFI.com before being made available to partners.

1. Product Placement

- NexGenEFI products must be visible on the homepage or accessible within two (2) clicks from the homepage.
- Products must appear in a top-level navigation menu under an appropriate category (e.g., 'Digital Dash', 'Performance Electronics').
- If the partner does not have a website, products must be prominently featured on their primary business social media platform (e.g., Instagram, Facebook, or TikTok) with regular visibility.
- Products must be categorized appropriately under a dedicated or relevant section, where applicable.

2. Branding & Logo Usage

- The official NexGenEFI logo must be displayed on the product page and/or any brand listing pages.
- Logos must not be altered or modified and must follow our brand guidelines, which are available upon request.

3. Product Listings

Each product listing must include:

- Full product name as provided by NexGenEFI
- High-resolution images (provided by NexGenEFI)
- Approved feature set and specifications
- MSRP or MAP pricing if applicable
- NexGenEFI listed as the manufacturer or developer

4. Descriptions and Copy

- Only approved copy and descriptions provided by NexGenEFI may be used.
- Technical specifications, compatibility details, and branding references must not be modified without approval.

5. Cross-Linking

- Listings must include a hyperlink to NexGenEFI.com for support, firmware downloads, or additional product documentation.
- If using social media instead of a website, bio or post descriptions must include this link.

6. Promotional Priority

- NexGenEFI products must be included in:
- Relevant email newsletters for new arrivals, electronics, or related categories
- Seasonal promotions or curated product collections
- At least one social media mention per quarter (where applicable)

7. Stock Status Requirements

- If a product is out of stock, it must be marked as such instead of being removed.
- Pre-order or backorder options must clearly state the estimated ship date, provided by NexGenEFI.

8. Support Acknowledgment

- Each product page must contain the following line:
"Firmware support and updates provided by NexGenEFI. Visit NexGenEFI.com for downloads and support."

9. Prohibited Practices

- Do not use NexGenEFI brand or product names in paid search ads without written permission.
- Do not bundle NexGenEFI products with third-party products without prior written approval.
- Do not use outdated product images or specs for any listing.

10. Review and Approval Process

- All new listings or updates must be submitted to NexGenEFI for review and written approval before being published.

- NexGenEFI reserves the right to periodically review listings for compliance and request updates or corrections as needed.

Contact

For questions or to request brand assets, please contact: info@nexgenefi.com