



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 March 31, 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.

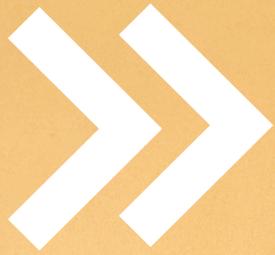
No Combination. This incentive program cannot be combined with any other incentive or similar offers provided by GoTo. Qualifying deals will only count towards one GoTo incentive calculation. (Quarterly Multiplier Program is excepted).

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.

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.



New Year, More Earnings in Q1!

Kickoff with expanding:
upsell, cross-sell, earn more



Every qualified GoTo Connect, GoTo Connect CX, GoTo Contact Center, GoTo Connect for Automotive, or GoTo Customer Engagement sale to a new customer can earn the following multiplier:

EARN
2X

1-4 seats

(24 month term)

EARN
4X

5-50 seats

(2X for 24 months)

EARN
5X

51-250 seats

(3X for 24 months)

EARN
6X

251-500 seats

(4X for 24 months)

EARN
7X

501-1499 seats

(5X for 24 months)

EARN
8X

1500+ seats

(6X for 24 months)

For Existing Customers

+2X

Add*

GoTo Contact Center Complete,
BDC Complete, or Customer Engagement

OR

Annual Pre-pay

OR

AI Receptionist or AI Quality
Management**

4X

New upsell/cross-sell partner revenue multiplier for existing customers. For Q1, Partners are eligible for 4X MRR on sales of NEW products to existing customers.

Enter campaign code: **XUPSELL26**

*Additional 2X awarded for only any one of the above items.

**AI 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 Q1 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. Accounts with fewer than five seats are eligible for multiplier calculations up to 2X on 1-4 seats, but are not hardware eligible. Hardware eligibility is subject to change based on tariff impacts to availability.
4. This offer begins January 1, 2026 and continues through March 31, 2026 (the "Promotion Period") and applies only to new customers (excludes add-on/ renewal orders). The 2X for 1-4 seats on GTC products is available only for 24-month or longer deals closed during the promotion period. Those deals can only have a maximum 25% service discount and no hardware discount. Maximum multiplier for 1-4 seats is 3X. The maximum multiplier on 4X and above tiers is based on a 36 month contract. 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:
 - a. GoTo Contact Center Complete or Customer Engagement or BDC Complete sale in addition to GoTo Connect.
 - b. Annual Pre-pay
 - c. AI Receptionist or AI Quality Management**
9. 4x is the max available payout for sales to existing customers. Opportunities for this piece of the multiplier incentive must be tagged to the Campaign Code: "XUPSELL26" and have a minimum term of 12 months. Only UCC products will qualify.
10. 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).
11. 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).
12. 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.
13. GoTo reserves the right to change, edit or amend the details and/or terms and conditions of any incentive at any time.
14. 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.
15. Incentives are regionally based. Payouts and qualifications may differ by region and will be determined by the location of the Partner.