



Convio Open Development Program Guide (rev2011.1)

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Program Description

The most recent version of the Convio Open Development Program Guide is located on-line at http://open.convio.com/program/convio_open_dev_program_guide_latest.pdf . The Convio Open Development Program (Open Program) is intended to foster a vibrant community of third party technology vendors who develop applications that promote, enhance, and extend the functionality of Convio’s products and also bring value to our clients. Convio provides an open and flexible technology platform with well-documented interfaces to support integration development efforts. Convio clients can be assured that applications offered through the Open Program have been reviewed and approved by Convio, and that these approved applications are supported and maintained by the vendors who offer them.



Convio has sole discretion in determining eligibility for Open Program candidates that wish to enter the Open Program. The following factors are weighed in considering eligibility:

- Skillset, capacity, and experience of prospect candidate
- Existing Convio client usage, demand, and/or value provided by proposed application
- New business and market opportunities for Convio
- Competitive differentiation
- Addressing a product or functionality gap
- Increased market presence and awareness
- Existing partner overlap
- Relative priority to Convio

Open Program Application Approval Requirements

This Guide describes in detail the process and requirements for obtaining approval of a proposed application under the Open Program as an Open Program Application. This approval process may be conducted after becoming an Open Developer, or initiated as part of the process of becoming an Open Developer. All Program material referenced in this Guide is available upon request.

Approval Process: General

1. The Open Developer or Open Developer prospect submits the required Integration Form made available to Open Developer as part of the initial application process, describing the proposed Open Program Application and its integration with a Convio Open Platform product.
2. If Convio approves the proposed Open Program Application concept, upon execution by the Open Developer of the Open Developer Agreement (if not already executed) and payment of required Open Program fees, Convio will provide the Open Developer with access to a temporary, non-dedicated Convio staging site through which the Open Developer can access applicable Convio application services for use in testing the proposed Open Program Application (Staging Site).
3. Upon developing a fully working and completed version of the proposed Open Program Application, you will update the Integration Form as necessary, and will schedule a live technical demonstration with Convio at a mutually agreeable time and place.
4. The Convio Open Program evaluation team will conduct an evaluation process which will include review of the submitted Integration Form, and participation in the application demonstration by the Open Developer. Convio may ask questions during the review process, and will attempt to verify that the demonstration accurately reflects documented use cases provided in the submitted Integration Form. Convio at its discretion may ask for additional material or clarification.
5. Upon successful evaluation of the technical demonstration, you will then work with Convio to produce the necessary sales and marketing collateral.
6. When sales and marketing collateral is completed and approved by Convio, the Open Program Application will be officially admitted into the Open Program subject to any



outstanding items requiring completion and approval. The Open Developer will provide Convio with company description, logo, and contacts for inclusion on a Convio partner page on Convio's website, and Convio access to a demonstration instance of the approved Open Application.

Approval Process Detailed Procedures

The first step is for you to complete and submit to Convio a Convio Open Development Program Integration Specification Form (Integration Form), which includes a reasonably detailed description of all functional and performance characteristics of the proposed Open Program Application, as well as example use case scenarios that will be demonstrated during the evaluation process.

If the proposed Integration Form is approved by Convio, the Open Developer will, if not already executed, execute the Open Program Agreement (for new participants), pay required Open Program fees, and develop the Open Program Application pursuant to the terms of the Open Program Agreement and this Guide. Convio will provide the Open Developer with temporary access to a designated Staging Site for the purpose of developing and testing the proposed Open Program Application under the terms and conditions stated in the "Convio Staging Site Terms of Use" attachment to the Open Program Agreement. When development, testing, and documentation of the proposed Open Program Application is complete, Convio will schedule with the Open Developer a live demonstration of the proposed Open Program Application working with the applicable Convio application services at a mutually agreed upon time. You agree to have the author of the proposed Open Program Application present and available to demonstrate the integration in an interactive manner and answer any technical questions. Convio may ask questions or request additional information about the proposed Open Program Application being submitted either verbally or written at any time during the approval process.

Convio will not request and does not require viewing any application or script code that is proprietary as part of the review and approval process; however Convio may ask the Open Developer to provide specific details of how Convio Open APIs and the applicable Convio application services interfaces are being called and in what context, and how the retrieved data is being processed. Convio also at its discretion may request the Open Developer to address security and performance related questions about the behavior of the proposed Open Program Application, or exercise specific scenarios and examples during the live demonstration as part of the evaluation and designation process. Convio does not certify, warrant or guarantee the Open Program Application if approved, and assumes no liability for its use. The review and approval process conducted by Convio for approval of an Open Program Application is not intended to supplement or replace software development best practices, including functional and system testing, or uncover defects, each of which is the sole responsibility of the Open Developer.

Evaluation and Approval by Convio

Convio will use reasonable efforts to conduct the evaluation and review within four (4) hours, but if due to the nature of the proposed Open Program Application, if more time is needed, Convio will use reasonable efforts to estimate the remaining time and costs as soon as practicable during the review process, and prepare a statement of work (SOW) to be reviewed by



the Open Developer. The Open Developer has the option of accepting the estimate or withdrawing from the approval process. If the Open Developer decides to withdraw from the approval process at any time prior to approval, any program fees will be refunded on a pro-rated basis to account for any time and resources Convio has spent during the process reviewing and evaluating the Open Program Application.

If the proposed Open Program Application fails to gain approval, Convio will provide the Open Developer a concise list of failed items to remedy/fix/improve/etc. The Open Developer must address and remedy all indicated items to Convio's reasonable satisfaction before gaining approval.

Approval will be based upon Convio's reasonable satisfaction that functionality, quality and performance meet Convio standards and all the requested material by Convio has been returned and completed, and all outstanding fees due to Convio have been received. The Open Developer understands that participation in the approval process is not a guarantee or promise that the proposed Open Program Application will be accepted into the Convio Open Development Program, and that incomplete or inaccurate data provided to Convio during the approval process can result in delays, termination of the approval process for the proposed or termination of your participation in the Open Program.

Sales and Marketing Materials

You must also provide supporting sales and marketing material as described in an Open Program collateral checklist, which will be provided to you during the approval process. Upon approval, Convio will also request that the Open Developer provide necessary material for web site inclusion and organization contact names. Any use of the Convio Open Development Program Marks must be approved by Convio as part of this process.

Maintenance

You agree to make reasonable efforts to keep the Open Program Application working with the current version of the applicable Convio Open Platform application services. The Open Developer will inform Convio if any material changes occur to the Open Program Application that would warrant further evaluation by Convio, such as but not limited to additional feature and functionality, new or modified API calls to Convio, or support for additional Open Platform products. The Open Developer agrees to maintain and update any sales or marketing collateral content related to the Open Program Application as necessary when such changes or updates occur. Failure of the Open Developer to maintain the Open Program Application, joint sales and marketing collateral content related to the Open Program Application, or inform Convio of material changes to the Open Program Application can result withdrawal of approval of the Open Program Application or termination of your participation in the Open Program.

Open Program Forms and Documentation

In addition to the contractual documents associated with the Open Program, Convio will provide you with the necessary forms to complete and return, and also reference material for review, to ensure the process is efficient and consistent for all participants. These include the following:



- Summary of the overall Open Program process for candidates
- Links to API documentation material
- Integration Form
- Collateral checklist
- Website listing form
- Staff contact form
- Open Program integration guidelines
- Convio Client Care – support guidelines and escalation process

Convio may update or replace existing forms and documentation, or add new material, from time to time.

Open Program Fees

Open Program fees are listed in the attached schedule. Convio in its sole discretion may waive or reduce any requirements or fees as determined by the Convio Open Program Manager.

Convio Open Development Program Benefits

Access to Temporary Staging Site

Convio will provide upon request access to a temporary staging site which will host an instance of the applicable Convio application services for purposes of developing and testing the proposed Open Program Application, or incremental testing and development for an existing Open Program Application. Convio shall provide access to the application services for the use of Open Developer in accordance with the applicable Staging Site Terms of Use.

Convio Partner Website Listing

Members of the Convio Open Program who maintain active status and are in good standing may be listed on Convio's corporate website under the appropriate partner category. Subject to Open Developer submission of website material and approval, this listing will include a displayed logo, a brief description, contact information, and a link to the website.

Leads and Bids

From time to time, Convio in its discretion may refer an Open Developer to existing and potential clients responding to an inquiry if it appears the Open Program Application may satisfy the inquiry. Convio may choose to work directly with Open Developer for purposes of presenting joint proposals and bids.

Marketing and Promotions

Open Developer may advertise and promote itself as an "Approved Convio Open Partner" solely for the Open Program Application that has been approved by Convio in accordance with the



requirements set forth in the Guide. Open Developer must furthermore indicate for which Convio application services the Open Program Application has been approved when engaging in any such advertising and promotion. Convio and Open Developer may also from time to time engage in joint marketing activities as mutually agreed.

Use of Convio Open Development Program Marks

Open Developer has the right to use the Convio Open Development Program Marks on the Open Developer's web site, collateral and related marketing materials solely in connection with the Open Developer's marketing, promotion and sales of the Open Program Application in the manner approved by Convio as part of the approval process for your sales and marketing materials. Your use of the Convio Open Development Program Marks will be in accordance with the usage guidelines and policies provided by Convio to Open Developer from time to time.

Support

Convio will provide, at Convio's discretion, reasonable remote technical support for the Open Developer during published regularly scheduled operating hours. Convio will give up to two (2) designated resources access to create new case issues and view existing cases within Convio's Support tracking system. You agree to adhere to the existing process and guidelines for Convio Support access and escalation, a copy of which will be provided upon request. The scope of Convio Support is limited to the use of Convio application services and published Convio Open API interfaces, including issues concerning proper usage and any product defects. Convio Support will not debug or support any application code written by Open Developer, nor is Convio Support intended to provide consulting or design guidelines for an Open Program Application. Open Developer understands that any configuration changes requested for an existing Convio client site are subject to client verification and approval before making any such changes.

Access to Online Convio Community

Convio will provide to the Open Developer access to the Convio online community, which includes a dedicated partner community, a variety of product material, sales and marketing kits, guides, collateral, recorded training modules, and product discussion forums. You agree to comply with the published Community Guidelines and Terms of Service when using this resource.

Training

In addition to online training material made available via the Convio Community, you may have staff attend Convio-provided online training classes at no fee.

Open Developer Briefings

Convio will communicate to Open Developers at established intervals to convey relevant Open Program information such as, but not limited to, recent company news and product release information, as well as upcoming events of interest.



Summit Participation and Sponsorship

Convio will give priority to Open Developers for vendor participation and sponsorship at the Convio Summit, Convio's annual conference. Open Developers are encouraged to submit presentation abstracts for consideration that focus on client success and best practices leveraging Convio's Open Platform.



Convio Open Development Program Fee Schedule

Open Program Term	Item	Fee
Initial Term	Open Developer Program Membership (subject to Open Developer meeting all evaluation criteria; includes 1 Open Program Application approved for 1 designated Convio application service)	\$1,000
	Approval for additional Convio application services	\$500
	Approval for additional Open Program Applications	\$500
	Maintaining approval for existing Open Program Application that undergoes changes	\$500 Per supported Convio application service
Renewal Term (12 months)	Renewal Fee	\$500
	Proposed Open Program Application submitted for approval	\$500
	Maintaining approval for existing Open Program Application that undergoes changes	\$500 Per supported Convio application service

Note: Convio shall provide up to four (4) hours of review for any of the items set forth above, but if due to the nature of the proposed Open Program Application, if more time is needed, Convio will estimate the remaining time and costs, and prepare a statement of work (SOW) to be reviewed by the Open Developer. Convio will use reasonable efforts to advise the Open Developer as soon as practicable during the review process. The Open Developer has the option of accepting the estimate or withdrawing from the approval process. If the Open Developer decides to withdraw from the approval process at any time prior to approval, any program fees will be refunded on a pro-rated basis to account for any time and resources Convio has spent during the process reviewing and evaluating the Open Program Application. Any previous Open Program Application which is undergoing review because of changes which is subsequently withdrawn from review shall no longer be approved.