

Terms & Conditions – Westcoast Dell Peripherals Incentive 2025

August 2025

Definitions

Promoter: Westcoast Limited, registered in England and Wales with company number 01816587, whose registered office is Arrowhead Park, Arrowhead Road, Theale, Reading, Berkshire, RG7 4AH.

Prize: Any reward awarded to a reseller as a result of the incentive detailed below.

Promotion: The Dell Peripherals Reseller Incentive hosted via Westcoast Rewards.

Reseller: Any of the eligible Dell reseller partners transacting directly with Westcoast Ltd.

Administrator: The administrator of the Programme being The Corporate Innovations Limited of Orchard House, Hopcraft Lane, Deddington, OX15 0TD, United Kingdom.

Terms & Conditions

Participation in the Promotion is subject to the participating Reseller's acceptance of the Terms and Conditions set out below. By entering the Promotion through participation in the Dell Peripherals Reseller Incentive, the participating reseller accepts these Terms and Conditions.

Promotion Details

Resellers who finish in the **top 8 positions** on the leaderboard by the close of the Promotion will each receive **1 hospitality ticket** to the **NFL London Games: Los Angeles Rams vs Jacksonville Jaguars**, taking place on **19th October 2025** at Wembley Stadium.

Prizes include premium lounge access but are **non-transferable** and cannot be exchanged for cash or alternatives.

Should a Reseller decline the prize or be uncontactable, the prize **cannot be transferred to another party**.

All participants must comply with the eligibility criteria to qualify for a reward.

If you win a spot but are unable to attend the event, you must inform your Westcoast Account Manager **within 48 hours** of notification.

Promotion Period

The promotion will run from **Tuesday, 19th August to Tuesday, 30th September 2025**.

Eligibility & Qualification

The Promotion is open to Dell reseller partners approved by Westcoast Ltd. Eligibility is confirmed via the eligibility spreadsheet maintained by the Westcoast data team.

Only eligible Dell **Computing Peripherals** sales (as determined by Westcoast Ltd) will be counted towards qualification. The official SKU list is available on request.

Participants are **not required to be registered** on the Westcoast Rewards platform to appear on the leaderboard or to qualify.

Progress Tracking

Sales performance will be measured by the uplift of FY26 YTD spend on Dell peripherals compared to a pre-determined baseline. The leaderboard will show the percentage reached towards the target.

Westcoast Ltd will provide weekly data to The Corporate Innovations Ltd, who will update the leaderboard standings accordingly.

Leaderboard Display

The leaderboard will display the **top 15 partners**, ranked by **% uplift against target**.

Each entry will show:

- Position
- Company Name
- % Uplift

Leaderboard standings will be updated **weekly** in line with data supplied by Westcoast Ltd and will be visible via the incentive web page.

Rewards & Ranking

The **top 8 resellers** on the leaderboard at the end of the Promotion will each receive 1 ticket to the NFL London Games with hospitality access.

Winners will be informed by Westcoast Ltd within a reasonable timeframe after the Promotion ends.

Resellers must confirm acceptance and provide required details by the deadline specified by Westcoast Ltd.

General Conditions

Westcoast Ltd reserves the right to amend or cancel the incentive at any time without prior notice.

By participating in this incentive, Resellers agree to comply with these Terms & Conditions.

Any breach of these Terms & Conditions may result in disqualification from the incentive.

Tax Information: Where applicable, tax obligations and liabilities related to any awarded prizes are the responsibility of the recipient. Westcoast Ltd does not accept liability for any individual tax matters or financial obligations related to participation.

The Promoter reserves the right, at its absolute discretion, to disqualify any Reseller deemed to have breached these terms or interfered with the fair operation of the Promotion.

The Promoter shall not be liable for any loss, injury, damage, disappointment, or expense incurred as a result of participating in the Promotion or accepting any prize, except in cases of death or personal injury caused by the Promoter's negligence.

Resellers are encouraged to ensure they have appropriate insurance, if applicable, to the prize experience.

This Promotion shall be governed by and interpreted according to English law and subject to the exclusive jurisdiction of the English Courts.

For any queries or further information, please contact your Westcoast Ltd representative.