

2026

MDF PROGRAM



www.gtsdirect.com

What The 2026 MDF Program Has To Offer You



We've designed the MDF program to help you differentiate yourself from competitors and take advantage of every opportunity. We value our relationship with your business, and work to create partner-provider experiences that are unique, to increase leads and generate more business.



We focus on supporting partners through our hands-on channel teams. We strive to be there every step of the way for our channel partners, from monitoring current trends and forecasts to developing tailored co-marketing initiatives. The GTS channel-first strategy is built to help you win more deals efficiently.

We're committed to working with you to create engaging, informative and fun experiences. We work to help guide the sponsor experience, so that we're creating meaningful, relevant and inspiring opportunities that will work to build a sense of community and understanding within the channel.

A GTS sponsorship gives you the exposure and the resources to connect with industry leaders and trailblazers to provide and share top trend solutions and needs for clients and partners. There will be opportunities for business development and growth and the ability to tap into marketing tools and resources that will help your business grow and thrive.

JOINING THE GTS MDF PROGRAM HAS BEEN ONE OF THE BEST MARKETING DECISIONS WE'VE MADE AT CM.COM.

GTS goes above and beyond to make their providers feel like a part of the family, fostering a true sense of community by creating meaningful connections with their partners that are unmatched in any other sponsorship opportunity we've experienced. Their events, like the GTS PAC and Open House, combine business development, valuable resources, and a lot of fun — making it an exceptional program for growth and collaboration. **Michael Ogorek** | Regional Partner Manager at CM.com



2025 MDF Program Recap

GTS is excited to be celebrating our 25th anniversary in 2026!

We are thankful for all the partners who have been a part of our journey and look forward to sharing many more great experiences with you in the years ahead! In 2025 we organized a variety of events that blended virtual and in-person formats. Although these were mainly aimed at recruitment, they also served as engagement opportunities for our current partners. We also significantly expanded our partner network, successfully adding more than 50 new GTS partners through proactive on-the-ground efforts.

Nationwide presence ensures extensive recruitment & reach. Over 30 events planned across various markets, coordinated by channel managers.

Cities are carefully chosen for their distinctive offerings & experiences.

Each event hosts 20 - 60 sub-agent participants.

Regular webinars acquaint agents with new providers, solutions & products, enhancing product understanding, as well as their professional skills & advancement.

Events include pre-event & post-event acknowledgments of sponsors through email & social media.

See what our 2026 MDF package levels include on the following pages! At all levels you are responsible for sharing content with GTS for promotion & events.*

*Our calendar and potential in-person events are subject to change throughout 2026.

Platinum Supporter: \$30,000

Platinum Sponsorship is exclusively available to the first 12 providers.

Restrictions apply to prevent overrepresentation of any single industry or solution, at the discretion of GTS.

Partner Newsletter Mention

(Multiple times a year. Provider must provide GTS with content to share.)

2 Webinars

(Provider is responsible for content development. Designated Lunch on Us webinars will include a \$25 gift card for each attendee.)

1 In-Person Event

(Paired with non-competing providers.
Can be hosted in any GTS Market.)

1 Regional Event

(GTS decides on region)

Booth at GTS Security Summit in Detroit, MI on May 13, 2026 for Security Providers

(for non-security providers, additional in-person event)

GTS Open House on July 23, 2026

(4 participants)

Table at trade show, signage, collateral
mention & list of attendees.

Participation in paneled discussion or
breakout session (Determined by GTS)

GTS Open House Afterparty

(4 participants)

GTS Golf Event on July 24, 2026

(2 players)



GTS Partner Advisory Council in November 2026:

A three-day getaway for
high-achieving GTS partners,
including a hotel stay for one guest.

(An extra guest can join if the
provider covers the extra cost)

RINGCENTRAL HAS BEEN A PROUD PLATINUM SPONSOR

in GTS's MDF program since its inception. Webinars and regional events are highly effective for educating and engaging subagents. Mari handles all aspects of planning, organizing, and executing these events, which are consistently high-quality. Her work also simplifies the MDF (Market Development Funds) process. The team schedules events for the entire year, with PAC and the Open House standing out as two of the most impactful events. I would highly recommend this program for any provider looking to expand their reach through GTS.

Della Prezter | Senior Regional Partner Manager at RingCentral

Gold Supporter: \$18,000

Partner Newsletter Mention

(Once a year. Provider must provide GTS marketing with content to share.)

1 In-Person Event

(Paired with non-competing providers.
Can be hosted in any GTS Market.)

GTS Open House on July 23, 2026

(3 participants)

Table at trade show, signage, collateral
mention & list of attendees.

GTS Open House Afterparty

(3 participants)

GTS Golf Event on July 24, 2026

(1 player)

1 Webinar

(Provider is responsible for content development.
Designated Lunch on Us webinars will include
a \$25 gift card for each attendee.)

Booth at GTS Security Summit in Detroit, MI on May 13, 2026 for Security Providers

(for non-security providers, additional in-person event)



TNS joined the GTS MDF program in 2025, and we couldn't be more pleased with the level of collaboration and support offered by the GTS team through every event and activity we've been involved in. GTS is a model TSD to work with, and we look forward to maintaining a successful relationship moving forward!

Maurio Munro | VP of Enterprise Sales at TNS

À La Carte Offerings at the GTS Open House

\$10,000 GTS Open House Welcome Reception Sponsor

July 22, 2026 | Detroit, MI (Limited to 1 provider)

An exclusive pre-open house event is offered only to GTS Partners.*

Sponsor will receive substantial marketing before and during the event, a spot in all Open House promotional material, invitations, and coverage after the event. Includes Vendor table at the Open House and admission of 3 guests.



\$10,000 After the Afterglow Sponsorship

July 23, 2026 | Detroit Athletic Club, Detroit, MI (Limited to 1 provider)

An exclusive post-open house event is offered only to GTS Partners and Staff.* Sponsor will receive substantial marketing before and during the event, a spot in all Open House promotional material, invitations, and coverage after the event. Includes Vendor table at the Open House. Includes admission of 3 guests.



\$8,000 Bar Sponsor at the GTS Open House

July 23, 2026 | Detroit Athletic Club, Detroit, MI (Limited to 1 provider)

Includes attendance for 2 guests and inclusion in all event marketing material. Includes Vendor Table and admittance to event Afterglow.



\$7,000 Vendor Table Sponsorship

July 23, 2026 | Detroit Athletic Club, Detroit, MI (Limited to 5 providers**)

Includes attendance for 2 guests and inclusion in all event marketing materials, pre, during, and post event. Includes admittance to event Afterglow.



\$5,000 Headshot Sponsor at the GTS Open House

July 23, 2026 | Detroit Athletic Club, Detroit, MI (Limited to 1 provider)

Includes attendance for 2 guests and inclusion in all event marketing material. Includes Vendor Table in area separate of trade show and admittance to event Afterglow.



\$4,000 Lunch Sponsor at the GTS Open House

July 23, 2026 | Detroit Athletic Club, Detroit, MI (Limited to 1 provider)

Includes attendance for 2 guests and inclusion in all event marketing material. Includes admittance to event Afterglow.

*Other providers are welcome but are required to donate to one of the charities honored by GTS during the event.

**Or subject to availability post-commitment from MDF level sponsors

Additional À La Carte Offerings

\$5,000 Security Summit Vendor Table

Spring 2026 | Includes attendance for 2 guests and inclusion in all event marketing materials. (Based off availability after leveled supporters are confirmed).

\$5,000 Security Summit Happy Hour

Spring 2026 | Includes attendance for 2 to the Security Summit and inclusion in promotional materials. Includes a table at event. (Limited to 1 provider).

\$5,000 Event Sponsorship

Ability to host an event with a GTS partner-subagent, and/or group of partners in any region/market.

\$2,000 GTS Webinar

One hour partner facing webinar. Each attendee will receive a \$25 gift card post event. Provider is responsible for putting together content and title for session. Each session averages 20-30 partners on a call. (Scheduling is subject to the availability of GTS. Priority in scheduling is given to MDF providers.)



2026 Signature Events

Arizona
Regional Event

February 26

Arizona

GTS Virtual
AI Summit

March 18

Pick Up & Play for
Charity Event

April 2026

Channel Partners, Las Vegas

GTS Cybersecurity
Summit

May 13

Detroit, MI

GTS Tech at
the Ballpark

June 2026

Atlanta, GA

GTS Annual
Open House

July 23

Detroit, MI

GTS Tech at
the Ballpark

September 14

Cubs Game in Chicago, IL

Arizona
Regional Event

October 2026

Arizona



All Sponsorships for 2026 should be confirmed by February 1, 2026. All Sponsorships must be paid in full, or agreed to quarterly installments, before sponsorship fulfillment can begin.

Please contact Mari Jackson, Chief Marketing Officer at
mari@gtsdirect.com with any questions and to secure sponsorship.



GTS is a leading technology services distributor (TSD) focused on emerging CX & cybersecurity solutions, while staying deeply committed to its existing connectivity, cloud & UC offerings. GTS provides technology advisors with top solutions & support, helping them achieve excellent results for business clients of all sizes.

GTS LOGO USE

We are excited to partner with you! If you are creating something with the GTS logo, please use a high resolution vector or PNG logo. If you don't have a good logo file then please ask for one!

When using the GTS logo for any reason, please be sure not to crowd it, distort it, alter it, cover it, or place it on a background that makes it unreadable.



GTS Blue | C:100 M: 69 Y: 8 K: 54 | Hex: #00246c

GTS Gold | C:20 M: 47 Y: 100 K: 2 | Hex: #c88400

PARTNERING WITH US

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CYBERSECURITY



ARTIFICIAL
INTELLIGENCE



CLOUD



MANAGED
SERVICES



MOBILITY



VOICE &
UCaaS



CONNECTIVITY