

## File Sharing Guidelines

Background: This is a guide for sharing information between affiliates. The key is to make sure the content is approved by product services before it is distributed to other affiliates.

Sharing guidelines are as follows:

### Pictures:

- Pictures sent to Marketing needs to be approved by the customer or product services. If sender cannot get the pictures approved, please let marketing know so they can check with product services
- Please indicate the application and product that is on the picture
- If the picture has Allied material in it, any useful information would be appreciated but it is not required. Usual information includes
  - Performance of the material compared to competitor
  - Campaign results

### Presentations

- Presentations sent to Marketing needs to be approved by the customer or product services. If sender cannot get the presentations approved, please let marketing know so they can check with product services

### Marketing materials

- Marketing materials include brochures, flyers, application guides, and case studies. It doesn't matter if they are in Chinese, please send in a format where we can grab photos. Marketing will also send in a format you can edit.

### Allied News

- Ideas for news topics include:
  - Company news
    - Expansion
    - Team building
    - Company outings
  - New Services
  - Technologies
  - New Products / Applications
  - Trade shows
  - Published papers

- Each topic should include at least one of the following:
  - Features
  - Function
  - Benefits
  - Photos of Shapes
  - Case Studies
  
- Get approval from R&T before sending topics related to new technologies, products and applications. If sender cannot get the news topic approved, please let marketing know so they can check with product services
  
- Send information in a Word document to marketing