

# Start your Engines and Accelerate your Sales with GoTo !

**Q2 & Q3**



Buckle up and hit the gas—GoTo is putting you in the driver’s seat to dominate the automotive vertical! Our brand-new sales package is built for speed, giving small to medium-sized automotive businesses the ultimate tool to turbocharge productivity and customer interactions—all at an unbeatable price.

## Win a Trip to Austin F1!

From April 1st through September 30th, every qualified automotive opportunity you bring in earns you a ticket to ride. More opportunities mean more chances to win. At the finish line? A high-octane trip to the **legendary Austin F1** event this October!

Don’t stall—hit the throttle and start racing toward your reward today!

## Earn Points to Play

Creation of any GoTo UCC product opportunities for automotive customers/businesses by partners that are generated from April 1, 2025 through September 30, 2025 will be awarded one (1) contest ticket per opportunity.

GoTo UCC opportunity → **1 ticket**

GTC for Automotive opportunity → **+1 ticket**

Opps that progress to stage 3 → **2 tickets**

Closed opps by Sept. 30, 2025 → **5 tickets**

**More tickets = more chances to win!**

## Fast track your earnings!

Here’s the checkered flag moment: GoTo wins **80%** of the automotive deals we go after, making this the fastest track to success in the industry. Now, it’s your turn to put the pedal to the metal!

## Terms and Conditions

**Promotion Period.** The Promotion Period for creating opportunities begins April 1st, 2025 and continues through September 30th 2025. To count a closed opportunity within the Promotion Period, the customer must have signed paperwork before midnight on September 30th, 2025. The opportunity must have been created in Partner Exchange using the correct campaign code between April 1st, 2025 and September 30th, 2025.

**Eligibility.** Deals must be entered through Partner Exchange and have the “**F1GOTO25**” campaign code attached. Opportunities will be reviewed to ensure they fall within the Automotive vertical. One winner will be chosen after the contest period closes on September 30th from all available ticket holders. The winner will receive two (2) Grandstand Experience Package tickets for the 2025 F1 Austin, TX event, and two (2) \$500 gift cards for additional expenses.

**Maximum Incentive Amount.** There is no max number of tickets to be awarded per partner. Tickets will be awarded to the partner who creates the opportunity in Partner Exchange and is listed as the partner of record on the customer account.

**Payment & Taxes.** Tickets and applicable prizes will be given to the partner rep associated with the winning account ticket. That winner is 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. Qualifying opportunities must meet the minimum standards for qualifying opportunities. Closed opportunities 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 customer 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.

**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.