

# ThingLink XR Expert Program Guidelines

Thank you for your interest in joining the ThingLink XR Expert Program! Upon successful registration, we'll provide you with a custom discount code that your audience can use to get a 20% discount on ThingLink's self-service subscriptions. For every qualifying sale made through your code, you'll be eligible to earn a commission bonus, if you choose to opt in. If you prefer not to receive commissions, you can still receive a custom discount code and can opt out of bonuses completely, or receive a free AI credits as an alternative.

Please review the following guidelines before signing up and creating and sharing your testimonial:

## 1. Eligibility

- You must have an active ThingLink account, with first-hand experience using ThingLink tools. New users will be eligible upon signing up for a ThingLink account, and may request an extended free trial upon sign up for the ThingLink XR Expert Program. All existing customers are eligible for the program.
- Video introductions, product reviews and other content introducing ThingLink must reflect your honest opinion. You may highlight use cases, positives, or challenges, and lessons learned. We cannot (and will not) require only positive feedback.
- If you have not yet used ThingLink, you must create an account and use our platform prior to posting any videos, content, or testimonials about our products. From a legal perspective, you are not permitted to create a testimonial for a product that you have not had first hand experience using.
- To become a ThingLink XR Expert, we offer you a free Certified XR Expert Course that you can complete at your own time. We will send you further details about this course after you submit your program participation request form.

## 2. Video, Content, and Posting Guidelines

When creating and posting any videos, blog posts, or social media content on ThingLink, please:

- Tag us in your post(s) (e.g., @ThingLink on social platforms).
- If using our logo or other branding, follow our brand guidelines, which you can access through this link: [ThingLink Logo & Brand Assets \(SVG, PNG and vector\) - Brandfetch](#).
- Ensure your content is clear, authentic, accurate, and easy to follow.
- If you would like to opt into receiving commission for qualifying purchases, you are required to clearly and conspicuously disclose your relationship to ThingLink in this sense. For instance, you can add #sponsored or #ad to your post to disclose this.

## ***Suggested Questions to Guide Your Content creation***

You don't need to answer all of these, but feel free to use them as inspiration:

- What challenge or problem ThingLink helps you (or your customers) solve?
- How did ThingLink help solve that challenge?
- What kind of use cases you see for ThingLink in your business?
- Which tools or feature(s) in our platform do you appreciate the most, and why?
- What impact has ThingLink had on your work, training program, or workflow?
- What advice would you give to someone considering adopting immersive learning?

### **3. Discount & Commission Guidelines**

- You'll receive a unique discount code to share with your audience.
- This code:
  - May be shared publicly in social media posts, videos, or blog articles.
  - Cannot be used in misleading or spam-like ways (e.g., posting in unrelated forums, misrepresenting ThingLink, or reselling codes).
- Commission applies only to qualifying sales made through your code, which include our new self-service subscriptions: Create Starter, Create XR (monthly or annual subscription), and our Teacher License (annual subscription only).

### **4. Commission Bonuses (Opt-In)**

- By opting into the commission program, you'll earn 20% of the eligible sales made through your code.
- Commissions cannot be withheld or reduced based on whether your content and testimonials are positive, neutral, or critical; your authenticity is most important.
- In our discount code request form, you have the option to opt in or out of the commissions. If, for whatever reason(s), you would prefer not to or cannot receive commissions, you can choose to opt-out of commissions completely, or opt to receive a non-monetary bonus in the form of extra AI credits to use in ThingLink.
- In the case of any refund requests from customers who purchase through your discount code, we may deduct those commissions from your future commissions.

### **5. Legal & Disclosure Requirements**

Because this program provides compensation in the form of commissions, content and testimonials must comply with advertising law:

- If you will be accepting any commissions or non-monetary bonuses, disclosure is required, by law. When posting your testimonial, you must include a clear and conspicuous disclosure that your post is sponsored or includes affiliate/commission links.
  - The simplest way: include #ad or #sponsored in your post caption or video description.
- Content and testimonials must be your honest, unbiased opinion. You cannot make claims that are false, misleading, or not based on your real experience.
- You may not submit testimonials on behalf of others.

### **6. Brand Trust & Community Standards**

- We encourage creativity and your authentic style, but posts must align with ThingLink's community values.
- Hate speech, offensive content, or unrelated promotional content is not permitted.
- We reserve the right to revoke discount/commission codes if guidelines are violated.

*Next steps are included on the next page.*

**Next Steps:**

- Confirm your participation in the program by submitting your brief application for the program:
  - Please note that we ask for you to submit a sample piece of content on the program application form. For current users, this can be an example of how you have used ThingLink at your work. For new users, this can be a sample of similar content that you have created or are planning to create about ThingLink and share on your channels.
  - We cannot and will not ask you to change opinions you share about ThingLink or other tools, and will not make any edits to your video on our end. If you have any questions or reservations, please reach out to our marketing manager Devin: [devin@thinglink.com](mailto:devin@thinglink.com).
- For a good overview of the ThingLink product and possible use cases, take the Certified ThingLink XR Expert Course (details coming soon).
- Receive your custom discount code, which we will send to you upon request as long as you reach our brand and community standards. If your brand or profiles include anything that does not align with our brand and community standards, such as including the wrong logo or using the wrong name of a product, we may send you feedback within reason. Again - the feedback will only be about any issues in terms of brand and community guidelines, but we will not and cannot ask you to change your story, thoughts, or opinions about ThingLink.
- Share your video(s), content, and/or testimonial(s), tagging ThingLink and including your disclosure, if applicable. Feel free to share your discount code however you please, as long as it aligns with the guidelines set forth in this document.
- If you opt into commissions or AI credit bonuses, we will reach out with more information about how the commissions/ bonuses will be credited to you, and request any necessary information to ensure you receive your commissions/bonuses.
  - Commission payouts are issued within during the first 5 business days of the month. There is a minimum 30-day grace period before commissions are eligible to be paid. Once eligible, a commission will be paid on the next monthly payout. (e.g., commissions earned on August 15th will be included in the October payout).