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# Authorized Training Partner Global Program Guide Details



**Effective Date: July 16, 2018**

## Unity Authorized Training Partner (UATP) Program Guide Details

### Welcome to the Unity Authorized Training Partner Program (UATP)

The Unity® Authorized Training Partner Program described herein aims to support Unity's contracted training partners ("UATPs") in their efforts to train Unity creators.

This UATP Global Program Guide Details ("**Guide**") is incorporated by this reference into the Unity Authorized Training Partner Agreement (the "**Agreement**") which you have or will have signed (or be required to otherwise acknowledge) prior to your participation in the Program described herein. This Guide supplements and forms part of your Unity Agreement. Any rights granted to you under this Guide will end upon termination or expiration of your Agreement. Capitalized terms not defined in this Guide have the same meanings assigned to them in the Agreement.

Unity reserves the right to amend or modify this Guide and the programs or benefits described herein at any time with thirty (30) days' prior written notice. Any modification to this Guide will become effective ("**Effective Date**") thirty (30) days after publication by Unity and delivery to the UATP network. Unity may terminate this Guide pursuant to the terms set forth in Section 2.2 of the Agreement. In the event that Unity makes new sub-programs available to UATPs, those sub-programs will be announced via written communication or communications posted to the website provided by Unity or its designated distributor for UATPs ("**Program Portal**"). Unity reserves the right to interpret or clarify this Guide at any time at its sole discretion. This Unity Authorized Training Partner Program Guide Details will be sent via written communication or posted to and available on the Program Portal. If you have any questions about any part of the Program, please contact the Unity-designated distributor in your territory ("**Distributor**") or your Education Manager.

For purposes of this Guide and the Program as described herein, each program year runs from January 1<sup>st</sup> through December 31<sup>st</sup> (the "**Program Year**"). If this Guide is not updated in any Program Year, the terms set forth in this Guide will continue to apply until updates are made in respect of the next Program Year.

If you have any questions about any part of the Program, please refer to the Contact Information section.

# Unity Authorized Training Partner Program Guidelines

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## Unity Authorized Training Partner Program Details

### 1. PROGRAM OVERVIEW

Training partners that are eligible to participate in the Unity Authorized Training Partner Program (“**Program**”) described in this Guide are training organizations that offer on-site training facilities (“**UATP Site(s)**”) and publicly available, instructor-led training on Unity software solutions. The Program has been developed by Unity to allow our third-party training partners to deliver Unity-authorized training content (“**Authorized Materials**”) and services to Unity’s creators. Training organizations are selected to participate in the Program based on their knowledge, focus on quality and commitment to providing the highest level of training to Unity creators around the world. UATPs must be staffed with Unity Certified Instructors (UCIs) and deliver Unity-developed training workshops (“**Authorized Workshops**”) distinct from their own proprietary offerings. The aim of a UATP is also to partner with Unity in order to extended the Unity sales footprint and scale Unity training through local presence. UATPs have sales & marketing capability, local presences, facilities and a business plan that supports these efforts.

The Program is divided into three (3) geographic areas (“**Geos**”):

- AMER - Americas
- APAC - Asia Pacific
- EMEA - Europe, Middle East & Africa

As determined by Unity, benefits, criteria, training materials, Unity services and/or software supply may vary based upon the Geo or upon a region within the Geo (“**Region**”) in which the UATP or the UATP Site is physically located. Geo- or Region-specific information regarding variances in product distribution, benefits or other policies will be provided in the UATP welcome pack and are subject to periodic updating by Unity. UATP agrees that UATP will not provide or offer to provide products or services related to Unity software, content or materials to residents or citizens of any country subject to a US trade embargo (which as of January 2018, include Cote d’Ivoire, Myanmar (Burma), Syria, Cuba, Iran and North Korea) or any individuals or entities appearing on the Office of Foreign Assets Control Specially Designated Nationals list as published by the United States Department of Treasury.

### 2. PROGRAM BENEFITS OVERVIEW

Unity Authorized Training Partners represent an elite global network of training partners for Unity creators seeking training on Unity solutions. The Program provides UATPs a comprehensive range of benefits to support and develop their training businesses, and allows UATPs to differentiate their organization through the unique ability to sell and deliver Unity's Authorized Workshops. Only UATPs that are in compliance with the terms of the Agreement and this Guide may access and make use of the Program benefits. Here are some examples of benefits partners may receive from participation in the UATP Program (the following list is subject to modification in Unity's sole discretion):

- Expansion of training portfolio;
- Improved Unity creator retention and satisfaction;
- Unique access to deliver Unity Authorized Workshops;
- Use of Unity logo and promotional materials;
- Marketing collateral, banner and plaque provided by Unity;
- Listing on the Unity partner website;
- Revenue share from joint development of Unity Authorized Workshops;
- Vouchers for up to 2 ATP instructors to become certified as part of the Unity Certified Instructor ("UCI") Program;
- Discounted access to Unity learning content for UCIs (as outlined in UCI Program Guide);
- Community for UCIs;
- Education license grants for use in training instruction\*;
- Ability to earn revenue (sell and deliver) on Unity certification exams;
- Unity creator satisfaction;
- Quarterly Unity newsletter emails;
- Unity Roadmap Overview (3X/yr);
- Opportunity to attend Unity events (e.g., Unite conferences, Developer days, etc.);
- Opportunity to participate in UATP Leadership Council;
- Quality assessments and instructor performance reporting to ensure Unity creator satisfaction and quality training; [REDACTED]
- Unity support and administration of UATP and UCI programs;
- Unity account management support to each UATP; and
- Unity provided development and updates to Unity Authorized Training Workshops and other Unity owned learning materials.

\*in China, please contact your Unity distributor or your UATP program manager for more details.

### 3. OVERVIEW OF UATP RESPONSIBILITIES

As a UATP, you are responsible to meet specific program requirements to maintain your authorized status. Your responsibilities are set forth in Section 12 of the Agreement, as supplemented by this Guide. Unity will also require that you do the following during the Term (this is an overview of requirements that are further outlined in the sections that follow):

- Ensure Unity logo and branding is only associated with Unity Authorized Workshops or designated Unity-approved materials;
- Provide and maintain up-to-date training facilities, hardware, and software, as well as audiovisual equipment needed for quality instruction to Unity creators;
- Certify a minimum of one (1) UCI within 90 days of signing the UATP Agreement;
- Ensure that only UCIs teach Unity Authorized Workshops;

- Ensure that each of your UCIs complies with the UCI Program Guide, including maintaining current knowledge with newest product updates and trainings within 90 days of release date;
- Schedule, market, and conduct Unity Authorized Workshops, providing links to your training website and offering customers online registration;
- Use best efforts to achieve a minimum of 150 Unity creators with completed coursework in Unity Authorized Workshops;
- Market and sell Unity training through your dedicated marketing and sales staff;
- Utilize the Unity Distributor and/or Fulfillment Partner systems as designated;
- Maintain a customer satisfaction of 85% minimum (based on Unity creator evaluations);
- Pay UATP program entry and annual renewal fees as designated by Unity or its Distributor;
- Provide annual business development and marketing plan to your Education Manager or Distributor, to be mutually reviewed; and
- Review UATP update emails/newsletters as published by Unity or its Distributor to keep abreast of the latest program updates .

#### 4. DETAILED PROGRAMS REQUIREMENTS

The following procedures will help you manage your Unity Authorized Training Partner business:

##### 4.1. Fees.

*UATP Initiation Fee:* This fee will be as listed in exhibits to your UATP Agreement (as updated from time to time by Unity), is required to participate in the UATP Program and is determined based on the Unity geographical theater. It is also dependent upon the number of locations you wish to register as UATP Sites. The UATP Initiation Fee must be paid before you can conduct your first training.

*UATP Renewal Fee:* This fee will be as listed in exhibits to your UATP Agreement (as updated from time to time by Unity). It is an annual fee that allows you to maintain authorization in the UATP program. The UATP Renewal Fee is determined by the Unity geographical theater and is dependent upon the number of current UATP Sites.

- 4.2. **Instructor Certification.** Before you can conduct your first training, you are required to have a minimum of one (1) Unity Certified Instructor (UCI) on staff. Your UCIs must meet the requirements stated in the UCI Program Guide and should be registered for the UCI Instructor Proficiency Exam within ninety (90) days of your UATP Agreement effective date.

Only Unity Certified Instructors are allowed to receive Unity Authorized Materials (defined below) and to deliver Unity Authorized workshops. Unity creators receive a completion certificate directly from Unity or a Unity Fulfillment Partner only after completing a Unity Authorized Workshop. For details on UCI requirements, and how an individual can apply to become an UCI, see the Unity UCI website or contact your Unity Education Manager or Distributor for information on UCI Program availability.

- 4.3. **Unity Authorized Materials.** All Unity-branded trainings must be taught using Unity-designated training content and materials (“**Authorized Materials**”)\*\*. You may only order Authorized Materials from Unity’s Fulfillment Partner. The Authorized Materials you will be allowed to order must align with the Authorized Workshops that your UCIs have been approved by Unity to teach. Unity will notify all UATPs and UCIs when Authorized Materials are being released and will be made available to designated UCIs for use in their Authorized Workshops.

As of the date of publication of this Guide, Unity partners with Knowledge Point as its Fulfillment Partner for Authorized Materials distribution. Once you are approved as an UATP and your UCI(s) has been certified to begin placing orders for Authorized Materials, you will be sent instructions on registering for a Knowledge Point account. Your UATP account will be

used for access and ordering of Unity creator training kits via the MyLiveBook platform. Unity creators and UCIs will also be required to establish MyLiveBook accounts.

UATPs must pay a fee for Authorized Materials on a per unit basis (e.g. one Unity creator kit) as designated in your MyLiveBook account. Unless otherwise designated in the MyLiveBook platform, UATP must order one unit of Authorized Materials for each Authorized Workshop participant as Authorized Materials may not be used by more than one (1) Unity creator.

Suggested Retail Prices for Authorized Materials and Authorized Workshops will be determined by Unity based on UATP's Unity geographical theater. These Suggested Retail Prices are meant to help you determine the prices that you will set for the Authorized Workshops (including the Authorized Materials and your training services) that you charge to Unity creators.

Please allow for industry-standard processing and delivery times, and order Unity creator kits accordingly. Rush charges will be added for any orders received with less than three business days lead time.

\*\*If you have created training content you would like to have reviewed by Unity and considered for designation as a Unity Authorized Workshop, please refer to [Exhibit C](#) or contact your local Unity Education Manager.

- 4.4. Classroom Requirements.** Each classroom you provide to Unity creators must be setup according to the UATP Classroom Setup Guidelines designated below. These requirements have been designed to provide the highest quality training experience for our Unity creators.
- 4.5. Unity Creator Evaluations.** Unity creator evaluations will be periodically conducted by Unity to ensure that your delivery of Unity workshops meet our highest standards. Unity creator evaluations also help us monitor the quality of the UATP Sites, classrooms and your UCIs. UATPs are required to maintain a Unity Creator satisfaction rating of at least 85% to remain in good standing.
- 4.6. UATP Assessments.** Unity reserves the right to assess a UATP's regularly scheduled training without notice. These assessments help Unity verify that the UATP is complying with the instructor and classroom setup requirements. Unity or your local Distributor will also schedule review sessions to assess your overall performance, and to discuss new trainings, instructor certifications, marketing opportunities, and your UATP business plan.
- 4.7. Unity Website.** We encourage you to visit our Educational Services website <https://unity3d.com/learn> at least once a month to review any new or updated information.  
  
You should also review the UATP website at <https://certification.unity.com/partners-list> to make sure that your current contact information is listed under the Authorized Training Partner section. Keeping Unity updated on your current information is your responsibility. Please send any updates to your contact information (as required by the Agreement) to [education@unity3d.com](mailto:education@unity3d.com).
- 4.8. UATP Online Support.** UATPs have access to Unity's educational support, which provides assistance with instructor questions and training related issues. In addition, Authorized Training Partners have access to our technical support web site, which provides current support and technical product information at <https://unity3d.com/learn/support>.

**5. UATP QUALIFYING CRITERIA**

The below criteria must be met in order for you to be admitted to the UATP Program.

*Qualifying Criteria at a Glance (additional details provided in the sections that follow):*

Requirements	
Unity approval of UATP Site***	✓
Ability to schedule, market, and conduct Unity Authorized Workshops with links to your training website and customers with an online registration process. UATP must use best efforts to achieve a minimum of 150 Unity Creator course completions of Unity Authorized Workshops per year.	✓
Certified Instructor	At least 1
Train on Unity Authorized Workshops using Authorized Materials	✓
Unity Creator Surveying & Satisfaction	Participation and Minimum Score of 85%
Unity Exam & Certification Delivery (optional)	Be a PearsonVue Certified Testing Center

\*\*\*Additional qualifying criteria for Unity Online Live Classes are listed in Exhibit C of this Guide.

**5.1. UATP Site Approval.** If a UATP has training sites in different locations, one site must apply for approval from Unity to serve as the Main UATP Site and any other sites where a UATP would like to offer training under this Guide must apply for approval to become a Satellite UATP Site. Any Satellite UATP Site must be fully-owned by the Main UATP Site or be under majority control of the Main UATP Site. If a Satellite UATP Site(s) is approved, the UATP is solely responsible for (1) ensuring a Satellite UATP Site’s compliance with the Agreement and Guide, (2) ensuring a Satellite UATP Site’s making timely payment of software license, subscription and other fees due under this Guide, (3) distributing all Unity communication to the Satellite UATP Site(s), (4) UATP software management, and (5) administrative management of Program Portal access

After a UATP facility is granted Site approval, the UATP may train Unity creators at such Site for specific Unity Authorized Workshops and related Authorized Materials in accordance with this Guide and the Agreement. Each UATP Site must offer at least one (1) Unity Authorized Workshop product. As set forth in Section 12 of the Agreement, UATP agrees to such minimum annual Unity Authorized Workshops sales as required by Unity (with partial year proration on a monthly basis for UATPs or UATP Sites entering mid-Program Year).

UATP Sites must meet appropriate standards for professional training facilities. Distributors or your Unity Education Manager may refuse a Site application if in their opinion a Site: is not of appropriate standard of quality and facilities to represent the UATP program positively, as determined by Unity; does not have the appropriate facilities and equipment to allow proper demonstration of Unity products or to allow Unity creators adequate access to equipment in order to practice and learn effective use of the Unity products; or does not have presentation or communications facilities suitable for the demonstration of practical use of Unity software.



Mobile labs (such as in vehicles with computers or laptops) may be utilized at trainee or customer owned sites for the explicit purpose of customer training. Mobile labs are not to be utilized in place of satellite UATP locations.

If, after a Program Year has begun, a UATP wishes to register additional Site(s), the UATP must complete and return to your Distributor or your Unity Education Manager a new UATP Site Enrollment Form for each new UATP Site, accompanied by a new business plan explaining why the site should be accepted for authorization. The same terms of this Guide and Agreement apply to any additional Site(s).

### 5.2 Qualified Instructors

To teach Unity Authorized Workshops from which Unity creators may receive Unity-approved certificates of completion, a UATP must have at least one (1) instructor who is a Unity Certified Instructor (“UCI”) within 90 days of the UATP Agreement effective date. An instructor will be considered to meet the necessary requirements for a particular training product/vertical and to serve as UCI of such training product/vertical as determined by Unity. For details on UCI requirements, and how to apply to become an UCI, see the Unity UCI website or contact your Unity Education Manager or Distributor for information on program availability.

Instructor certification may be required at every new Unity software product release. As a result, UATP UCI(s) may need to take further training, and/or pass a Unity Certification exam that includes new Unity software updates to maintain the UATP’s product authorization as granted at the time of initial site acceptance and registration. Product authorization requirements will be announced via your UATP Program Manager, Unity Education Manager or Distributor.

Additionally, UATPs must have UCIs with approval on the specific Authorized Materials to teach a corresponding Authorized Workshop. To qualify for Authorized Materials to be used at a UATP Site, a UATP must demonstrate that it has an Instructor who meets the criteria for authorization in that Authorized Workshop category. If, after a Program Year has begun, a UATP desires to add Authorized Workshops to the list of trainings it provides to Unity creators and seeks authorization for additional Authorized Materials category(ies) to be added to the UATP’s MyLiveBook account, the UATP must notify its UATP Program Manager or Distributor in writing (by fax or email). This notice must include reasons explaining why the UATP Site should be granted the further authorization(s). Proof of instructor training and/or qualifications must also be supplied in accordance with the Unity Certified Instructor Program

**5.3 Learner Satisfaction.** Unity collects Unity creator evaluations at the end of every Unity Authorized Workshop. UATPs must always maintain a trainee satisfaction rating of at least 85% as measured over a twelve- (12-) month period by the Overall Performance (OP) index in the Unity UATP evaluation system unless otherwise agreed with Unity. In addition, Unity or its Distributor may contact a sample of a UATP’s trainees to confirm the survey results submitted or to follow up on complaints.

**5.4 Pearson VUE Testing Center.** If a UATP would like to offer Unity certification exams, the UATP must apply with Pearson VUE to become a Pearson VUE Testing Center (PVTC). See [www.pearsonvue.com/unity](http://www.pearsonvue.com/unity) for more information about becoming a Pearson Vue authorized testing center.

**6. REVOCATION OF YOUR UATP STATUS.** Unity reserves the right, in its sole, reasonable business discretion, to revoke the authorization of any Unity Authorized Training Partner if Unity’s quality standards are not met. Some reasons for revocation may include but are not limited to:

- Misrepresentation or abuse of Unity’s brand (including any logos, trade names, trademarks);

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- Failure to use or pay for then-current Unity Authorized Materials. UATPs and UCIs are responsible for ordering, using and paying for only the latest Authorized Materials for use in the Authorized Workshops+;
- Failure to purchase the appropriate number of Authorized Materials entitlements for the number of Unity creators in a given Authorized Workshop session
- Modification of Authorized Materials which has not been submitted to Unity in modified form and pre-approved by Unity (where permitted);
- Failure to maintain an average rating of 85% across collected Unity creator evaluations;
- Violation of authorization requirements., including use of any instructor that is not a UCI to teach a Unity Authorized Workshop or to deliver Authorized Materials to Unity creators; and/or
- Failure to pay any Program fees on time according to Unity payment terms and conditions.

†Any UATP failure to make payments to a Unity Fulfillment Partner or Distributor may be rendered due and payable immediately, inclusive of any late payment penalties, and collected by Unity as a prerequisite to UATP’s continued license to operate as a Unity Authorized Training Partner and provide Authorized Workshops and Authorized Materials.

### 7. LICENSE TO UNITY SOFTWARE & RELATED FEES

Each UATP must acquire adequate subscription licenses of Unity Software in order to fulfill the UATP’s business plan, which may include purchase where and as such Unity Software is sold to the Unity customer base (e.g. Unity Pro). The standard subscription license fee for Unity Software will entitle the UATP to a maximum number of licenses as determined by Unity or the regional Distributor.

Use of the Unity Software products is governed by the software license agreement and any such other terms accompanying the software as designated in UATP’s Agreement.

### 8. UNITY AUTHORIZED WORKSHOPS.

**8.1. Minimum Delivery.** UATP must use best efforts to achieve the following minimum workshop sales per UATP Site as outlined below. These minimums may be subject to revision with Unity approval through consultation with your Unity Education Manager.

Geography	Minimum Creator Count
USA, UK, Western/Northern EU, HK Regional Minimum Guarantee	150 Unity Creator course completions of Unity Authorized Workshops
Canada,LATAM, Mainland China Regional Minimum Guarantee	150 Unity Creator course completions of Unity Authorized Workshops
Eastern/Southern Europe, Middle East, AZN, JPN, KOR, Taiwan Regional Minimum Guarantee	150 Unity Creator course completions of Unity Authorized Workshops
Africa, Bangladesh, Cambodia, India, Indonesia, Malaysia, Philippines, Singapore, Sri Lanka, Thailand, Vietnam Regional Minimum Guarantee	150 Unity Creator course completions of Unity Authorized Workshops

- 8.1. Competing Curriculum.** Unless otherwise approved in writing by Unity, during any term of this Agreement, Partner shall not offer to sell or distribute any education training materials, including, but not limited to, instructor-led, self-study, or worldwide internet training materials, that, as determined solely by Unity Education Manager, compete, directly or indirectly, with the Unity Authorized Workshops or other trainings as developed or offered by Unity.
- 8.2. Use of Unity Marks.** UATP must ensure Unity logo and branding is only associated with Unity Authorized Workshops. All Unity logos, trademarks, trade names, marketing collateral and/or materials other provided to UATP by Unity for use by UATP are subject to the branding and trademark guidelines as designated by Unity and available at <https://unity3d.com/public-relations/brand>. UATP must abide by all other instructions about placement, usage and/or modification of Unity logos, trademarks, trade names, marketing collateral and/or other materials provided to UATP by Unity or its agent.
- 8.3. Use of Additional Materials without Unity Marks.** Partner may use additional materials in the classroom during Authorized Workshops that are not Unity Authorized Materials; provided, (i) such non-Unity materials do not distract from Authorized Materials and workshop content; (ii) are clearly marked and differentiated from the Authorized Materials; and, (iii) Unity does not otherwise object to such use. However, in the event materials are subsequently developed by Unity and designated as Authorized Materials for used in Authorized Workshops for the same purpose for which UATP previously used its own materials, within forty five (45) days of such Authorized Materials designation, UATP shall obtain appropriate Unity Certified Instructor status for the newly designated Authorized Materials and use and instruct Unity creators on such Authorized Materials in future trainings offered by UATP.
- 8.4. Workshop Setup Guidelines; Classroom Configuration.** Unity requires UATPs to closely follow the Workshop Setup Guidelines outlined below to deliver all Unity Authorized Workshops. These Classroom Configuration lists the requirements of how each UATP classroom space should be configured and equipped.
- Most Unity Authorized Workshops may have a maximum of 25 Unity creators to ensure quality instruction.
  - Each classroom should be able to at least fit 15 people comfortably fit and should have a minimum square footage of 400 square feet.
  - Classrooms must be equipped with white boards and space for the electronic presentation of slides.
  - Classrooms must have an adequate projection unit in order to present slides without dimming all lights. If dimming of lights is necessary, Unity creator desktops should be equipped with desk lamp for reading.
  - Classrooms must be equipped with a minimum of one PC per Unity creator. PCs should have Ethernet and Serial connections provided for each product platform once the UATP Agreement has been signed.
  - Classrooms are required to be cabled for networking with all PCs going to a hub or switch.
  - Classrooms are required to have Internet connectivity.
  - Classrooms should have adequate ventilation, as well as a heating/cooling system.
- 9. ONLINE DELIVERY.** UATP may deliver Authorized Workshops and related Authorized Materials by electronic delivery via instructor-led training subject to the guidelines set out in Exhibit C of this Guide.
- 10. QUALITY & PERFORMANCE.** Approval by Unity for UATP status is based upon warranties and representations made by the UATP in the application process. After approval, a UATP must continue to meet all criteria for participation in the Program. Failure to meet all criteria for participation in the

Program or to perform the obligations described in the Agreement or this Guide may be considered a material breach by UATP.

- 10.1. Service Provision and Customer Satisfaction Criteria.** UATPs are required to provide Unity creator evaluations for training or project services offered under this Program as instructed by Unity. UATPs are required to meet performance targets, as established with the Unity or the Distributor, relating, but not limited, to the following:
- Authorized Workshop volumes; and
  - Unity creator satisfaction.

- 10.2. Customer Complaints.** Unity or Distributor may review with the UATP any complaint that Unity or Distributor receives from a prospective or current customer of the UATP. Where designated by Unity or the regional Distributor, in its sole discretion, UATP will be required to re-perform any Authorized Workshop for which Unity or the regional Distributor has received substandard customer assessments and/or customer complaints. Cost of any re-performance will be borne by UATP unless otherwise designated by Unity or the regional Distributor.

If Unity receives three (3) or more complaints from any prospective or current customer of the Authorized Workshops within a Program Year, Unity reserves the right to terminate the UATP's Agreement immediately upon notice. Upon such termination. In the event of a termination, the UATP shall comply with any applicable terms of the Agreement, including ceasing all use by UATP of any Unity Software products and Authorized Material obtained pursuant to the Agreement and this Guide, and returning or destroying all documentation and Unity-branded materials to Unity.

Unity or Distributor may contact Unity creators that attended any UATP Authorized Workshop to confirm survey results submitted and/or to follow up on customer complaints.

- 10.3. Site Audits.** Unity or Distributor will conduct periodic UATP Site audits to ensure each UATP Site is in compliance with the Guide and Agreement. The audits will be carried out during business hours. A minimum of 24 hours' notice will be provided before a Site audit.
- 10.4. Corrective Action Plan.** If a Site fails to meet the qualifying criteria in this Guide, Unity or Distributor may, at its sole discretion, propose an action plan to remedy the failure. If the action plan is not completed successfully by the UATP, the UATP and/or its Site may receive notice of termination in accordance with the terms of its Agreement or notice of Product Training de-authorization.
- 10.5. Revocation of UATP Status.** Unity or its Distributor may revoke your UATP status in the event you do not remain in compliance with this Guide, you are unable to remedy identified issues in a Corrective Action Plan or for any breach of the Agreement terms. An UATP may also lose its authorization as a Unity training partner if a regional Distributor loses authorization for a product sold through to the UATP. De-authorization means that the Site may no longer provide Authorized Workshops on the de-authorized Unity Authorized Workshop(s) and related Authorized Materials, or use their UATP Unity software licenses for the provision of training classes or for any other purpose. Upon de-authorization, the UATP shall comply with any applicable terms of the Agreement, including the obligation to cease all use of the Unity marks and Authorized Materials obtained pursuant to the Agreement, and return all documentation and UATP-branded materials to Unity.

## 11. UATP ADMINISTRATIVE RESPONSIBILITIES

- 11.1. Maintaining Email and Communication.** UATP must designate one person for each UATP Site as the primary point of contact ("**UATP Site Manager**") between the UATP Site and its Unity

Education Manager and/or Distributor. UATP Site Managers are required to have Internet and e-mail access in order to remain current with the Program and to receive special email communications from Unity or Distributor. The UATP Site Manager must, among other things, use his/her best efforts to keep Site staff fully informed about UATP Program news, announcements and criteria, etc., as appropriate. UATP Site Managers may also be required to manage Authorized Materials ordering with a Unity Fulfillment Partner.

- 11.2. Changes to UATP Company and Site Information.** Each UATP is required to notify Unity and Distributor of all changes that may affect their status as a UATP, including without limitation:
- Change of UATP's company ownership or company name;
  - Change of UATP company or Site name, address, email address, telephone, or fax, or Site Manager name, address, email address, telephone, or fax;
  - Change in instructors employed at the Site; and/or
  - Change in the instructors' personal qualifications on Unity Products.
- 11.3. Annual Business Development and Marketing Plan.** Each year before the renewal term of UATP's Agreement, UATP will prepare and provide Unity's Education Manager with an annual business development and marketing plan that is satisfactory to the Education Manager, which plan may be reviewed quarterly by Unity. Based on a formula that includes numbers for the previous and forecasted sales, UATP's annual business development and marketing plan shall include a forecast of sales for Unity creator seats that UATP anticipates it will achieve for the upcoming Renewal Term. The plan shall be discussed and mutually agreed upon with the Unity Education Manager, which can be documented via email exchange between UATP and the Unity Education Manager.
- 11.4. Self-Reporting.** All UATPs will be given a system or method, from Unity or its designated Distributor, to self-report on your activities as a UATP and to provide any reporting data as required. This reporting will enable Unity and Distributor to manage the Program and ensure that all UATPs are meeting the qualifying criteria. We encourage you to self-report on a monthly basis to keep current. You will be asked to self-report to your Unity Education Manager or Distributor the number of Unity Authorized Workshops delivered in a year, the titles of workshops delivered, the number of Unity creators who completed each workshop and the name and email of the Unity Certified Instructor who delivered the workshop.

## 12. UNITY CONTACT INFORMATION

Unity is committed to making each UATP successful. If you have any problems with the setup of your classroom or labs, **contact us at [education@unity3d.com](mailto:education@unity3d.com)** or contact your Unity Education Manager directly.

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For further UATP or UCI Program information, please contact your local Unity Education Manager or the Global Program Manager as listed below:

### Unity Education Managers (by Geo/Region)

- EMEA- Kate Lipman: [katel@unity3d.com](mailto:katel@unity3d.com)
- AMER- David Della Rocca: [daviddr@unity3d.com](mailto:daviddr@unity3d.com)
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**UATP Global Program Manager:** Janett Perry: [Janett@unity3d.com](mailto:Janett@unity3d.com)

For purposes of this Guide, your Distributor is the Unity authorized distribution partner as identified to you in writing by Unity.

**EXHIBIT A**  
**UNITY PRODUCTS & SERVICES; PRICING & ATP TERRITORY**

Please refer to Exhibit A of your Agreement for more information on your Unity training products authorization, Program fees and territory. Please note that Exhibit A may be updated from time to time by Unity through amendment of your Agreement and/or additions to your Fulfillment Partner accounts.

**EXHIBIT B**  
**UNITY-BRANDING OF ATP CONTENT**

All use of Unity logos, trademarks, trade names and Unity branding must be in compliance with the Unity Branding Guidelines available at <https://unity3d.com/public-relations/brand> and such additional requirements as may be added to this Exhibit B by Unity from time to time.

Please also refer to Exhibit C of your Agreement for more information on co-branding. Please note that Exhibit C may be updated from time to time by Unity through amendment.

## EXHIBIT C ONLINE DELIVERY TERMS

This Exhibit C supplements the Unity Authorized Training Partner (UATP) Guide by providing additional Program components, which are specific to UATPs that offer online courses. To be able to offer Unity Authorized Workshops, in part or wholly, online, the UATP must meet the qualifying criteria in this Exhibit, as well as the duties and obligations in the main body of this Guide, must be in good standing with the Agreement, and must submit a proposal for online training, which must be approved by Unity, in its sole discretion, prior to the UATP offering Authorized Workshops as online courses

1. **PROPOSAL REQUIREMENTS** A proposal application form and completion guidance notes are available from the Distributor or PM and the application must include:
  - 1.1. Detailed explanation of which Authorized Workshops are to be offered online;
  - 1.2. List of Site(s) where video content will be recorded;
  - 1.3. List of Unity Certified Instructors who will teach each Authorized Workshop;
  - 1.4. Proof of Unity Certified Instructor status;
  - 1.5. An outline script of the Authorized Workshop content to be posted online;
  - 1.6. Description of IT infrastructure to support the proposed online training(s); and
  - 1.7. Other information, which the UATP feels addresses the qualifying criteria in Section 2 of this Exhibit or which is requested by Unity or Distributor.
  
2. **QUALIFYING CRITERIA** Upon authorization under this Exhibit
  - 2.1. **Instructors.** Each instructor must attain and maintain the Unity Certified Instructor credential when teaching any products for which Unity offers the Certified Instructor credential.
    - 2.1.1. Each Authorized Workshop must be taught by an Unity Certified Instructor.
    - 2.1.2. If advertised and/or published, Unity Certified Instructor (s) must be available for the duration of the Authorized Workshop to support trainees.
  - 2.2. **Delivery System.** Each UATP must possess and maintain the IT infrastructure to deliver and support online courses. The delivery system must be able to:
    - track and record attendance;
    - guide Unity creators through the course content (learning modules or live sessions);
    - control the Unity creator entering and progressing through the course content/modules;
    - permit file sharing; and
    - Have sufficient physical security measures as well as security protocols to ensure the safety and adequate delivery of any Unity Materials and privacy of each Unity creator (inclusive of all personal information protected by applicable law).
  - 2.3. **Courses.** Each online course must
    - be structured as topic and modules of manageable size for attention, retention and easy review by Unity creators;
    - be accompanied by an outline that provides a defined start and end, and a recommended sequence of learning, and that states objectives and competencies, recommended learning path, assessment method and qualification criteria;
    - if advertised as preparation for a Professional Certification Exam, be based on certification objectives; and
    - include hands-on training focusing on training or improving Unity use skill sets.



3. **PROGRESS.** Progress through the course must be dependent upon successful demonstration of competencies. Progress must not be based solely on attendance or on completion of viewing learning content.
4. **CERTIFICATE OF COMPLETION.** Approval for online delivery as an “e-Learning Course” is limited to those UATP training services and content which are of equivalent quality and content as the Unity Authorized Workshops and Authorized Materials which UATP is authorized to provide at the UATP Site. In order for a Unity Authorized Workshop delivered online to be eligible for Unity creator certificates of completion, UATP must provide the equivalent of one (1) day (no fewer than six (6) hours of) instruction to the Unity creator by any one of these:
  - online live instruction;
  - equivalent learning content;
  - a combination of online live instruction and learning content; or
  - a combination of live instruction in the Site, online live instruction, and learning content.

Additionally, such a course must be started and completed by the trainee within ninety (90) calendar days and the trainee must demonstrate completion with an assessment of competency and/or knowledge of the content presented.

5. **CUSTOMER SATISFACTION.** Unity creator satisfaction as described in Section 3.5 of the main part of the Guide must be met.
6. **REPORTING.** UATP must report to Unity on student numbers, attendance, progress, survey results, and completion ratios. Please note that reporting requirements may be updated from time to time by Unity through amendment of your Agreement and/or additions to your Fulfillment Partner accounts.