

Veritiv Pollock Partnership Program

2026 Supplier Participation Information



WORKPLACE SOLUTIONS THAT TAKE YOU PLACES

How the Veritiv Pollock Partnership Program (VPPP) Works:

During the 10-month promotional period (January 1 – October 31, 2026) Veritiv Pollock Customers can win by purchasing your products to achieve their incremental sales growth goal. Customers can also earn sweepstakes chances for the **“Partnership Program trip”**. Winners will receive an all-inclusive vacation for two to an exquisite resort in Mexico, scheduled for Winter/Spring 2027.

Participating Veritiv Pollock Sales Pros will also earn the trip by achieving their individual 2026 Partnership Program product sales goals.

Your level of investment in the **10-month** performance-driven promotional program determines the benefits you receive. Carefully examine the benefits on the Return-on-Investment chart below and select a level that will maximize your company’s selling opportunities.

VIP PERK: Veritiv Pollock’s sales pros, marketers, and merchandisers will be dedicated to selling more of your products and giving you preference over any non-Partnership Program suppliers throughout the promotional period because YOU will be a vital member in the success of the 2026 Partnership Program.

EXCLUSIVE SPONSOR PERKS

	PLATINUM	GOLD	SILVER
	\$50,000	\$25,000	\$15,000
A trip for 2 to join Veritiv Pollock and VIP Customers, with Vendor Showcase	YES!	NO	NO
Bonus points multiplier on ALL Supplier products purchased during program <i>Example: Platinum Level product is \$30 case = 30 points x 3 bonus = 90 total points earned</i>	x3	x2	x1
Number of Sustainable Products that qualifies to earn 3 EXTRA bonus points	3	2	1
Number of pages advertising your brand in Participating Supplier Promo Catalog	1 plus back cover	1/2	1/4
Special/Preferred Vendor Recognition throughout the Customer Incentive Program	YES	YES	YES
Sales Pros leading with your products for 10 months	YES	YES	YES
Invitation to Sales Meetings virtually or at local Veritiv Pollock branches	YES	YES	YES
Participation in annual Vendor Fair	YES	YES	YES
Featured on various Veritiv Pollock’s social media posts, emails & collaterals	YES	YES	NO
Number of promoted Veritiv Pollock email blasts (max per program period)	2	1	0
Number of Featured Items on Veritiv Pollock’s Online Ordering website home page: www.pollockadvantage2.com (based on 10-month program promotion year)	20 (2/month)	10 (1/month)	5 (1/2-months)
Access to Veritiv Pollock’s Marketing Department to create joint materials	YES	YES	YES



WE ARE DEDICATED TO GROWING YOUR SALES!

This investment in Veritiv Pollock’s “Partnership Program” is new money above and beyond your existing marketing budget, and will not substitute for present allowances, rebates, earned income, marketing considerations, street monies, or other accruals that are presently offered to promote and merchandise your products.

Secure your spot here:



Pollock.com/VPPP-Agreement/