

TrendMiner Industry Leaders Program

Customer Advocacy Program Terms And Conditions

This document explains the main guidelines for taking part in the program. By joining, you agree to the rules below, which are created to keep the program fair, easy to join, clear and valuable for everyone. Please read the following sections to understand how you can earn points, use your rewards, and get the most out of your participation.

Participation Requirements

Participation in this program is only available to TrendMiner customers.

Registering for the Program

To join the program, participants must sign up using their work email. Personal email addresses cannot be used. [Complete this form](#) and begin earning points right away. After completing that, Customer Success Marketer and your Customer Success Manager will reach out to you to talk about the details.

Earning Points

Points are weighted based on the activity's effort and impact. Higher effort activities like speaking at the events or content creation or reference calls earn more points. There is **no limit** to how many points you can earn.

For a detailed list of points per activity, [click here](#).

Definition of the Activities

- **Reference Calls:** Joining calls with potential or current customers to share your experience.
- **Speaking at Events:** Presenting at webinars, conferences, or our Community event TrendLab.
- **Interviews / Video Testimonials:** Giving video testimonials about your experience.
- **Customer Stories or Blog Posts:** Sharing detailed stories or writing articles for our company website and our Community.
- **Testimonial Quotes:** Providing quotes about your experience.

- **Reviews (G2, LinkedIn, etc.):** Writing product reviews on other public platforms.
- **Beta Tests / UX Feedback:** Participating in product tests or user experience sessions.
- **Surveys:** Completing special surveys or sharing feedback.
- **Product Ideas:** Suggesting new product ideas or improvements on our Community.
- **Co-authoring a Whitepaper / Article:** Writing whitepapers or technical articles with a TrendMiner expert/employee.
- **Community Engagement:** Creating topics, replying to posts, giving the best answer, or sharing best practices, tips or use cases in our Community.
- **Referrals:** Inviting colleagues to join the advocacy program and our Community.
- **Community Meetups:** Attending Community meetups or networking events or TrendLab.

Points

How Points Are Calculated

Points are earned by completing activities above, tracked by Customer Success Marketer. Once your activity is verified, points are added to your account. You can also self-report activities using [this form](#).

When Points Are Added

Points are usually added to your account within 24 hours of completing an activity.

Point Expiration

Points are valid for 365 days from the date they are awarded. Points expire individually, not all at once. For example, if you earn 1000 points on April 13, 2026, those points will expire on April 13, 2027.

Point Transfer

If you change companies but remain a TrendMiner customer in your new organization, your points can be transferred to your new company account.

Program Levels & Rewards

As you participate in the program and earn points, you move up through levels and gain access to

exclusive rewards and recognition.

Each level has different rewards, benefits, and recognition opportunities. For a detailed list of the levels, [click here](#).

Claiming Your Rewards

When you reach a new level, we'll get in touch to show you all the rewards you've earned and how you can use it.

Opting out of the Program

Participation in the Customer Advocacy Program is completely voluntary. If you no longer want to take part, you can opt out by contacting our team at advocacy@trendminer.com