



ZD510-HC Advantage Spotlight Program

Reseller Guidelines

GLOBAL

Program effective dates

September 4, 2026 – December 31, 2027 ("Program Period")

Program summary

The ZD510-HC Advantage Spotlight Program ("Program" or "Spotlight") helps drive the growth of Zebra's ZD510-HC printer and wristbands in the healthcare market by enabling Eligible Resellers to provide Eligible End User customers with **ZD510-HC printer(s)**, along with **12-month license(s) for the Zebra Nucleus platform** and installation by the Eligible Reseller for no cost beyond the price of supplies (wristband cartridges and services are sold separately). This program:

- Supports sales by making it easy for Eligible Resellers to introduce Eligible End Users to the many advantages of the ZD510-HC—including its easy-to-use wristband cartridges—with no required commitment from the Eligible End User
- Positions Eligible Resellers for ongoing revenue through the sale of associated supplies, services, and software renewals

Overview

Program benefits	Printer solution for eligible healthcare end users includes the following ("Program Solution"): • ZD510-HC printer(s) (see eligible SKUs below) • 12-month license(s) for Zebra Nucleus Unified Endpoint Management Platform (see SKU below) (not available in China; orders placed in China do not need to include the Zebra Nucleus SKU) • Installation by Eligible Reseller Note: Printer cartridges and services are not included and are sold separately. To ensure optimal performance and clinical accuracy, the ZD510-HC printer will only function with genuine Zebra cartridges. Third-party or remanufactured cartridges are not compatible. Reseller installation rebate: Eligible Resellers may receive a \$100 rebate ("Installation Rebate") for each unit installed of the ZD510-HC/Zebra Nucleus at an end user site. Conditions apply. See below for details on the rebate claim process.
Eligible Resellers	Participation in the Spotlight is available to PartnerConnect resellers in the following specializations ("Eligible Resellers"): • North America: Healthcare Specialization*, Labeling Solutions Specialization • Latin America: Healthcare Specialization, Labeling Solutions Specialization • EMEA: Healthcare Specialization, Labeling Solutions Specialization • APAC: Healthcare Specialization, Supplies Specialization * Healthcare Specialization partners that participate in PartnerConnect only as an ISV are not eligible.

Participation process

Eligible End Users

Eligible end users must be organizations delivering healthcare services ("Healthcare Providers") who meet all of the following conditions ("Eligible End Users"):

- Have not purchased Zebra thermal printers for wristband printing in the past 5 years;
- Are transitioning from a laser wristband printing solution to a thermal wristband printing solution; or
- Are upgrading their existing Zebra HC100 printers install base.

Healthcare Providers include but are not limited to companies engaged in the following healthcare delivery models:

Healthcare category	Delivery models
Acute care: hospitals & clinics	• All patient care services inside the four walls of the hospital/clinic for physical and mental illness
Emergency care	• Blood banks and donation centers • Emergency and ambulatory services • Outpatient surgeries • Offices and clinics of physicians/doctors • Dental laboratories • Medical laboratories for diagnostics and treatment
Home health	• Home health care services
Long-term care	• Assisted living services • Dialysis and kidney dialysis centers • Nursing and personal care facilities • Hospices • Nursing homes and intermediate care facilities • Skilled nursing facilities
Non-patient care	• Veterinary services • Veterinary services for animal specialties • Veterinary services for livestock

Healthcare Providers do not include organizations operating in the retail sale of pharmaceuticals (including but not limited to R&D, manufacturing, storage, or delivery of medication) or other organizations that provide supporting activities associated with healthcare outside the hospital environment (including but not limited to pharmacies, chemists, or online drug suppliers).

If you are working with an end-user organization that you believe should be considered a Healthcare Provider by Zebra and the organization is not included in the above list, please contact the [Partner Interaction Center](#).

Zebra reserves the right, in its sole and absolute discretion, to offer the Program Solution for additional end user opportunities which are competitive or strategic (as defined in the Zebra [Price Concession Guidelines](#)).

Voucher request & order placement	Eligible Resellers may order the Program Solution through an Authorized Distributor via a voucher. 1. Submit a voucher: Create a voucher within the Demo & Promotion Vouchers Tool (<i>Partner Administrative Tool > Partner Opportunity Management</i>). • You can submit one voucher request per Eligible End User with one or more units requested for that Eligible End User. • Specify the SKU, the fulfilling Authorized Distributor, the Eligible End User, and other information on the voucher request. • Your voucher request will be reviewed by Zebra. If your request is approved, you will receive a voucher number. (If your request is not approved, you will be notified.) • Each approved voucher reflects a 100% recommended discount ("Discount") on one or more ZD510-HC SKUs and Zebra Nucleus SKUs for a specific Eligible End User. • Vouchers are valid for 180 days. If the voucher is not fulfilled by the eligible Authorized Distributor within this timeframe, it will expire, and you will need to create a new voucher. • Vouchers must be requested by the Eligible Reseller, not the Authorized Distributor. • Eligible End Users are not required to purchase ZD510-HC label cartridges to receive the Program Solution (printer/software), but please note that cartridges are not included as part of the Program offer. • Eligible Resellers may submit multiple vouchers for an Eligible End User. Each order placed for an Eligible End User must include the same number of printers and Zebra Nucleus licenses. • Eligible End Users are not required to install Zebra Nucleus to benefit from the Program Solution. 2. Place your order: Place your order with the specified Authorized Distributor and include the voucher number on the order. Both the selected ZD510-HC SKU and the Zebra Nucleus SKU must be included on the order (except for orders in China, which only requires the ZD510-HC SKU).
Installation	If the Eligible End User would like installation assistance, make arrangements directly with the Eligible End User. For the purposes of this Program, installation is defined as: unboxing, setting up and connecting the printer; loading the wristband cartridge; locating the ZD510-HC setup page; and installing Zebra Nucleus.
Installation Rebate	• To receive the \$100 Installation Rebate per unit installed, submit a Rebate Request Form, providing information on the Eligible End User, number of units installed for that Eligible End User, and where/how the unit was installed. • Important: Zebra may request proof of installation. As such, we recommend you take and save a photo showing the printer installed in situ with the printer serial number. • For approved rebates, payments will be made on a quarterly basis once your rebate amount totals at least \$1,000 USD (10 installations). If your rebate amount does not total \$1,000 in a quarter, the rebate amount will be rolled over to the next quarter. • Installation Rebate calculations and payments are in USD.

Installation Rebate continued

- The Installation Rebate will be made available to the Eligible Reseller within ninety (90) days after the end of the quarter.
 - Eligible Resellers that purchase directly from Zebra with consistent direct ordering of \$50,000 or more per quarter will receive payment in the form of a credit memo.
 - All other Eligible Resellers will be notified that Rebate funds are available from Vistex, a Zebra authorized payment disbursement agency. It is the responsibility of the Participant to immediately contact Vistex and provide their complete and accurate bank account information required for funds transfer. Funds will only remain available for transfer to the Eligible Reseller for a period of ninety (90) days. If after ninety (90) days from the Vistex initial notification of funds availability, Vistex does not have the complete and accurate bank information for the Eligible Reseller as required by the banking industry to effect the funds transfer, the Rebate amount will be forfeited, and Eligible Reseller will no longer be eligible to receive it.

Product overview

ZD510-HC Wristband Printing Solution

Bring your customers dependable, accurate, and fast wristband printing on durable wristbands with consistently scannable barcodes. The ZD510-HC stands apart thanks to its fast-loading wristband cartridges—users simply pop it in and print, with virtually no training required.

Cartridges feature the only antimicrobial-coated wristbands on the market—Zebra's Z-Band® wristbands, proven to withstand water, soap, foams, alcohol, and other solvents common in healthcare environments.

[Explore selling tools](#)

Zebra Nucleus

With this single platform, customers can unify and optimize their entire fleet of Zebra devices. Nucleus coordinates critical workflows from one intuitive interface with tools to streamline device configuration, software updates, and security management.

[Explore selling tools](#)



Eligible products to be included in a Program Solution order:

Region	Printer SKU	Software
North America	ZD51013-D01E00GA ZD51013-D01E00FZ ZD51013-D01B01GA ZD51013-D01B01FZ	SW-NUCLEUS-1YR
Latin America	ZD51013-D0AE00FZ ZD51013-D0AB02FZ ZD51013-D05E00FZ ZD51013-D05B02FZ ZD51013-D01E00FZ ZD51013-D01B02FZ	
EMEA	ZD51013-D0ER00FZ	
APAC*	ZD51013-D0PE00FZ ZD51013-D0PB02FZ ZD51013-D0GE00FZ ZD51013-D09E00FZ ZD51013-D09B02FZ ZD51013-D03B03FZ	

*Zebra Nucleus is not available in China; orders placed in China do not need to include the Zebra Nucleus SKU

Questions

Contact your Channel Account Manager or the [Partner Interaction Center](#) for all Program-related inquiries.

Eligible Reseller additional obligations

- It is the obligation of the Eligible Reseller participating in the Program to ensure that the terms of the Program are adhered to by its customers.
- Eligible Reseller understands that eligibility for this Program is criteria-based. Any and all information provided as part of this Program may only be shared (both internally and externally) on a need-to-know basis and only to eligible Program participants, in accordance with the applicable Zebra terms. Eligible Reseller also agrees to ensure its customers understand this condition.

Program Terms

This Program is governed by the following documents, which shall apply in the order of precedence set out below, with the first document taking precedence over the documents listed after it ("Program Terms"):

- these Reseller Guidelines;
- the Supplemental Spotlight Program Terms and Conditions available [here](#); and
- the terms of the applicable PartnerConnect agreement.

Agreement to participate

The Program is subject to the laws governing the applicable PartnerConnect Agreement and the Eligible Reseller agrees to be bound by the jurisdiction of the courts set out therein.

By claiming a recommended Discount and / or Rebate, the Eligible Reseller is deemed to participate in the Program and to have accepted and agreed to comply with its terms as set out herein and to have acknowledged and understood the following:

- Zebra is not permitted to do other than recommend that the Authorized Distributor provides any recommended Discount to Eligible Resellers. In particular, Zebra will not in any way limit an Authorized Distributor's ability to offer a greater discount or otherwise prohibit an Authorized Distributor from selling to Eligible Reseller(s) at a lower price.
- Eligible Reseller is under no obligation to participate in this Program and does so freely at its own discretion.

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