

PARTNER PROGRAM PLAYBOOK

For Channel Partners

The UScellular® Business Partner Program pays industry-leading upfront payouts and lifetime residuals on any device or equipment activated on the UScellular network. UScellular offers nationwide custom and low data pooled plans, unlimited handset and connected device plans, as well as fast, reliable wireless internet service ideal for businesses ready for an affordable alternative.

UScellular® Makes Winning Easy

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UScellular® MAKES WINNING EASY

Choose Friction-Free Deals and Game-Changing Incentives

Founded 40 years ago, UScellular® has grown to be the fourth-largest wireless carrier in the U.S. by keeping our focus on the communities where we live and work.

WHEN UScellular?

Is Your Customer Looking for a Custom Data Plan?

Unlike the other carriers that take weeks to create custom plans, we can turn around customized data plans for your customer within two business days.

Do Your Customers Have Digital Signage, Point-of-Sale or ATMs?

Consider the high cost of internet. Connect your nationwide low-data applications with a reliable and affordable 1GB plan for only \$6/month.

Do Your Customers Rely on Continuous Coverage?

You may already work with another carrier to provide your customers with a primary connection for their digital kiosks, digital signage, point-of-sale and ATMs. But what happens when that network goes down? UScellular protects businesses with failover, keeping customers connected and operations running smoothly.

Nationwide Low-Data Pooled Plans

\$6/MO
for 1GB

\$3.50/MO
for 500MB

WHY UScellular?



Lifetime Residual Payments

Receive monthly
payments on all
sell-alone activations



Game-Changing Incentives

SPIFs that propel
your teams to
new levels



Friction-Free Selling

If you find it, you sell it,
you get paid



Quick Deal Approvals and Price Bids

Within one
business day

UScellular offers you an unparalleled selling opportunity.
Let's grow together.
Contact bizindirectsupport@uscellular.com today.



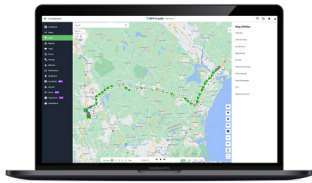
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UNLOCK EASY COMMISSIONS WITH GPS Trackit and UScellular®

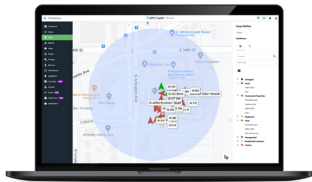
Boost your earnings without breaking a sweat. GPS Trackit has the solutions your customers need for successful fleet, field and driver management. Simply refer your GPS Trackit leads to UScellular, and we'll do the heavy lifting. When the deal closes, you get paid!

Who Needs GPS Trackit? Construction, Transportation & Logistics, Field Services and Delivery & Distribution



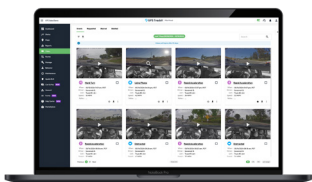
Fleet Management

- View live traffic and weather information to help drivers reach their destination on time, every time.
- Let customers know with greater accuracy when to expect service fleet vehicles.
- Eliminate undesirable driving behaviors, resulting in up to 30% in annual fuel consumption savings.
- Recover lost or stolen vehicles within minutes.



Asset Tracking

- Track and monitor all your assets in real-time, anytime, anywhere, with the GPS Trackit Fleet Manager Cloud App.
- Easily configure Geofences to identify if your asset moved to an unexpected location.
- Immediately share coordinates.



Video Telematics

- Video AI predicts and prevents accidents. In-cab coaching reduces risky driver behavior.
- Safeguard your drivers and fleet from liability and false claims with instant access to irrefutable video evidence.
- Improve driver behavior and productivity to deliver cost savings through safer and better driving.
- Driver scorecards can help you put a stop to dangerous driving behaviors before they're a problem.



Scan the QR code to submit your fleet management leads today.

Austin Slaughter, Sr Channel Executive, GPS Trackit

mslaughter@gpstrackit.com

229-292-9424

START SAYING YES TO iPhones AND iPads

Grow Your Revenue with UScellular's Business Partner Program

Frustrated by always saying “no” to Apple opportunities? You’re not alone. Becoming an Apple Authorized Reseller can be a tangled web of hoops, leaving even established VARs like you locked out. But what if you could sell iPads and iPhones without the authorization headache?

By Partnering with UScellular®:

☒ **Ditch the Authorization Abyss**

Skip the complex authorization process and start selling iPhones and iPads today. Our extensive inventory means the devices your customers crave are available immediately.

☒ **Turn “No” into “Now”**

Don’t turn away another Apple inquiry. With UScellular, you can finally say “Yes!” to every iPhone and iPad request, expanding your portfolio and satisfying your customers.

☒ **Make it Rain**

Every Apple device you activate on the UScellular network earns you both activation commission and lifetime residual payments.

☒ **Lightning-Fast Deals**

Forget waiting weeks for quotes. UScellular delivers deal approvals within one business day. Close deals faster, keep customers happy and watch your sales soar.



Expand your portfolio, close more deals, and earn more on every iPhone and iPad activation on UScellular's reliable network.

Contact bizindirectsupport@uscellular.com today.



SWITCH TO UScellular® AND PAY \$17.50/MO

New line and eligible Unlimited Data handset plan required. Paid via monthly bill credits over 36 months. Credit approval required. Taxes, fees and additional terms apply.

UScellular® is making one of the best values in the market even better. With our improved unlimited mobility plans, you get more of what you need, all for a new lower price.

For more information, contact:

Things we want you to know: Business and Government customers on **Standard, Premium or Ultimate 3.0 Unlimited Data Handset rate plans** and new line with port-in required. Credit approval required. Device must be compatible with the UScellular network. Receive credit over 36 months based on plan: \$10.00 per month on Unlimited Data 3.0 Standard, Premium or Ultimate Smartphone Plan. Credit starts within 2 bill cycles. Not available on subsidy plans. Changing plan may cause credits to cease. Limited time offer. Additional terms apply. See uscellular.com/terms for details including obligations to serve Kansas customers. ©2025 UScellular SEL-0914-0125





SWITCH TO UScellular® AND PAY AS LITTLE AS \$15/MO

New line and eligible Unlimited Data tablet plan required. Paid via monthly bill credits over 36 months. Credit approval required. Taxes, fees and additional terms apply.

At UScellular® we've built a network that goes where others don't, because we know that's what matters to you. From business tablet plans to business internet, we have you covered.

Things we want you to know: Business and Government customers on **Standard 3.0 Unlimited Data Tablet rate plans** and new line with port-in required. Credit approval required. Device must be compatible with the UScellular network. Receive credit over 36 months based on plan: \$5.00 per month on Unlimited Data Standard or Premium 3.0 Tablet Plan. Credit starts within 2 bill cycles. Not available on subsidy plans. Changing plan may cause credits to cease. Limited time offer. Additional terms apply. See uscellular.com/terms for details including obligations to serve Kansas customers.

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IDENTIFYING AN OPPORTUNITY

Listen for These Keywords to Identify an Opportunity

CONNECTIVITY

- UScellular
- 4G
- 5G
- 2nd SIM
- Cellular
- Connectivity
- Failover
- Fixed Wireless Access
- FWA
- Internet
- LTE
- Mobile
- Mobility
- VoLTE
- Wireless

IoT SOLUTIONS

- Asset Tracking
- ATM
- Digital Kiosk
- Digital Signage
- Electronic logging device (ELD)
- Fleet
- Geofencing
- GPS Tracking
- IoT
- M2M
- Point-of-Sale
- Remote Monitoring
- SD-WAN/WAN
- Telematics

DEVICE OEMS

- Apple
- Arlo
- Cradlepoint
- Dell
- Digi
- Geotab
- Google
- InHand
- Inseego
- Kyocera
- Lenova
- Microsoft
- Motorola
- MultiTech
- PepLink
- Samsung
- Sierra

DEVICES & EQUIPMENT

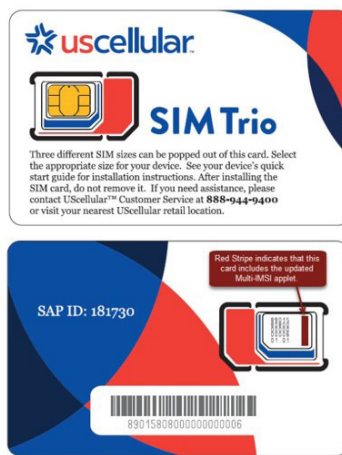
- Cell Phone/ Smartphone
- Chromebook
- Connected Device
- Feature Phone
- Handset
- Hardware
- Hotspot
- IoT
- Laptop
- M2M
- Modem
- Notebook
- Router
- Rugged Phone
- Security Camera
- Tablet

SIM CARDS

When entering an order for equipment, it may be helpful to know which SIM card to order. Feel free to contact us with any questions



Used for 5G Handsets and
TOPS Certified 5G Tablets



Used for LTE Handsets and
TOPS Certified LTE Tablets



Used for IoT Devices and
CHQ Certified LTE Tablets

Additional Selling Resources:

- [Partner Portal](#)
- [Coverage Map](#)
- [Deal Registration](#)
- [List of Certified Devices](#)
- Zip Code List of our Footprint Available Upon Request

Have additional questions? Let us help. Contact [Nick Gibbs](mailto:nicholas.gibbs@uscellular.com) (nicholas.gibbs@uscellular.com)



NATIONWIDE LOW-DATA POOLED PLANS

Empowering Businesses with Budget-Friendly Plans

Small business owners like you understand the importance of keeping operations running smoothly. Low-data plans serve as a crucial asset, allowing you to seamlessly incorporate digital signage, kiosks, point-of-sale, and ATMs into your operations without hefty data expenses. It's a pragmatic approach that also enhances your customers' experience and streamlines transactions, all while adhering to budget constraints.

How Will You Use Low-Data Pooled Plans?



Point-of-Sale



Digital Signage



Digital Kiosk



ATM

With Cellular Failover from UScellular®:

- Stay reliably connected with backup when the primary connection fails
- Prevent drawn-out downtimes that can impact your sales and revenue
- Have peace of mind that crucial business operations won't be interrupted

NATIONWIDE PLANS ON UScellular's RELIABLE NETWORK

\$6/MO

for 1GB

\$3.50/MO

for 500MB

This plan includes 500 MB/mo/line of data. There is a second plan of \$6/month for 1GB/mo/line of data available. If usage exceeds that allowance, blocks of 1 MB will be automatically added to your account for an additional charge at the prorated rate of \$6/GB mo per block.



RISK-FREE FAILOVER INTERNET

The Reliable Choice to Protect Your Business from Outages

Business owners know that slow internet and outages can result in lost sales and productivity—and annoyed customers. That's why UScellular® delivers the ability to seamlessly switch to our wireless internet when your wired connections fail, with flexible plan options that won't break your budget.

Why UScellular® Business Internet

FAST AND RELIABLE

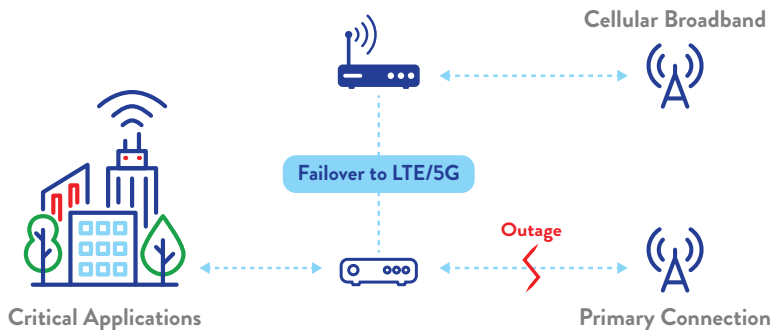
Keep your business moving forward with reliable failover internet, backed by our fast 5G network

AFFORDABLE

Stretch your budget with prices starting at just \$15/mo for 1GB of reliable failover internet.

FLEXIBLE

Switch to the unlimited data option only on the months you need it and avoid the overage fees you get from using other vendors' failover.



**BUSINESS RISK-FREE
FAILOVER INTERNET
WITH FLEXIBILITY**

\$15/MO

Optional Price Protection

UNLIMITED

Need more than 1 GB of failover in a month? Pay just \$6/GB and no more than \$90/mo. When that bill cycle ends, automatically revert to \$15/mo.¹

How Will You Use Risk-Free Failover?



Voice Over IP

Credit Card
Verification

eMail

File
TransferVideo
ConferenceCloud Time
Tracking

Critical Use Cases by Industry

Construction

- Workforce Training/eLearning
- Remote Video Surveillance
- Cloud Project Management/
Estimating

Transportation

- Cloud Logistics/Fleet Management
- Software

Retail

- eCommerce
- Cloud Digital Signage

Healthcare

- Video Consultations
- Patient Monitoring
- Electronic Medical/Health Records
- Practice Management/Billing

Manufacturing

- Cloud ERP
- Cloud MES
- Cloud Supply Chain Management

Hospitality

- Cloud Booking/Reservation (CRS)
- Online Ordering
- Back of House (kitchen/inventory)

Professional Services

- Cloud Practice Management
- Cloud Client Implementations

Business Internet

Get fast, secure internet your business can rely on for only \$50 per month. UScellular delivers internet over a wireless 5G network to keep you connected virtually everywhere you do business.

Learn More about [UScellular Business internet](#) solutions with built-in price protection.

Things we want you to know: ¹For optional **Unlimited Data plan**, pay just \$6/GB and no more than \$90/mo. When that bill cycle ends, automatically revert to original monthly charge. Subscribers using over 100GB data in a bill cycle may have speeds reduced to 3mbps. Additional terms apply. See uscellular.com/terms for details including obligations to serve Kansas customers. ©2025 UScellular SEL-0914-0125



UScellular® BUSINESS INTERNET

Secure, Affordable Internet Your Business Can Rely On

UScellular® is your fast, reliable choice for business connectivity, and now it's also your best choice for affordable business internet. We deliver internet over a wireless 5G network to keep you connected virtually everywhere you do business.

Why UScellular Business Internet

FAST AND RELIABLE

Keep your business moving forward with internet you can depend on, backed by our fast 5G network.

AFFORDABLE

Stretch your budget with prices starting at just \$50/mo for unlimited data¹ with no price increases, guaranteed.

FLEXIBLE

Choose from a range of devices, including enterprise-class Cradlepoint routers and adapters, or bring your own certified device.

EASY

Quickly connect with an out-of-the-box setup that's easy to self-install.

**A BUSINESS PLAN SUITED FOR YOU,
WITH NO ANNUAL SERVICE CONTRACT**

Priced from

\$50/MO

*UScellular **Business Internet Standard plan** provides you:*

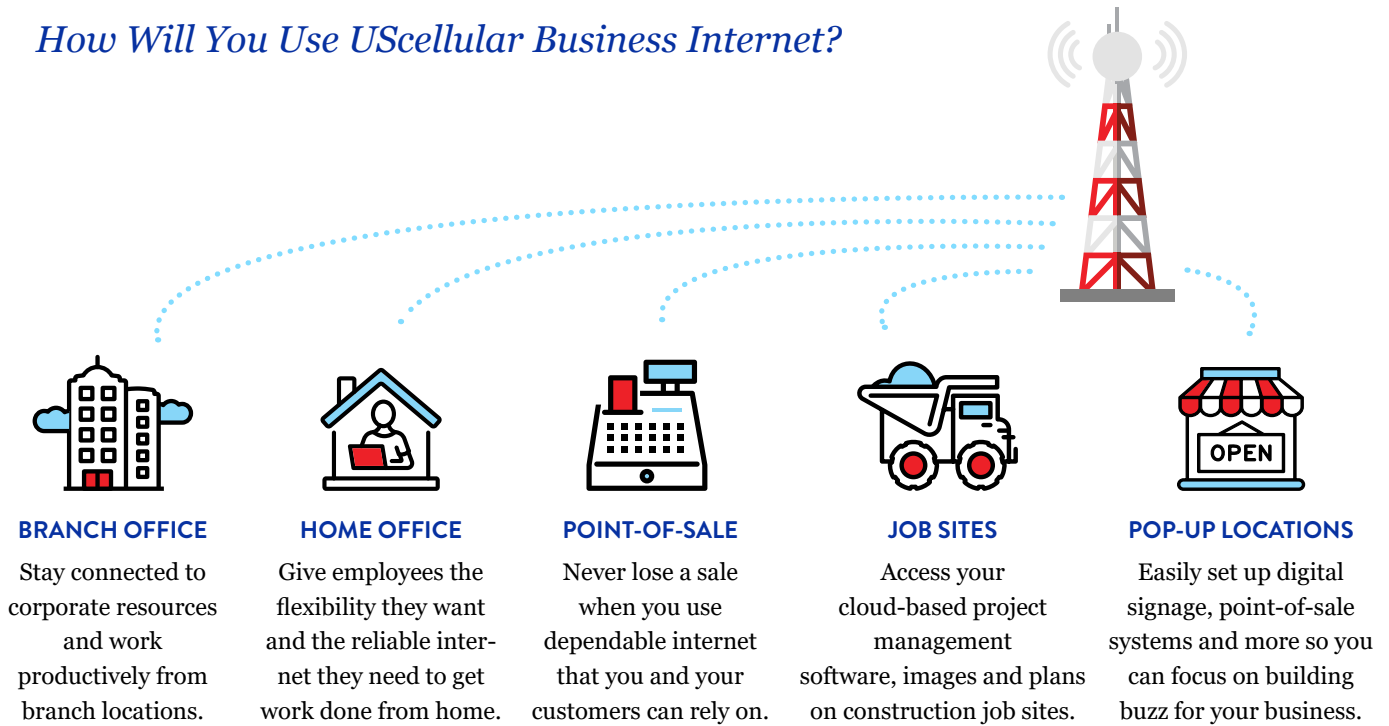
- Unlimited data
- Speeds of up to 50Mbps

COVERAGE



From the office to the backwoods,
connect wherever business takes you.

How Will You Use UScellular Business Internet?



Need an Affordable Alternative Where You Do Business?

Rural: Connect locations where other internet options are limited

Day One: Quickly connect new locations without waiting for expensive fiber

Backup Your Business with Failover Internet for \$15/mo

Enjoy peace of mind knowing that if your primary internet fails or is overwhelmed, your businesses won't be disrupted, and backup internet costs won't break your budget.

For \$15/mo, businesses get 1 GB of reliable failover service when you switch to UScellular.

Learn more about **UScellular Failover internet solutions** with built-in price protection.

Things we want you to know: ¹ Availability varies and speeds shown may not be available at all service addresses. During times of congestion, data may be temporarily slowed. Services available with stationary device on UScellular network only. Heavy users may see speed capped at 1.5Mbps after 300GB of monthly data use.

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UNLIMITED PLANS

THAT COST LESS AND DO MORE

UScellular® offers unlimited plans designed to deliver what your business needs at prices you deserve. Choose the perfect combination of affordability and capability to match your goals.

Handsets	Business Ultimate 3.0	Business Premium 3.0	Business Standard 3.0
	\$40	\$35	\$30
	Get the fastest speeds and the most hotspot data when you need to do it all	Do more on the go with additional hotspot data and premium network access	Get connected with Unlimited Data, Talk and Text powered by 5G at no extra charge
Premium Network Access¹ Keep fast data speeds when the network is busy	Unlimited <i>Do more than ever on the go</i>	100 GB	—
Mobile Hotspot Work from anywhere with a fast, reliable connection	Unlimited <i>Throttles at 1.5 mbps after 100GB</i>	Unlimited <i>Throttles at 1.5 mbps after 50GB</i>	5GB <i>Throttles at 300 kbps</i>
Mobile Device Management (MDM) Boost productivity and protect your mobile workforce	✓	✓	—
AI-powered Managed Detection and Response Identify and stop threats like phishing and more	✓	✓	—
Call Filter Screen and automatically block incoming spam calls	Advanced Call Filtering <i>Powered by Call Guardian Premium</i>	Advanced Call Filtering <i>Powered by Call Guardian Premium</i>	Automatic Call Network Blocking and Identification
Video Streaming	1080p	720p	480p

Connected Devices	Business Ultimate 3.0 Hotspot	Business Premium 3.0 Tablet	Business Standard 3.0 Tablet
	\$45	\$30	\$20
Premium Network Access Keep fast data speeds when the network gets busy	25 GB	25 GB	
Video Streaming Stream clear video during web conferencing	4K available on 5G	1080p	480p
Heavy User Policy Subscribers with high data use are throttled	100GB <i>Throttles to 1 mbps</i>	100GB <i>Throttles to 1 mbps</i>	100GB <i>Throttles to 1 mbps</i>
Mobile Hotspot Work from anywhere with a fast, reliable connection	Unlimited	Unlimited <i>Throttles at 25GB to 1.5 mbps</i>	Unlimited <i>Throttles at 2GB to 1.5 mbps</i>
Devices Supported	Hotspots Chromebooks Laptops*	Tablets	Tablets only

*Depends on device classification and certification

¹ During times of congestion, data may be temporarily slowed. Once each subscriber reaches the plan's Premium Network Access limit in a bill cycle, data may be temporarily slowed further.

Things we want you to know: 5G capable device required to experience 5G. 5G coverage not available in all areas. See coverage map for details. During times of congestion, data may be temporarily slowed. Connected devices and Machine to Machine (M2M) devices are not included. Pricing is per line. Credit approval required. See uscellular.com/terms for additional terms. If you would like to learn more about UScellular's Mobile Broadband and Open Internet Practices, they can be found at uscellular.com/legal. **Prices, plans and terms** are subject to change without notice. Limitations, exclusions and additional terms apply. Contact a Business Solutions Expert for additional details at uscellular.com/business/contact. ©2025 UScellular SEL-0914-0125

