

# Cooperative Marketing Policy

January 1, 2020 through December 31, 2020



**I. MAXIMUM ALLOWANCE:** Co-op allowance shall not exceed your pre-determined dollar amount based on sales discount structure (i.e. Diamond, Gold, Silver). For your actual dollar amount please contact the Marketing Dept. at [co.op@gamberjohnson.com](mailto:co.op@gamberjohnson.com)

Any advertising / tradeshow participation exceeding the amount earned for the current year is not allowed. Any unspent portion of your marketing allowance for the current year **cannot** be carried over to the next year.

**III. GAMBER-JOHNSON COOPERATIVE MARKETING SHARE:** Gamber-Johnson will pay **50% of the cost** of each Gamber-Johnson advertisement/display in the approved media/trade show, up to the total allowance for the co-op dollar amount, provided the below qualifications are met. In the event of multiple non-competing vendors Gamber-Johnson will pay a percentage based on the number of vendors (i.e. four different non-competing vendors we will pay 25% of cost).

1. **For Trade Magazines**, only ads featuring Gamber-Johnson products will be acceptable for co-op marketing reimbursement. Any ads featuring competitive merchandise will not be eligible.

**For Catalogs**, only pages solely featuring Gamber-Johnson products will be acceptable for co-op marketing reimbursement. Any pages featuring competitive merchandise will not be eligible.

**For Trade Shows**, only exhibits featuring Gamber-Johnson as the sole supplier of mounting/docking station products will be acceptable for co-op marketing reimbursement. Any exhibits featuring competitive merchandise will not be eligible. Gamber-Johnson will pay no more than 50% of the cost if however you have multiple non-competing vendors in your booth/show Gamber-Johnson will pay a percentage based on the number of vendors (i.e. four different non-competing vendors we will pay 25% of cost).

2. **For Trade Magazines**, ad space costs *only* will be allowed for reimbursement. No production charges can be included. Advertising must be approved by Gamber-Johnson Marketing Department prior to publishing in order to qualify. **For Catalogs**, the following formula will be used to determine eligible cooperative marketing expense:

$$\frac{\text{Print charges for entire catalog}}{\text{Number of total pages in catalog}} \times \frac{\text{Number of pages solely featuring GJ products}}{\text{Number of total pages in catalog}}$$

3. The Gamber-Johnson logo:



Must be prominent in all forms of printed advertising, including catalogs. If the Gamber-Johnson name only appears in the body of a print ad it will not be acceptable.

4. **Any special promotions** must have prior approval from Gamber-Johnson Marketing department and must promote Gamber-Johnson products exclusively.
6. **For Trade Shows**, booth space costs *only* will be allowed. Any other related charges cannot be included. You must fill out a tradeshow request form (found on Gateway) before Gamber-Johnson will commit to any tradeshow. Pictures of the booth must also be submitted prior to reimbursement being issued.
7. **Reseller Graphics/Tradeshow Support Items**, must be approved by Gamber-Johnson Marketing Department prior to production. Approved material's include but are not limited to: Tradeshow giveaways, shop banners, car graphics, window clings, tradeshow banners, co-branded apparel and more. Please email [co.op@gamberjohnson.com](mailto:co.op@gamberjohnson.com) for approval.

## IV. PROOF OF ADVERTISING/EXHIBITING:

1. Trade Magazines - full page tear-sheet of each ad and statement or invoice from trade magazine.
2. Catalog - copy of catalog and statement or invoice from printing company.
3. Trade Shows - photograph of booth display, copy of trade show program and booth space invoice.
4. Reseller Graphics/Tradeshow Support Items: Proof of artwork prior to printing

**V. METHOD OF REIMBURSEMENT:** Send your claim with necessary proof as stated above to Gamber-Johnson at [co.op@gamberjohnson.com](mailto:co.op@gamberjohnson.com) to secure your co-op payment. All payments for Gamber-Johnson's share of cooperative marketing costs will be made by check from Gamber-Johnson within 30 days after receipt of your verified claim. *Deductions of cooperative marketing costs from current Gamber-Johnson billings will not be accepted.* Allowances will be based on prompt payment of your account. In the event that your account is past due, advertising cooperative allowance will not be allowed.

**VI. WHEN TO APPLY FOR REIMBURSEMENT:** All claims against this offer must be sent to the Marketing Department of Gamber-Johnson not later than **sixty days** immediately following the advertisement/exhibit date. Claims will not be allowed if sent later. All claims and/or inquiries pertaining to this current program must be in the Gamber-Johnson office no later than December 18, 2020. At that time the current program will be closed and nothing will be accepted after December 18, 2020.

I have read the above Addendum and I agree to adhere to its expectations.

Company: \_\_\_\_\_

Name (print name): \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_