

Cooperative Marketing Policy

January 1, 2021 through December 31, 2021



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

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 Reseller Portal) 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 for approval.
- 8. Content Creation**, must be approved by Gamber-Johnson Marketing Department prior to production and can include but is not limited to, email creation, blogs, photography and/or videos. Please email co.op@gamberjohnson.com for approval.

IV. PROOF OF ADVERTISING/EXHIBITING:

- Trade Magazines - full page tear-sheet of each ad and statement or invoice from trade magazine.
- Catalog - copy of catalog and statement or invoice from printing company.
- Trade Shows - photograph of booth display, copy of trade show program and booth space invoice.
- 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 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 17, 2021. At that time the current program will be closed and nothing will be accepted after December 17, 2021.

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

Company: _____

Name (print name): _____

Signature: _____

Date: _____