

# PROGRAMS

CO-OP ADVERTISING



## CO-OP ADVERTISING PROGRAM

The promotion cost sharing program (co-op) is designed to encourage regional actions by dealers while maintaining a collaborative and constant marketing strategy. This is in place to help dealers with costs related to the promotion of the brand and Portable Winch Co. products.

Advertising examples are available and sales material can be designed and provided by Portable Winch Co. Ads and other marketing actions designed by dealers in the context of this program must be submitted to and approved by Portable Winch Co. in advance.



# CO-OP ADVERTISING PROGRAM

## MARKETING SUPPORT

At Portable Winch Co., we work tirelessly on the marketing of our products and brand recognition because we know how important it is to support our customers.

In this respect, we provide marketing support through various methods including a co-op advertising program, in addition to offering a range of marketing tools for promoting the brand. (See the marketing support section for more information on the different tools).

## DETAILS OF THE PROGRAM

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## COVERAGE RATE

Marketing actions (advertising and/or events) which leave enough space for Portable Winch products and the logo and which are pre-approved by Portable Winch Co. are eligible for 50% credit off the net cost of the action.

## ANNUAL ALLOCATION

- The annual allocation must not exceed 3% of the annual purchases from the previous year up to \$10,000 CAD.
- The allocation is paid in the form of credit in the dealer's account which may be applied as cash against invoice payments.



## REFUNDS AND GUIDELINES

- Prior approval from Portable Winch Co. is required for all types of advertising and promotion such as sales events, display panels, radio or TV ads, leaflets, prospectuses, event sponsorship, direct mail, etc.
- The actions designed by the dealers are not admissible without being approved by Portable Winch Co. beforehand.
- Any claims must be made within 180 days of the date of the marketing action. Maximum of 4 claims per year. Use the form provided for this purpose in the Forms section.
- If the claim is incomplete or additional documents are required, you will be informed of this by the marketing department. The claim will be maintained for 30 days while you collect and submit the missing information.
- The actions must include good quality logos and images of the Portable Winch product(s). Only marketing actions with a logo and recent photos will be approved.
- All references to product performances must comply with the information described in the sales literature provided by Portable Winch Co.
- Classified ads do not qualify for the co-op program.
- All advertising must comply with local laws in force.

## MARKETING ACTIONS WHICH ARE NOT PERMITTED FOR THE CO-OP PROGRAM

- Actions involving only the Portable Winch logo.
- Actions where the prices indicated are less than the recommended retail prices (unless previously approved).
- Actions which include products from competitors.
- Actions designed by dealers and which have not been pre-approved.
- Other actions such as trade fairs, display panels, radio or TV ads, leaflets, prospectuses, sponsorship of events, etc. which have not been pre-approved.
- Any trade fair/event which the headquarters of Portable Winch Co. participates are not eligible.

***Portable Winch Co. reserves the right to refuse credit for any actions not complying with our guidelines. With regard to the interpretation and application of the co-op rules, the decision taken by Portable Winch Co. shall be final.***

**COMPLETE THE FORM IN THE FORMS SECTION TO PARTICIPATE IN THE PROGRAM**



PLEASE REPRODUCE THIS DOCUMENT BEFORE COMPLETING IN ORDER TO KEEP THIS ORIGINAL

# FORM - CO-OP ADVERTISING PROGRAM

Date

Return this form by email to [info@portablewinch.com](mailto:info@portablewinch.com) or by fax at +1 514 227-5196

Retailer name

Contact name  Title/ function

Address

City  Zip/ Postal code

Province/ State  Phone

Country  Email

## MARK WITH AN "X" THE SUBMITTED PROJECT(S)

Trade show  Open house day  Sponsorship of events

TV advertising  Radio advertising  Print advertising (newspapers, magazine, etc.)

Direct Mail  Billboard  Printing (brochure, leaflet, flyer)

Other

## INFORMATION ON THE PROJECT(S) you can use an extra sheet if space is insufficient

Project Description no. 1 (details and amounts)

Project Description no. 2 (details and amounts)



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# FORM – CO-OP ADVERTISING PROGRAM

Project Description no. 3 (details and amounts)

Project Description no. 4 (details and amounts))

**\*\* FOR THE USE OF THE MARKETING DEPARTMENT \*\***

Date

COOP funds available as of the date of the request  Approved Yes  No

Approved by

Approved COOP Credit (\$)

Signature

NOTES: