

## Co-op Advertising Program

At Contech our commitment to creating innovative solution-oriented products of the highest quality is reflected in everything we do. We have established our Co-op Advertising Program to support the quality partners with whom Contech creates relationships.

We strive to maintain the integrity and high standards of our products by ensuring the Contech's image and brand presentation is not devalued by inappropriate practices or advertisements.

**Who is Eligible?** Contech Head Office approved customers

**To Qualify:** Customers must submit a proposal for approval to guarantee eligibility for co-op funding for all initiatives. In order to be eligible for our co-op program, advertisements showing pricing must be within 10% of Contech's suggested retail price. Please fill out the below form and submit your proposal to [coop@contech-inc.com](mailto:coop@contech-inc.com) or fax to 1-250-383.3163.

**Advertising:** In order to keep with Contech's brand image we only support ads that present a clean and professional display, respect our suggested retail pricing, and promote similar affiliated products. Advertising must be outside the usual course of business with special initiatives specific to Contech's products (i.e. catalogue printing, mailing costs and pay per click fees are not eligible for co-op advertising support). All advertising requires prior approval.

**Reimbursement:** Contech will reimburse up to 50% of a customer's eligible advertising costs, pro rata for the portion of the ad(s) devoted to Contech products, up to 5% of net annual purchases of Contech products (purchases less returns). Customers must also include a copy of a signed approval form.

If the customer purchases through a distributor, we will reimburse the customer directly for up to 3% of their net annual purchases of Contech products. Customers must provide proof of their purchases from the distributor.

**Limitations:** Reimbursement is limited to the value of five (or three for distribution customers) percent of net annual purchases of Contech products (purchases less returns). Contech will pay up to 50% of the costs of any given initiative (i.e. participation in project shared with retailer) up to the five (or three) percent cap. Contech's fiscal year ends on October 31st. Only one claim per a particular advertising cost may be made. In order to receive payment, a customer's account must be in good credit standing.

**How to be reimbursed:** Contech requires proof of purchase and proof of performance as follows:

- For print advertising send a complete tear sheet (entire page of newspaper, magazine, etc.) for each day that the ad runs, showing the name of the publication and the date and a copy of the paid invoice.
- For Radio and Television, a notarized affidavit of air schedule and "proof of payment" (copy of paid invoice).
- For direct mail, a sample of the printed piece(s) and "proof of performance" (copy of paid printing and media list, invoice and postal receipt).

**Claims Deadline:** Claims can be submitted up to 30 days after our fiscal year end.

**If in Doubt:** Please contact us for approval prior to committing to the expense.

**For more information contact:** Our sales department at 1-800-767-8658 or send an email to [coop@contech-inc.com](mailto:coop@contech-inc.com)

## Coop Advertising Pre-Approval Form

<b>Company:</b>	
<b>Contact Name:</b>	
<b>Contact Email:</b>	
<b>Contact Phone:</b>	
<b>Product to be featured:</b>	
<b>Description of Project:</b>	
<b>Publication (if applicable):</b>	
<b>Circulation (if applicable):</b>	
<b>Date(s) item will run:</b>	
<b>Estimated Total Cost:</b>	
<b>Eligible amount:</b>	
<b>Contech approval signature:</b>	
<b>Approval Date:</b>	

**NOTE:**

Contech reimburses up to 50% of eligible advertising costs, pro rata for the portion of the ad(s) devoted to Contech products if the expense is within budget limitations of 5% of a customer's net annual purchases (purchases less returns), client must complete the pre-approval form.

If the customer purchases through a distributor, Contech reimburses the customer directly for up to 3% of their net annual purchases of Contech products. Customers must provide proof of their purchases from the distributor.