

Cooperative Marketing Policy

January 1, 2024 through December 31, 2024

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

II. **Co-op Level**

Sales Level	Marketing Funds	Co-op Level
\$1,500,000	\$3,000	Platinum
\$250,000	\$2,000	Diamond
\$100,000	\$1,500	Gold
\$15,000	\$1,000	Silver
\$0	\$0	Bronze

Your co-op marketing allowance **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). Any submission with competitor displayed/featured do not qualify for the co-op program.

- Trade Magazines**, only ads featuring Gamber-Johnson products will be acceptable for co-op marketing reimbursement.
- Catalogs**, only pages solely featuring Gamber-Johnson products will be acceptable for co-op marketing reimbursement.
- Trade Shows**, only exhibits featuring Gamber-Johnson as the sole supplier of mounting/docking station products will be acceptable for co-op marketing reimbursement. Gamber-Johnson will pay no more than 50% of the cost, however if multiple non-competing vendors are displayed 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).
- Approved Funds for Co-op reimbursement**
 - Trade Magazines**, ad space costs only will be allowed for reimbursement. Advertising must be approved by Gamber-Johnson Marketing Department (GJMD) prior to publishing.
 - Catalogs**, the following formula will be used to determine eligible cooperative marketing expense:

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

5. 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.

- Any special promotions** must have prior approval from Gamber-Johnson Marketing department and must promote Gamber-Johnson products exclusively.
- Trade Shows**, booth space costs only will be allowed. Any other related charges cannot be included. You must request GJMD approval before Gamber-Johnson will commit to any tradeshow. Pictures of the booth and booth space receipt must also be submitted prior to reimbursement being issued.
- Reseller Graphics/Tradeshow Support Items**, must be approved by GJMD 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.
- Content Creation**, must be approved by GJMD 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/PDF proof 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 15, 2024. At that time the current program will be closed and nothing will be accepted after December 15, 2024.

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

Company: _____

Name (print name): _____

Signature: _____

Date: _____