

Cooperative Marketing Policy

January 1, 2025 through December 31, 2025

- 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 and AFFILIATE BRANDS COOPERATIVE MARKETING

SHARE: Gamber-Johnson, representing all affiliate brands, 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:

Print charges for entire catalog
Number of total pages in catalog

X

Number of pages
solely featuring GJ
products

5. The Gamber-Johnson or affiliate brand 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: _____