

Dealer Marketing Allowance Program

Terms & Conditions

The Multiquip Cooperative Marketing Program (CO-OP) reimburses approved expenses incurred by Multiquip dealers in the promotion of its products. Participation is open to dealers purchasing a minimum of \$200,000 of qualifying Multiquip products during the previous calendar year. Multiquip will reimburse up to 100% of qualifying advertising and promotional expenditures, subject to the following terms and conditions:

1. A dealer is eligible for a CO-OP marketing allowance if total purchases of qualifying Multiquip “products” (defined as machinery, equipment and accessories, excluding service parts) during the previous calendar year exceeds \$200,000. Once minimum requirements are met, up to 0.5% of the dealer’s total amount of product purchases is eligible for use towards CO-OP.
2. All CO-OP claims require review and approval of the CO-OP Program Coordinator prior to reimbursement. **Table 2** provides examples of common CO-OP expenditures and maximum reimbursement rates. *Contact the CO-OP program coordinator in advance if you have questions about qualifying expenses or claim eligibility at the e-mail listed below.*
3. Proof of the marketing expense and appropriate substantiation (photos of trade shows, media tear sheets, screenshots of on-line placements, samples of promotional clothing or merchandise, etc.) is required to complete the claim.
4. Reimbursement, in the form of a credit to the dealer’s account, will be made within 30 days upon receipt of copies of the completed claim. To ensure timely handling of your claims, claims should be submitted to the CO-OP Program Manager as they are incurred.
5. Multiquip reserves the right to reject CO-OP claims, or adjust reimbursement rates if the claim:
 - a) Includes competitive products. Multiquip will reimburse a prorated portion of claims where both its products and noncompetitive products are featured.
 - b) Includes advertisements in unrecognized publications.
 - c) Is considered by Multiquip, at its sole discretion to be unacceptable, or falls outside the intended scope of this program.
 - d) Lacks supporting documents, such as invoices, or other material requested by Multiquip for substantiation.
6. Available CO-OP allowance, accrued from previous calendar year’s sales, is only applicable toward approved marketing expenses incurred between January 1 and December 31 of the following year. Unused CO-OP allowance expires December 31 and will not carry-over, nor be applicable towards expenditures incurred during the subsequent year.
7. Dealer accounts must be in good financial standing with Multiquip to receive co-op advertising/promotional reimbursement.
8. Dealers and service centers may not combine allowances from other Multiquip marketing programs. Participation is limited to one program annually.

This program can be modified or ended by Multiquip at any time without notice. Valid only in Canada and the United States of America. Check with your Multiquip representative for any program updates.

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REV. (06/22)



www.multiquip.com

Dealer Marketing Allowance Program

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Table 1 - Program Example:

During the previous calendar year, the dealer purchased \$400,000 of qualified Multiquip products. Therefore the dealer has an advertising/promotional allowance of 0.5% of \$400,000, or \$2,000 available for qualified expenses the following (current) year.

CO-OP Amount Available		\$2,000	
Dealer's promotional items:	Expense	Reimbursal Rate*	Reimbursal Amount
2 full page trade magazine ads @ \$500 each	\$1,000	50%	\$500
2 full page trade magazine ads @ \$100 each	\$200	50%	\$100
2 internet ads @ \$100 each	\$200	50%	\$100
Multiquip Promotional Items	\$600	100%	\$600
CO-OP Reimbursement			\$1,300
Remaining CO-OP Allowance			\$700

**Based on rates in Table 2.*

The amount of \$1,300 will be credited to the dealer's account. The remaining \$700.00 in the dealer's allowance must be used by December 31 of the current calendar year or it will expire.

Table 2 - Marketing Program/Material	Maximum Reimbursement*
Multiquip Product Stands	100%
Multiquip Promotional Items	100%
Internet Advertising	50%
Industry Tradeshows	50%
Co-branded Clothing	100%
Co-branded Promotional Items	100%
Print Ads, Flyers and Mailers	50%
Catalogs	50%
<i>*Sample rates only. Actual reimbursements may vary.</i>	

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Definitions:

Multiquip Product Stands – Any Multiquip authorized equipment display stands.

Multiquip Promotional Items – Any promotional items provided by Multiquip bearing only the Multiquip logo.

Co-branded Clothing – Any clothing that incorporates prominently featured Multiquip and customer logos. Pro-rated based on content/logos.

Co-branded Promotional Items – Any promotional items that incorporate prominently featured Multiquip and customer logos. Pro-rated based on content/logos.

Industry Trade Show – An event organized by a third party to bring together members of a particular industry to display, demonstrate and discuss their latest products and services, identify prospective customers and generate sales. Pro-rated based on Multiquip portion of booth space, etc.

Internet Advertising – Any form of advertising done on a qualifying customer's website. This may also include search engine optimization. Pro-rated based on content.

Catalogs – Company equipment catalogs featuring Multiquip products. Pro-rated based on content.

Print, Ads, Mailers & Flyers – Any print advertising featuring Multiquip products. Pro-rated based on content.

