

2017 Infrasave Distributor Co-op Policy Guidelines

Purpose

The purpose of the Co-op marketing fund is to encourage profitable product sales through marketing activities. The co-op fund was developed to encourage activities that support this goal.

Program Details

- **All co-op requests and marketing initiatives must be pre-approved by our Marketing Manager, Andrew Aceti**
- Any requests not pre-approved by Andrew Aceti will not be reimbursed by Infrasave and all costs associated will be charged to the distributor.
- The marketing fund claim must be submitted within 90 days of paid invoice with invoice copies and samples attached.
- Reimbursement is calculated based on:
 - 1% of previous quarter sales [Funds do not rollover to the following year]
 - 2017 Co-op Fund = 1% of [Q4-2016 + Q1-2017 + Q2-2017 + Q3-2017]
 - Infrasave will reimburse 50% of every advertising dollar spent
 - Distributor will only be reimbursed the amount equivalent to their co-op fund earned in the current co-op period.
 - Example:
 - Distributor Sales [Q4-2016 + Q1-2017 + Q2-2017 + Q3-2017] = \$100,000
 - Co-op Fund = \$100,000 x .01 = \$1,000
 - Maximum allowable reimbursement for 2017 = \$1,000
 - Infrasave will reimburse 50% of every advertising dollar spent.
 - In this example, if the distributor spends \$2,000, Infrasave will credit the distributor \$1,000.
- **All prior years claims must be submitted no later than December 31st of the current year.**

Literature

- Custom Branded printed marketing literature is now available.
- Printed marketing materials are limited to 25% of the distributors co-op fund

POP Items

- Banners are available and charged 100% to Infrasave.
- Banners are limited to **15%** of the distributors co-op fund.
- POP Displays will be charged 50% to the distributor and 50% to Infrasave
- POP Displays are limited to **10%** of the distributors co-op fund.
- Counter Mats are available and are charged 100% to Infrasave
- Counter Mats are limited to **25%** of the distributors co-op fund.

Advertising

- The product Brand Logo must be identified within the ad equal to the size of the distributor's logo or other non-competing product logo. If the Infrasave logo or product is sharing ad space then the distributor's co-op dollars will be used only for a portion of the total ad cost

- For example, If Infrasave's advertisement takes up a quarter of the page with other noncompeting products, the distributors co-op dollars will go towards ¼ of the total page advertising cost.
- Product photos need to be currently available products and should be identified with the correct series identification.
- The distributor will contact Infrasave for pre-approval of the use of our logos on any promotional items and for pre-approval of co-op funding.

General

- New ideas are encouraged and will be reviewed throughout the year and approved if funds are available.
- The Marketing Manager will be responsible for the pre-approval of all marketing programs and funds allocation.
- The above marketing program may not be used in conjunction with any other programs negotiated with Infrasave
- Infrasave reserves the right to change the terms and details of the program with proper written notice.

Please contact Andrew Aceti at 905-712-4766 ext. 33 or aaceti@schwankgroup.com for pre-approval of co-op requests or for suggestions on how you can use your co-op dollars to increase sales.