

2011 R&M Co-op Program

Purpose: R&M encourages our customers to pursue marketing opportunities outside of our corporate initiatives. In doing so we are willing to help offset some of the costs associated with distributor marketing initiatives.

Eligibility: Master Distributors are eligible to receive up to 1% of their 2011 YTD sales/bookings, not to exceed \$750.00 per year per product line for which you possess a Master Distributor Agreement, for marketing initiatives completed within that same calendar year.

Guidelines: In order to be approved for reimbursement the following items must be complete:

1. There must be a reference to R&M Materials Handling on the product and/or ad. In a print ad, listing or promotional item use of the R&M logo, web site or name is required. Competitors or competing products shall not be listed. Usage of R&M logo must be in accordance with guidelines as stated in your Master Distributor Agreement.

2. Pre-approval is required for all co-op marketing initiatives prior to print and/or completion of initiative. The deadline to submit pre-approvals for co-op initiatives is 11/1/2011.

3. Co-op requests must be submitted, approved and paid within the calendar year in which the initiative occurs. Example, if a print ad runs in 2011, the request would qualify for a 2011 reimbursement. If promotional items are ordered in 2011, the request qualifies for a 2011 reimbursement.

4. Only one reimbursement request per marketing initiative is allowed.

5. Reimbursement requests may be submitted to Rochelle Abbott, R&M Materials Handling Marketing Manager by 12/7/2011 and require the following documentation.

- i. Accurate invoice (date, cost and detailed item description listed)
- ii. Copy of canceled check or credit card receipt showing item paid
- iii. Sample copy such as a copy of the ad, documentation of keyword program/details, copy of promotional item, etc.

6. Any outstanding balances not reimbursed to you or used in a calendar year can't be rolled over to the following year.

7. R&M reserves the right to revise and/or change the Co-op Program at any point in time without prior notice.

8. R&M reserves the right to deny any co-op request.

Reimbursement Percentage Values:

- Up to 50% of web-based programs or web advertising and/or listings. This would include, but is not limited to, banner ads, pay-per-clicks or directories on web sites.
- Up to 40% of print advertising in a media publication; excludes phone books
- Up to 30 % of automotive or truck decal advertising
- Up to 30% of promotional item; hats, apparel, pads, pens, etc.(Tax & freight excluded)
- Up to 20% of any print advertising / listing in printed phone book or directories

**Items that do not qualify for the program: web site development or revisions
trade shows or conferences
print literature or brochures**