



## Co-Op Programs

This is a description of our AIA, product, and marketing co-op program and the necessary procedures for processing requests for reimbursement. The purpose for this program is to increase our promotional efforts and help offset the cost to our Sales Reps and Distributors where their efforts directly support the marketing of Total Door products and services.

All requests for co-op must be **pre-approved** by the Business Development Manager prior to submission for reimbursement. All requests must be submitted on the Co-op Request Form with appropriate documentation.

- Jack Robbins, Business Development Manager [jrobbins@totaldoor.com](mailto:jrobbins@totaldoor.com)
- Candace Kitchen, Customer Service [candace@totaldoor.com](mailto:candace@totaldoor.com)

**Box Lunches:** Architectural promotion is a key marketing element for our product. We recognize that there is a cost related to repeated architectural presentations. Every effort should be made by the Sales Rep and/or Distributor and the Total Door representative to ensure that the proper people are in the audience of any box lunch presentation. Total Door will provide co-op funding up to **50% of the box lunch cost** for Sales Reps and Distributors.

*Please email all AIA sign in sheets to Candace Kitchen [candace@totaldoor.com](mailto:candace@totaldoor.com) within 10 days of the presentation and make sure that all names are legible with member number. This way we can report the course was provided to AIA and the participant will get their education credit.*

**Local and Regional Trade Shows:** Total Door will co-op **50% of the cost for the booth space only** at a local or regional trade show. Additional items such as tables, carpet, lead retrieval machines are at the option of the Sales Rep or Distributor and are not available for co-op. Total Door's portion is determined by the number of products being displayed in the booth. A show in which a Sales Rep and/or Distributor is promoting Door & Hardware as well as Total Door would be calculated as follows:

Price of Booth	\$1000
% Total Door	50% (2 products shown, Total Door & Door & Hdwre)
Percent applicable for Co-op	500
Co-op Percent	50%
Co-op Amount	<b>\$ 250</b>

The Sales Rep or Distributor must provide proof of payment, a copy of the Trade Show Agreement including the cost, booth size and description, as well as a description of the products being promoted in the show. Miscellaneous expenses are not included in the Co-Op Program such as entertainment, lead collection machines, cleaning service, tables, etc.

We have various hand-samples and booth banner displays that may be available. Total Door pays freight outbound and the Sales Rep or Distributor pays freight inbound. The Sales Rep or Distributor is responsible for any damage occurring at the show. Contact Jack Robbins or



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Candace Kitchen to see what materials are available. Due to the large number of Sales Reps and Distributors we cannot guarantee availability of booth banners or samples.

**Promotional Materials:** Promotional items are listed on our parts list and are available for purchase. Net prices are noted in the list.

**Exclusions:** The Co-Op Program is for the use of our Sales Reps and Distributors and is meant to include only direct marketing activities and items specifically detailed in this memo. Expenses for items such as meals, entertainment, sponsorships, etc are excluded.

**Procedures:**

1. All trade show co-op activities **MUST be pre-approved** by the Business Development Manager before any reimbursement will be considered.
  - a. The request will be returned with either an approval or a denial by Total Door Business Development Manager. If the request is denied, the Sales Rep or Distributor will receive an explanation for the denial or a request for additional information.
2. You must complete the Co-Op Reimbursement Request Form and include the appropriate documentation:
  - Trade shows - a copy of the Trade Show Agreement including the cost, booth size and description, as well as a description of the products being promoted at the show is required.
  - Box lunch - include the name of the firm, approximate number of attendees and an estimate of the lunch cost.
3. Within 7 days after the Co-Op event has taken place, send the following items to Total Door:
  - a. A copy of the completed Co-Op Request Form (the approved copy must be submitted for trade shows).
  - b. A copy of the original receipt from the vendor. Receipts prepared by the Sales Rep or Distributor will not be accepted.
4. Once approved by Total Door, a check in the amount of the reimbursement will be mailed to the Sales Rep or Distributor.