



How It Works

AMS-Merlo has created a Co-Op program for each participating dealer. Claims will be honored based on the following as long as the below criteria is met.

- 50% print
- 35% trade show

Advertising Guidelines

Overall criteria:

- Does the activity serve to further the sales of AMS-Merlo products?
- Is the overall cost of the activity reasonable and makes good business sense?

To participate in the program, AMS-Merlo requires prior approval of ALL advertising &/or event that includes 100% AMS-Merlo equipment. Contact marketing@appliedmach.com for the pre-approval form or download at ams-merlo.com/support.

In any advertising/event participation, when combining AMS-Merlo products with non - competitive products of any kind, AMS-Merlo will limit its participation to the pro-rated share of the cost of the advertising based on the actual percentage of the space devoted to AMS-Merlo products. Claims will not be processed for any advertising that includes competitive products. Advertisements cannot include deceptive information or product claims, or be unlawful in any manner whatsoever.

The MERLO logo and/or product name must appear prominently. Simple product listings do not qualify for Co-Op dollars. The MERLO logo cannot be altered or used in colors other than that of the company. (For Pantone colors contact the AMS-Merlo marketing department.) Contact the AMS-Merlo marketing department for an approved copy of the AMS/Merlo logo: marketing@appliedmach.com.

Specific Advertising Venues

1. Newspapers / Magazines / Shoppers / Inserts

A full-page tear-sheet of the ad, as well as a publishers invoice showing the date of the ad, size of the ad, and total cost of the ad less all discounts is required as proof of performance.

2. Circular / Flyers / Mailings

Documented charges for the pro-rated share of flyers, circular and other direct mail materials devoted to AMS-Merlo products will be honored. A copy of the mailer, the printer's invoice including date of the ad, cost of printing and postal receipts for the quantity mailed are required as proof of performance.

3. Trade Shows

An official letterhead or flyer or email of invitation, and/or invoice from the tradeshow sponsor, fully describing the expenses to be incurred as a participant in the show, is required as proof of performance. Documented and fully described charges for the pro-rated share of show expenses devoted to AMS-Merlo products will be honored. Photos of Merlo equipment within contracted space are requested.

4. Websites / Internet

AMS-Merlo does not offer coop funds for building of websites, but does offer funds for event specific digital advertising on a case-by-case application.

Linking to the AMS-Merlo site is always allowed: www.ams-merlo.com.

5. Billboard

An outdoor company invoice clearly identifying the MERLO billboard, actual costs and locations as well as an affidavit of performance including a photo of the billboard in place and date is required.



6. Yellow Pages and other similar listings

AMS-Merlo does not offer Co-Op funds for Yellow Page, EBAY, Craig's List or similar listing type advertising.

7. Radio / Television

Commercials must be exclusively devoted to your store and MERLO products. No other items may be mentioned. Merlo must be mentioned once every fifteen seconds of broadcast air - time. A certified copy of the radio / TV script, and an invoice copy or station affidavit for the same, indicating dates, frequency, length and time as well as total cost of broadcast, less all discounts, must be included as proof of performance. TV advertising requires prior approval.

8. Other Co-Op Claims

If you are participating in media not outlined above, please contact AMS-Merlo at marketing@appliedmach.com regarding other media for consideration.

Other promotional efforts such as trip incentives, sponsored events, sales meetings, open houses or merchandise giveaways are acceptable, but must be pre-approved by AMS-Merlo Marketing Department or AMS-Merlo representative in conjunction with the Vice President of AMS-Merlo. Proof of performance requirements will be discussed at the time of approval. Failure to receive prior approval may result in disallowing the claim.

Termination

This program may be amended or terminated at any time by AMS-Merlo given thirty (30) days written notice.

Two-step Claim Submission

Please complete and submit the Pre-Approval form.
Request a copy from, marketing@appliedmach.com
Or, download the form from www.ams-merlo.com/Support.

After the publication/event date, please complete the Co-Op Claim form.
Request a copy from, marketing@appliedmach.com.
Or, download the form from www.ams-merlo.com/Support.

In addition to the form, please submit required documentation/proof as outlined on the Co-Op Advertising Claim Form.

Of Special Note for Event/Trade Shows. After the event is closed:

- ✓ Copy of any official notification of the event showing your participation;
- ✓ Copy of the Net Invoice from the Event
- ✓ Photo of Merlo equipment within the contracted space

Note: If you are using an agency, all Co-Op requests must still be submitted by you, our Dealer.

Submit a claim within 60 days of the date of the publication, event, etc. Claims received by AMS-Merlo beyond 60 days after the publication will NOT be processed.



How Claims Are Processed

Upon receipt of the claim(s), providing we have received sufficient proof of performance, the dealer will be issued a check from AMS-Merlo at the earliest possible date. Insufficient documentation will delay claim processing. Co-Op claims cannot be deducted from an invoice remittance by your company, and will not be honored. Charge backs will be issued. This practice is in violation of FTC (Fair Trade Commission) guidelines for advertising allowance. Unauthorized deductions confuse both our records and yours. These will be treated as open and delinquent accounts.

No check will be issued to any dealer whose accounts receivable is 90 days past due.

All claims will be verified and approved by AMS-Merlo whose determination is conclusive.

Submit claims to:

Fax: 803-327-4952

Email: marketing@appliedmach.com **Subject:** Co-Op Marketing

Mail: AMS-Merlo, Co-Op/Marketing, 1205 Galleria Blvd., Rock Hill, SC 29730

