



How It Works

Applied Machinery Sales (AMS) has created a Co-Op program for each participating dealer. Claims, based on these percentages, will be honored as long as the below criteria is met.

- 50% print
- 35% trade show
- Digital see criteria below

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?

Applied Machinery Sales requires prior approval of ALL advertising/events that involves Applied Machinery sales products. Contact marketing@appliedmach.com for the pre-approval form.

In any advertising, when combining AMS-Merlo products with non - competitive products of any kind, Applied Machinery Sales 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. Our logos cannot be altered or used in colors other than that of the company. Contact the AMS marketing department for an approved copy of the logos marketing@appliedmach.com.

Note: AMS is not responsible for any outstanding claims if the dealer contract with AMS is canceled for any reason.

Specific Advertising Venues

1. Newspapers / Magazines / Shoppers / Inserts

A full-page tear-sheet of the ad, as well as a publisher's 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

Applied Machinery Sales does not offer coop funds for building of websites, but does offer funds for event specific digital advertising on a case-by-case application. Eblasts, only when utilizing an outside media provider, are eligible for Co-Op.

Linking to the MERLO products' site is always allowed: <https://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 similar listing types

Applied Machinery Sales 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. Prior approval is requested of the script. TV advertising requires prior approval.

8. Other Co-Op Claims

If you are participating in media not outlined above, please contact Applied Machinery Sales 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 Applied Machinery Sales Marketing Department or Applied Machinery Sales representative in conjunction with the Vice President of Applied Machinery Sales. Proof of performance requirements will be discussed at the time of approval. Failure to receive prior approval will result in disallowing the claim.

Termination

This program may be amended or terminated at any time by Applied Machinery Sales 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 find forms on ams-merlo.com support page.

After the publication/event date, please complete the Co-Op Claim form.

Request a copy from marketing@appliedmach.com or find forms on ams-merlo.com support page.

In addition to this form, please submit the required documentation 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 Applied Machinery Sales 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 Applied Machinery Sales 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 Applied Machinery Sales whose determination is conclusive.

Submit claims to:

Fax: 803-327-4952

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

Mail: Applied Machinery Sales Co-Op/Marketing, 1205 Galleria Blvd., Rock Hill, SC 29730

