



Marketing Coop Program

February 27, 2018

Marketing Coop funds are made available to our distributors for approved projects that directly promote RKI products. Coop funds are based on RKI purchases from the previous calendar year. The coop program is designed to split the cost of any qualifying marketing effort with the distributor.

Participation Requirements

To qualify for Marketing Coop funds, a distributor must meet the following terms:

- **All coop requests and receipts must be approved and submitted by October 31st.**
- Must be an authorized RKI distributor in good standing.
- Annual RKI purchases from the previous calendar year of at least **\$50,000 or higher.**
- Up to 1% of the previous calendar year of RKI purchases (excluding freight and tax charges) will be made available for agreed upon marketing efforts throughout the current year. For example, if you have \$100,000 in RKI purchases in the previous year, RKI will offer up to \$1,000 of coop funds available during the current year.
- Up to 50% of each individual marketing or promotional expenditure spent specifically promoting RKI can be recuperated with RKI coop funds.
- Coop funds will be made available as a credit to future RKI orders.
- RKI Instruments' marketing department must approve each marketing effort in advance.
- Invoice(s) or documentation of incurred promotional cost must be submitted with any Marketing Coop requests for credit.
- RKI Instruments reserves the right not to participate.

Admissible Coop Efforts

- **Trade Shows** – Up to 25% of trade show registration fees while promoting RKI products can be expensed using co-op funds. Membership, trade show extras, travel, food and lodging expenses do not qualify for coop funds.
- **Demo Equipment** – Coop funds may also be applied to demo equipment orders. After receiving an extended discount for demo equipment, distributors can apply coop funds to 50% of the balance of each demo order. (See Distributor Discount Schedule form complete Demo Equipment Policy)
 - Purchase of demo equipment must be approved and processed by the local RKI rep or regional manager.
 - Instruments must remain in demo or rental service for a minimum of one year.
 - One of each instrument model per distributor location.
 - Coop funds cannot be utilized for any shipping charges.
 - No more than 50% of the total coop funds within any given year can be used for demo purchases.
- **Purchase of Instruments for Rental** – Instruments that are being purchased for rental service can receive a 50% discount and then apply coop funds to 50% of the remaining balance due.
 - The 50% discount for the purchase of rental instruments only applies to orders utilizing coop funds.
 - Distributors must have enough coop funds available to cover a 50/50 split of the balance due on any rental instrument purchase.
 - Purchase of rental equipment must be approved and processed by the local RKI rep or regional manager.
 - Instruments must remain in demo or rental service for a minimum of one year.
 - Coop funds cannot be utilized for any shipping charges.
- **Training Classes** – Coop funds can be used to cover 100% of the registration fee of RKI training classes. Please inquire on available coop funds while signing up. Coop funds will be applied upon registration of training course. There will be no refunds for cancellations less than two weeks prior to the class. Coop funds must be used in the same year as the training class.
- **RKI branded merchandise** – Up to 50% of any promotional merchandise expense that includes RKI logo branding like hats, pens, shirts, etc. can utilize coop funds. No more than 50% of the total coop funds within any given year can be used toward RKI branded merchandise. Artwork proof required.
- RKI has a list of merchandise items available, which can be ordered from.



Admissible Coop Efforts

- ***Print Brochures & Catalogues*** – Up to 50% of a printed brochure or catalogue expense that includes RKI products can utilize coop funds. The amount of the expense must be proportional to the coverage of RKI products. No more than 50% of total available coop funds can be applied to print brochures & catalogues.
- Pay per click advertising does not qualify for coop funds including 3rd party e-newsletter and web site ad spaces.
- Web development, maintenance, or company e-newsletters do not qualify for coop funds.

Receiving Coop Funds

1. Contact the Marketing Department and obtain approval for the marketing or promotional effort.
2. Submit paid invoice(s) or documentation of incurred expenses from vendor. Distributor created invoices are not accepted.
3. Specify the % of the total expenses that are specifically for RKI products or promotion.
4. Upon approval, RKI will then issue a credit to your account that is up to 50% of the qualified coop expense.