



CO-OP ADVERTISING PROGRAM

GENERAL CO-OP INFORMATION:

The Co-op Advertising Fund is available to all distributors and based on 1% of the previous calendar year's net purchases. Unused funds may not be carried over to the following year. The accrual is available to match funds for approved co-op advertising expenses. New customers receive a starter fund based on their forecast for the current year. All claims must be accompanied by proper documentation, routed through your sales representative and paid as a credit memo to your account. Under no circumstances may you deduct a co-op claim from your invoice.

PROCEDURE FOR APPROVAL AND CLAIM SUBMISSION:

Any Co-op Advertising request must be pre-approved by PTS. The preliminary request section of a "Request for Co-op Advertising form" must be filled out and routed through your sales representative for submittal to PTS for approval. Upon completion of the co-op program, the claims section of the "Request for Co-op Advertising form" must be completed and all required documentation sent to our Sales and Marketing Department. All claims must be submitted within 90 days of completing the co-op ad or event.

ALLOWABLE CO-OP EXPENDITURES

PRINT ADVERTISING:

Amount of Co-op: 50% of the cost of space only (does not include production costs or agency fees).

Preliminary Documentation: Proposed layout and text, price quote and schedule of insertions.

Final Documentation: Copy of paid invoice, complete page with ad, date and name of publication.

PTS has an extensive library of copy ready ad slicks, text and photos. Let us know if you need access to our marketing materials.

TRADE SHOWS:

Amount of Co-op: 50% of the booth space occupied by FasNSeal® and VENTINOX® VFT products.

Example: If PTS products occupy 20% of the total booth space, we reimburse up to 50% of 20% of the total booth cost.

Preliminary Documentation: Copy of the show information detailing the cost of booth.

Final Documentation: Copy of the paid invoice and photos of the entire booth.

PTS provides literature free of charge. You may also make use of our FasNSeal® video loop and FasNSeal® color banner (3' by 5') when available. Please call ahead to reserve your date.

CONTRACTOR MEETINGS:

Amount of Co-op: 50% of refreshment and advertising costs (see print advertising) to promote the event and cost of location.

Preliminary Documentation: Date, location and total estimated cost.

Final Documentation: Copies of receipts for refreshments/food and cost of room (if off store premises).

Again, PTS provides literature free of charge. You may also use our FasNSeal® and VENTINOX® video loops.

DIRECT MAIL:

Amount of Co-op: FasNSeal® marketing materials are available free of charge. If you create your own mailer, 50% of print charges only (not set up charges) are reimbursable. For mailers including other products, PTS reimburses 50% of the total space occupied by PTS products. Example: if PTS products represent 25% of the mailer, we reimburse 50% of 25% of the cost.

Preliminary Documentation: Price quote and proposed layout.

Final Documentation: Copy of paid invoice and sample of the mailing piece.

Postage is not included in the co-op program.

*ProTech Systems, Inc., at its sole discretion, reserves the right to deny all or part of any co-op advertising program.

REQUEST FOR CO-OP ADVERTISING

Account #: _____

Date: _____

Distributor: _____

Address: _____

City: _____ State: _____ Zip: _____

PRELIMINARY REQUEST:

Description of program requested: _____

Preliminary documentation provided: _____

Sales Representative Signature: _____

Sales Representative please submit to the National Sales Manager at ProTech Systems, Inc.

REQUEST FOR CO-OP ADVERTISING

CO-OP ADVERTISING CLAIM FOR CREDIT:

Program Description	Date	Total Cost	Expected Refund
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Please include all necessary documentation: copies of paid invoices, receipts, ads, photos, etc... showing you have met all necessary requirements for reimbursement.

Signature (authorized company representative): _____

Please submit to the National Sales Manager at ProTech Systems, Inc.