

## MoistureShield® Co-op Guidelines & Requirements

All coop claims must be submitted through [www.moistureshield.com/coop](http://www.moistureshield.com/coop).

For Distributors: All Co-op requests must be pre-approved by the appropriate Regional Sales Manager prior to submittal to MoistureShield. Any request that is not specifically covered in these guidelines must be pre-approved by the VP of Sales or Marketing Director. No requests will be processed without the appropriate pre-approval.

The MoistureShield Co-op Program is valid for 12 months, beginning January 1, 2018 and ending December 31, 2018. This program replaces all prior programs and will be effective only during the stated dates.

During the time period described above 1.5% of qualifying net purchases will be put aside for use as marketing funds. These funds belong to MoistureShield but will be allocated based on the needs of the distributor's market as expressed by the distributor.

Funds will be accrued on a monthly basis and must be spent on a quarterly basis. Any funds earned during a quarter that are not spent by that quarter's deadline will be forfeited. Please see the quarter schedule below for accrual and claim submitting deadlines.

|                             | Quarter 1/ Quarter 2        | Quarter 3                   | Quarter 4                             |
|-----------------------------|-----------------------------|-----------------------------|---------------------------------------|
| Sales Accrual Dates         | Jan 1, 2018 - June 30, 2018 | July 1, 2018 - Oct 31, 2018 | Nov 1, 2018 - Dec 31, 2018            |
| Claims must be submitted by | July 31, 2018               | Nov 30, 2018                | Funds will rollover in Quarter 1 2019 |

\* Funds accrued in November and December 2017 will roll over into Quarter 1 funds for 2018.

To further support our partners and ensure that enough funds are available to optimize sales potential for the 2018 building season, quarter 1 and quarter 2 have been combined and will be front-end loaded with 75% of the total funds accrued in 2017. This will allow our partners to use more funds early in the year to build momentum on sales growth. The use of these funds will then be balanced out during quarter 3 and quarter 4 as monthly funds accrue. The guidelines of the program will remain the same. Please see the following sheets.

## Guidelines for Use

Printed product brochures, digital installation guides, digital flyers and product samples will be provided at no cost to the distributors. These items can now be ordered directly by the distributor on our sample website at [www.aertsamples.com](http://www.aertsamples.com).

### 100% reimbursement for

- **Print, TV and Radio Advertising Space** (see the Print Advertising Layout Requirements listed below).
  - ❖ Requests for print, TV and radio advertising reimbursement must include a copy of the invoice or receipt and a copy of the placed ad.
- **Displays/Signage** to be provided to stocking dealers, including displays, yard banners, contractor kits and approved dealer displays not to exceed **\$300** per claim. Orders can be placed on [www.aertsamples.com](http://www.aertsamples.com) using the coupon code "Coop." Please visit the sample website or [MoistureShield.com/Coopmarketing](http://MoistureShield.com/Coopmarketing) for pictures and details on available displays and signs. (The distributor can also cut inventory for profile samples and apply for co-op reimbursement).
  - ❖ Requests for displays and signage must include detailed dealer information and shipping address.
- **Customized Advertising Projects** including but not limited to ads, postcards, flyers, door hangers. All customized pieces must follow the Print and Advertising Layout Requirements listed below and be preapproved by the VP of Sales or Marketing Director.
  - ❖ Requests for customized advertising project reimbursement must include a copy of the invoice or receipt and the printed piece.

### 50% reimbursement for

- **MoistureShield Apparel or Promotional Items** Reimbursement total is limited to **\$500** annually. All apparel and promotional orders must be preapproved by the VP of Sales or Marketing Director.
  - ❖ Requests for apparel or promotional item reimbursement must include a copy of the receipt or invoice and a picture or sample of the promotional item.
- **Showcase Decks\*** Model decks or Parade of Home installations are eligible for 50% reimbursement of distributor's cost from distributor's coop funds. Limited to three models annually per distributor location and must be pre-approved by the Regional Sales Manager 30 days prior to installation.
  - ❖ Requests for display deck reimbursements must include invoices or detailed material lists and pictures or blueprints of the display.
- **Trade Shows** Local trade shows and non-national trade shows booth space fee and display costs\* will be split 50/50 with the distributor for all shows pre-approved by the Regional Sales Manager. All participation requests must be submitted to the Regional Sales Manager 60 days prior to the show to be considered.
  - ❖ Requests for trade show booth fee reimbursements must include the invoice or receipt for the show. Requests for trade show display cost reimbursement must include a material invoice or detailed list of the materials used and a picture or blueprint of the display.

*\* Display material reimbursement only applies to MoistureShield products. Labor is not included.*

## Additional Reimbursements:

- **PK Sessions** will be reimbursed up to **\$300** per meeting with prior approval by the Regional Sales Manager.
  - ❖ Requests for PK session reimbursements must include a receipt or invoice detailing all purchases and the location of the event.

MoistureShield must receive your Co-op Claim submission with supporting documentation within 90 days of expenditure.

Special requests that are not covered in these MoistureShield Co-op Program Guidelines must be pre-approved by the VP of Sales or Marketing Director. MoistureShield retains the right to deny any co-op claim that does not follow the above guidelines.

## Print Advertising Layout Requirements

- A high-resolution version of the MoistureShield logo must appear in the advertisement and be clearly visible and predominant. Specific logo guidelines are required. For logo artwork, photos, approved messaging, website coding, literature, and guidelines, please visit the MoistureShield website Resource Library: <http://www.moistureshield.com/resource-library/> Photos are copyrighted and remain the property of MoistureShield.
- A minimum of 50% of the space of the advertisement must be dedicated to MoistureShield.
- If competitive composite decking brands will be included in the advertisement, there must be a ¼" border separating the MoistureShield portion of the ad.
- MoistureShield will contribute 100% of the cost of the *portion* of the ad containing the MoistureShield logo.
- All MoistureShield ads must contain at minimum the first three product feature bullets:
  1. Expanded Composite Decking Family - the right decking product for every outdoor living project
  2. Durable - Protected to the core so boards can be installed on the ground, in the ground, or even underwater.
  3. Protected - Industry Leading Lifetime Warranty
  4. Easy to Install - Does not require staining, painting, or sealing.
  5. Reputation – 28 years without a field failure