



*Clearing the Path Ahead™*

## **2024 CO-OP PROGRAM**

### **ELIGIBILITY**

- Fecon Signature and Partner stocking Dealerships that have met:
  1. Stocking Requirements
  2. Brand Requirements
  3. Minimum Sales Targets
- Open to those who have an account with Fecon and a good credit standing.
- Past-due accounts do not qualify for Co-op funds.
- First year dealers will receive \$2,500 in co-op funds or 1% of initial order.

### **HOW THE AMOUNT OF YOUR CO-OP CREDIT FUND IS DETERMINED**

- Coop Funds will be calculated at 1% of the total annual sales. Sales defined as invoiced **Whole Goods** shipments for the prior calendar year.
- 60% of the coop funds can be applied as a credit and the other 40% will be applied with a coupon code for use on our ecommerce website towards the purchase of the Co-op program products. Products purchased on the ecommerce website do not require a dealer contribution.
- \$25,000 is the maximum amount of co-op dollars that can be earned in a fiscal year.

### **HOW FECON PAYS**

- Fecon will pay up to the limit of your Co-op credit fund (as specified above).
- Fecon may reimburse up to 50% of qualified and approved advertising expenses **that meet the requirements of this program.**
- Fecon will issue a credit toward your account, provided you have available Co-op funds.
  - Credit will not be automatically applied to the next order, credit number must be submitted.
- Advertising must be designed to sell Fecon products which in turns adds profit to your business.
  - Simply placing the Fecon logo into an ad does not qualify, nor does it effectively promote Fecon products and the profit they can supply to your business
  - List of eligible and non-eligible items are listed [here](#)
- No credit will be issued unless the specified guidelines of this program are met.
- Advertising must run and wearable item purchases must be made in the calendar year in which cooperative advertising funds are provided.
- Once the full co-op allowance has been credited, the fund will be exhausted until the next calendar year assuming you meet eligibility requirements again. ***Unused co-op funds expire at the end of the calendar year and do not carry over to the following year.*** All claims must be submitted no later than 60 days after the close of the previous year.

## **HOW TO REQUEST A CREDIT FROM YOUR CO-OP ALLOWANCE**

- Complete the [Co-op Claim Form](#).
- Claims must be submitted **within 60 days** of the advertising invoice date.
- Appropriate documentation (see below) must be submitted with the completed form.

### **For Print Media:**

- Fecon must receive original copies of advertisements. A **full-page** tear sheet or complete circular showing the date and the name of the publication is required.
- A copy of the original invoice from the publication showing the advertising space, running date and cost.

### **All Other Media:**

- Complete documentation such as photos of building signage, samples of direct mail pieces must be included with the invoice(s).

## **ELIGIBLE FOR COOP DOLLARS**

- Marketing Collateral
  - Literature Creation
  - Photos
  - Videos
- Tradeshow
  - Booth Space
  - Shipping
  - Give - Aways
- Direct Mail
- Print Advertising - New Equipment Only
- Sponsorships
- Fecon supplied Promo Items/Apparel (No dealer contribution is required)
- Fecon supplied Showroom Displays (No dealer contribution is required)
- Fecon supplied Building Signage (No dealer contribution is required)
- Fecon supplied Literature (No dealer contribution is required)
- Dealer Events
- Billboards

## **NOT ELIGIBLE FOR COOP DOLLARS**

- Any Advertising for Pre-Owned or Used Equipment
- TV/Media
- Radio
- PPC / Google AdWords

Please contact your RM or email [cwarning@fecon.com](mailto:cwarning@fecon.com) should you have any questions or concerns.