



# MESTEK, INC.

## **Co-Op Information**

Mestek advertising and marketing programs are available to all qualified wholesalers/distributors. Qualified wholesalers/distributors are those who stock, sell and promote Mestek products.

These programs are designed to assist our valued customers by providing them with funds to help maximize marketing, advertising and promotional programs for their individual local markets.

## **Fund Accruals**

An allocation based on 1% of all Mestek product shipments (less freight and discounts), will be accrued for qualifying wholesalers/distributors. Funds can be used for **pre-approved** standard advertising and sales promotion expenditures.

The accrual period runs from January 1 through December 31 of the previous year's sales. New distributors will accrue funds based on purchases made within the current year.

All co-op requests should be submitted no later than November 15. There will be no rebate for unused funds.

## **Allocation Percentages**

Funds will be available for use according to the following schedule.

Wholesaler/Distributor advertising:

Distributor – 50%

Mestek – 50%

Contractor advertising:

Contractor – 33%

Distributor – 33%

Mestek – 33%

## **Co-Op Reimbursement Procedures**

**Claim Forms** – To receive credit for authorized expenditures customers must submit the “Co-Op Advertising Claim Form”, MCAC-5, to the Sales & Marketing team. (copy of form is attached)

All claims must be submitted through the local Mestek manufacturer's representative and must have the representative's signature of approval.

## **Co-Op Reimbursement**

All approved claims will be paid by a Mestek account credit to the wholesaler. Deductions from accounts payable payments are not acceptable. Mestek will not make direct payments to any media venues or suppliers for services related to the co-op request.

## **Requirements**

All Mestek co-op programs **must** use the corresponding Mestek company logo. Mestek, upon request, can provide logos in various formats for use in publications.

Co-op expenditures will be approved in an amount proportionate to the space devoted to the corresponding Mestek company. Claims involving competitive products are not allowed.



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**Exclusions**

\*Golf Outings are not eligible.

\*Yellow Page Advertising

**\*Any event not utilizing Mestek specific promotions or print advertising designed to increase sales will be handled on an individual basis upon submittal to SpacePak Sales and Marketing.**

**Mestek reserves the right to deny authorization on any co-op request.**

**Promotional Items**

Mestek has a wide variety of promotion items for trade shows and counter days and are co-op eligible.

**\*Contact Sales for additional details.**

**Trade Shows**

Mestek is equipped with product samples, displays and promotional literature to support wholesalers/distributors and contractors in local trade shows. Arrangements for displays and product samples must be made in advance through the Mestek Trade Show Coordinator. Pre-approval required by Sales and Marketing.