

Co-op Program Guidelines

Cooperative Advertising Program

The Program

Co-op is only offered to distributors and others who buy directly from M&G DuraVent, and who have been approved to participate in this program. The following guidelines will help you create advertising campaigns and promotional events with DuraVent products. This co-op program is the only vehicle by which funds are made available by DuraVent for advertising or sales promotion purposes.

How It Works

A 'Cooperative Advertising Fund' is established for each participating direct purchaser, consisting of an advertising ALLOWANCE based on 2% of their net purchases, for the fiscal year (January 1 through December 31). Claims will be honored for 50% of the documented cost of an advertising or promotional expense up to the amount contained in each distributor's cooperative advertising fund.

Claims may not be deducted from an invoice remittance by your company, and will not be honored. Chargebacks will be issued.

Important Note

It is the responsibility of each distributor to monitor their own co-op advertising expenditures throughout the year in order to determine their exact accrual balance versus 2% of their net purchases from DuraVent. For the current available co-op allowance, contact the DuraVent co-op department.

DuraVent reserves the right to make changes to the program at any time.

Submitting A Claim

Please fill out DuraVent's Co-op Claim Form. Request a copy from marketing@duravent.com or download from the www.duravent.com website.

In addition to this form, you must submit proof of the co-op both as an invoice and, when applicable, a sample of what you spent it on. (ie: photo of a T-shirt showing the DuraVent logo, a photo copy of an ad, a copy of a sponsored tournament flyer, etc). Approved documentations are: a copy of your invoice, copy of an agreement or notice of the event. Sponsorships must be approved before the event by a DuraVent representative.

Submit a claim within 30 days of the date of the ad, publication, etc. Claims received by DuraVent beyond 30 days after the program year ends (December 31) will NOT be processed. Again, no claims will be processed after Jan. 31 for a claim that took place the previous year. Funds not utilized during the current fiscal year will not be carried over into the following year.

How Claims Are Processed

Upon receipt of the claim(s), providing we have received sufficient proof of performance, the distributor will be issued a credit memo at the earliest possible date. Insufficient documentation will delay claim processing. Claims can not be reimbursed in cash or check.

Co-op claims can not be deducted from an invoice remittance by your company, and will not be honored.

Charge backs will be issued. This practice is in violation of FTC (Fair Trade Commission) guidelines for advertising allowance. Unauthorized deductions confuse both our records and yours. These will be treated as open and delinquent accounts.

All claims will be verified and approved by DuraVent, whose determination is conclusive. Reimbursements by a DuraVent distributor to retailers will be the responsibility of the distributor, and will be administered by the distributor. No credit or allowance will be issued to any distributor whose accounts receivable is over 90 days past due.

Advertising Guidelines

The criteria is simple:

- Does the activity serve to further the sales of DuraVent products?
- Is the overall cost of the activity reasonable and makes good business sense?

DuraVent reserves the right to make these judgements based on details of this plan. All determinations will be conclusive. You are encouraged to contact DuraVent for prior approval if you are at all unsure about the qualification of your claim.

In any advertising, when combining DuraVent products with non-competitive products of any kind, DuraVent will limit its participation to the pro-rated share of the cost of the advertising based on the actual percentage of the space devoted to DuraVent products. Claims will not be processed for any advertising that includes competitive products. Advertisements can not include deceptive information or product claims, or be unlawful in any manner whatsoever.

The DuraVent logo and/or product name must appear prominently. Simple product listings do not qualify. Our logo cannot be altered or used in colors other than the company colors of black and blue, or as a black and white version. Contact the DuraVent marketing department for an approved copy of the DuraVent logo. marketing@duravent.com

The DuraVent logo is available for download from our website at: <http://www.duravent.com/MarketingSupport.aspx>

Co-op Program Guidelines

Shirts / Jackets / Garments

An invoice of expenses and a photo sample / fax showing the DuraVent logo image on the item is required.

Newspapers / Magazines / Shoppers / Inserts

A full-page tear-sheet of the ad with an indicated date of the ad as well as a publishers invoice showing the date of the ad, size of the ad, and total cost of the ad less all discounts is required as proof of performance.

Circular / Flyers / Mailings

Documented charges for the pro-rated share of flyers, circular and other direct mail materials devoted to DuraVent products will be honored. A copy of the mailer, the printer's invoice including date of the ad, cost of printing and postal receipts for the quantity mailed are required as proof of performance.

Trade Shows

An official letterhead or flyer of invitation plus invoice from the tradeshow sponsor, fully describing the expenses to be incurred as a participant in the show, is required as proof of performance. Documented and fully described charges for the pro-rated share of show expenses devoted to DuraVent products will be honored.

Websites / Internet

DuraVent does not offer coop funds for websites, building of websites or other internet activities. We do allow your use of a link to our website at www.duravent.com.

Billboard

An outdoor company invoice clearly identifying the DuraVent billboard, actual costs and locations as well as an affidavit of performance including a photo of the billboard in place and date is required.

Yellow Pages

Advanced approval is required on all Yellow Page advertisements. Provide copy of insertion order, invoice and photocopy of the ad. If the insertion charge for the ad is paid in full, send only one invoice copy as well as a copy of your contract for the months applicable to the current year. For example, if the directory is in circulation from January through December, the whole claim would be applicable to the current years account. If the circulation is from September through August of the following year, 4 months of your contract would be applicable to the current year and 8 months to the following year. The 8 months applicable to the following year would have to be submitted as a second claim the following year.

Radio / Television

Commercials must be exclusively devoted to your store and DuraVent products. No other items may be mentioned. DuraVent products must be mentioned once every fifteen seconds of broadcast air-time. A certified copy of the radio / TV script, and an invoice copy or station affidavit for the same, indicating dates, frequency, length and time as well as total cost of broadcast, less all discounts, must be included as proof of performance. TV advertising requires prior approval.

Other Co-op Claims

If it is not practical to use any of the media qualifying under this plan, please contact DuraVent regarding other media for consideration.

Other promotional efforts such as trip incentives, sponsored events, sales meetings, open houses or merchandise giveaways are acceptable but must be pre-approved by your DuraVent representative in conjunction with the Vice President of Sales and Marketing. Proof of performance requirements will be discussed at the time of approval. Failure to receive prior approval may result in disallowing the claim.

Termination

This program may be amended or terminated at any time given thirty (30) days written notice.

Submit claims to:

Fax:

518-463-5271

E-mail:

marketing@duravent.com

Mail:

DuraVent
Co-op department
10 Jupiter Lane
Albany, NY 12205