

LIFTSAFE FALL PROTECTION MARKETING CO-OP FUND



MARKETING CO-OP FUND (MCF) OVERVIEW:

The Marketing Co-op Fund was designed to reward dealers for performance in specific areas by establishing a fund that can be used to enhance the sales and marketing efforts and offer a greater return on marketing investment.

The MCF functions as a reimbursement program. Based on the funds earned as a result of dealer performance, Liftsafe Fall Protection (LFP) will reimburse a percentage of the cost for marketing and promotional activity incurred by the dealer. All activities funded by the program must involve the promotion of LFP products to generate increased sales and new business opportunities.

There are some performance metrics that when met by a dealer will result in contribution by LFP to the MCF:

- Understand the product, the market, and regulatory landscape. Become a true subject matter expert
- Lead with a customer first philosophy
- Respect and uphold agreed upon terms
- Represent the brand with professionalism
- Appropriate sales team members have received product training
- Must qualify for a line of credit
- Invoices must be paid in less than 31 days

A plan to spend MCF funds must be developed in conjunction with the LFP Sales representative and submitted to the LFP Channel Sales Manager for approval by March 31st, 2021.

The following list includes pre-approved marketing programs that LFP will support under the MCF program:

ACTIVITY	DESCRIPTION	REIMBURSEMENT RATE/LEVEL	
		GOLD	PLATINUM
Direct Marketing	Includes list identification and printing of direct mail pieces, flyers and postcard announcements	Up to 50% of LFP content	Up to 75% of LFP content
Email Campaigns	Email outreach to house database or purchased list	Up to 50% of LFP content	Up to 75% of LFP content
Joint Advertising	Print and digital advertising, including banner ads and online sponsorships (does not include Search Engine Marketing, website product placements or fees)	Up to 50% of LFP content	

Sales collateral	Product literature, training materials or relevant sales tools that will aid in the selling of the LFP product line	Up to 50% of LFP content	
Promotional merchandise	Premium items such as t-shirts, pens, folios, hats, jackets, bags, etc.	Up to 50% of LFP content	Up to 75% of LFP content
Open houses	LFP product featured and demonstrated at open house events and the printing of invitations or promotional announcements	Up to 50% of event space dedicated to LFP + up to 50% freight one way	
Trade shows and events	Represent LFP at a regional or relevant market trade show with demo equipment	Up to 50% of event space and one way freight dedicated to LFP	Up to 75% of event space and one way freight dedicated to LFP
Regional training	Hold a product training class focused on LFP product at your facility	Up to 50% of dealer cost	
Demo equipment	Install a LFP Netting or RoofGuard Guardrail product in your facility/roof or demo/sample in showroom	Up to 50% of dealer cost	
Dealer training	Come to either the LFP facility for product training or company familiarity	Up to 50% of LFP content	Up to 75% of LFP content
Professional program development	Utilize outside firm to develop and manage annual marketing campaign	Up to 50% of LFP content	Up to 75% of LFP content
Sales contest	Includes but not limited to "Increasing Sales" contest, selling to new customers, focused sales goals on specific products	Up to 50% of co-op amount	Up to 75% of co-op amount

HOW TO REQUEST MARKETING CO-OP FUNDS (MCF):

1. Meet the qualifying criteria in the performance areas that contribute to the MCF.
2. Read and agree to the MCF Participation Requirements and have a signed MCF form.
3. Participation Agreement on file with LFP.
4. Submit a Request Form, detailing proposed plan for approval. LFP will evaluate the MCF request and if approved, an acceptance email will be sent to the dealer with an MCF plan agreement.

Submit all materials to LFP at info@liftsafegroup.com

For questions, please call your sales rep or LFP at **1-800-977-2005**

MCF REIMBURSEMENT:

All documentation for an approved activity must be submitted to LFP within **60 DAYS** from the time of the activity's actual occurrence date; otherwise that activity no longer qualifies for reimbursement and will be ineligible for payment.

Submit the following documents to LFP at info@liftsafegroup.com for MCF reimbursement:

1. An invoice on company letterhead for the total amount of the approved MCF request. The invoice should clearly state the name of the activity and date with other pertinent information about the activity in order to be reimbursed for payment.
2. Individual copies of all receipts and expenses associated with the approved activity that substantiate the cost(s) incurred. Reimbursement shall be made to the dealer after payment of 100% of the expense is made by the dealer.
3. Complete documents as required by LFP's Accounts Payable department (W-9, Vendor Registration documents).

MARKETING CO-OP FUND PARTICIPATION AGREEMENT TERMS AND CONDITIONS:

- All marketing and promotional activities must prominently feature the LFP logo, utilize corresponding trademarks and adhere to the brand identity guidelines.
- Dealer must be in good financial standing with LFP to be considered for the MCF program.
- MCF are not to be used to lower the costs of products, or subsidize margins. LFP will not provide reimbursement for activities that feature competitive products.
- All funds accrued, as a part of the MCF, must be spent over the course of the year, as identified in the approved MCF request plan. No more than 50% of the funds accrued can be spent in any particular quarter. Fund balances cannot be carried over to the next year.
- Unused funds do not rollover from year to year and cannot be claimed after funds have expired.
- Dealer has completed and received approval from LFP on the MCF Request Form and has signed and returned the MCF Plan Agreement.

The MCF Participation Requirements encompass the agreement between your company and LFP, Inc. related to, the granting, use and reimbursement of funds earned within the MCF. LFP reserves the right to rescind, revise or otherwise modify MCF Terms at its sole discretion according to the needs of its business.

Liftsafe Fall Protection Inc.

Liftsafe Fall Protection Dealer

Signature

Signature

Name

Name

Date

Date