

# C O - O P P R O G R A M



## L I T E R A T U R E

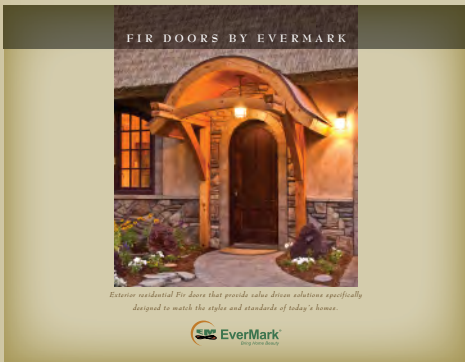
all literature: 100% CO-OP



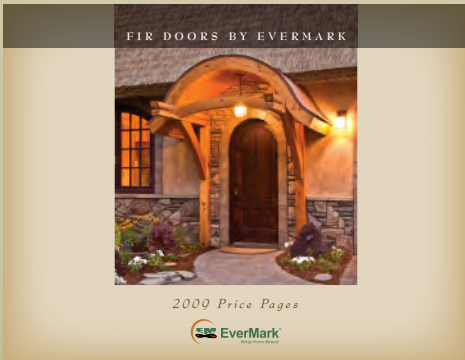
**Tango  
Brochure:**  
100pcs/box  
\$50.00/box



**Tango  
Price Book:**  
100pcs/box  
\$25.00/box



**Fir Door  
Brochure:**  
100pcs/box  
\$50.00/box



**Fir Door  
Price Book:**  
100pcs/box  
\$25.00/box

## D I S P L A Y S & S A M P L E S

all displays & corner samples: 100% CO-OP

### Elevations Displays:

- 3/0 x 6/8 doors
- unfinished slab (finishing \$100 net per door)
- door stands included
- prices: 50% of individual customer net price



4E2009



4E2013



4E2001



4E2002



4E2003

### Elevations Samples:

- set of three - \$30
- Craftsman, Rustic and Traditional



### Tango Originale Displays:

- double doors - 6/0 x 8/0
- single doors - 3/0 x 8/0
- unfinished prehung door (finishing \$300 net per door)
- wrought iron stands included
- prices: 50% of individual customer net price



Yvette - 6 lite



Yvette - Chantel



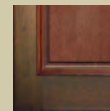
Yvonne - 6 lite



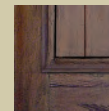
Yvonne - Chantel

### Tango Originale Samples:

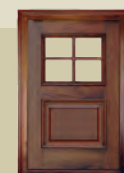
#### Corner Samples



Mahogany:  
\$30.00/ea.



Walnut:  
\$30.00/ea.



Pre-hung mini-door  
(18" x 36"): \$90.00

See reverse side for complete program details.



## EVERMARK LLC CO-OP ACCOUNT PROGRAM OVERVIEW 10.1.09

### ELIGIBILITY

The EverMark LLC Co-Op program is offered to all authorized Evermark Distributors. Co-Op funds are strictly for the promotion of Tango and Elevations Door programs.

### ESTABLISHMENT OF CO-OP ACCOUNT

- ▶ Each authorized EverMark Distributor will have a Co-Op Account established to fund marketing & collateral assets for the promotion of Tango and Elevations Door programs.
- ▶ Funds established in the account are to be used for re-imbursement of promotional expenditures and will be calculated based on a fixed 2% of Total Net Purchases from EverMark during the Fund Period of January 1st to December 31st of the same year.
- ▶ The Total Net Purchases will equal the total of all invoices for EverMark's products to the Distributor during the Fund Period after adjustment for freight, special packaging (if required by Distributor), and other handling costs.
- ▶ New distributors, without prior year sales history, will be allocated 2% of estimated sales for immediate Co-Op use.
- ▶ If New Distributor exceeds sales target all additional co-op funds earned can only be allocated to the purchase of collateral, samples, and displays.
- ▶ Only Funds accrued during the established current calendar year (January 1st to December 31st) may be used to reimburse the Distributor for Promotional Expenses and/or Marketing & Collateral Material & will not be carried over beyond the established timeframe.
- ▶ No refunds for unused Co-Op Funds will be issued and unused funds will be forfeited at the end of year.

### MARKETING & COLLATERAL MATERIAL

- ▶ EverMark will reimburse 100% of the Distributors expenses for Marketing and Collateral Material (Literature, Price Books, Displays, and Corner Samples etc.) up to the limit of the established Co-Op account.
- ▶ Any Marketing and Collateral Material that falls outside of the scope described as Literature, Price Books, Displays and Corner Samples must receive prior approval from EverMark and aforementioned approval must be submitted with claim for Co-Op Account Funds.
- ▶ No additional reimbursement above the Fund limit will be made without prior written approval from EverMark.
  - ▶ All Displays purchased with Co-Op funds must be documented and include the following information when submitted for reimbursement:

- Distributor/Dealer Name
- Distributor/Dealer Address
- Contact Name & Information @ Dealer/Distributor

▶ See Co-Op Program Overview for a complete offering of Marketing & Collateral Materials

### PROMOTIONAL EXPENSES

- ▶ EverMark will reimburse 50% of the Distributors expenses for Promotional Expenses (Trade Shows, Advertisement, and Model Home(s) etc.) incurred for the dedicated promotion of EverMark's products up to the limit of the Fund and subject to the restrictions set forth below.
- ▶ Any Promotional Event that falls outside of the scope described as Trade Show, Advertisement & Model Home(s) must receive prior approval from EverMark and aforementioned approval must be submitted with claim for Co-Op Account Funds.
  - ▶ The Distributor will have thirty (30) days from the date of any promotional expenses invoice (Trade Shows, Advertisement, and Model Home(s) etc.) to submit claim to EverMark for the reimbursement under Co-Op Program.
  - ▶ Only expenditures used directly to promote Evermark's products are eligible for reimbursement and Evermark will not reimburse Distributors for costs associated with the development of the promotion.
  - ▶ Trade Shows: Eligible for 50% reimbursement based on percentage of total booth space dedicated to EverMark product. Booth must feature Tango and/or Elevation door(s). Photograph of exhibit, copy of contract with space costs, total exhibit space contracted, and percentage of space allocated to EverMark product must be submitted with claim.
  - ▶ Model Homes: Eligible for 50% of reimbursement and limited to one primary front door unit for a development of 40 homes or more for Elevations series and 20 homes or more for Tango Series. Any model can be selected under this program. Photo of entry way required with claim.
  - ▶ Media Advertisements: Eligible for 50% reimbursement based upon percentage of total advertisement space/time dedicated to EverMark products. Advertisements must feature Tango or Elevation door. Copy of Advertisement or similar documentation (I.e. video, audio etc.) with published /air dates & total invoice for project are required and must be included with claim.