

# CO-OP MARKETING PROGRAM

---

**Effective Date: January 1, 2024**

The Co-op Marketing Program provides dealers with flexibility and support to advertise and promote the Versatile brand locally while maintaining a consistent identity and marketing strategy. Co-op marketing initiatives can include print, radio, and digital advertising, mail and email campaigns, custom literature, merchandise, sponsorships, signage, tradeshow and events. The program is designed to boost dealer presence in the community and encourage targeted local exposure. Initiatives that meet all co-op marketing guidelines are eligible for reimbursement of 50% of the net cost.

## PROGRAM DETAILS

- The current allowance and claim period runs from January 1, 2024 through December 31, 2024
- All dealers will receive a minimum base of \$7,500 in co-op allowance for this period
- Additional funds will be based on 0.5% of the dealers previous years' sales collections, up to \$20,000
- Up to \$3,500 of the dealers co-op allotment may be used for merchandise
- Additional funds for permanent dealer signs are also available, special terms and conditions apply, see the signage section for details

## TERMS & CONDITIONS OVERVIEW

Marketing activities must meet the following co-op guidelines to be eligible for reimbursement. Additional details for print, radio, and digital advertising, merchandise, signage and tradeshow are included in this document. Initiatives such as mail and email campaigns, custom literature, sponsorships and events are also encouraged and must be pre-approved by the Versatile Marketing Department.

- The Versatile brand must be prominently, positively and accurately represented
- Up-to-date product information, logos and images must be used at all times
- Any claims of product performance must be consistent with the information described on official Versatile materials (i.e. product literature, versatile-ag.com and sales materials)
- Dealers are encouraged to use supplied materials
- Custom ads and promotions or unique marketing initiatives must be pre-approved by the Versatile Marketing Department prior to execution
- Advertising cash price is strictly prohibited
- All activities must follow all local and federal advertising laws
- All reimbursements are calculated at 50% of the Versatile share of voice and based on net costs
- Claims for co-op must be submitted within 60 days
- Dealers will be notified if their claim is incomplete or supporting documentation is needed. The claim will be held for 30 days while the dealer gathers and submits the required information or materials
- Versatile reserves the right to deny co-op reimbursement for any activities that do not meet the program guidelines
- Only authorized Versatile dealers in good standing are eligible for the Co-op Marketing Program

## SUBMITTING CLAIMS

Co-op credit request must be submitted within 60 days of execution by the dealer (no third-party services allowed). If a claim is incomplete or supporting documentation is needed, the dealer will be notified and the claim will be held for 30 days while the required information is being submitted.

### Claim Submissions Must Include

1. Completed Credit Request Form
2. Visual proof of activity:

**Print Ads:** The original “tear-sheet” of the full page on which the ad appeared including date.

**Radio:** The schedule of broadcast times. Notarized electronic tear sheet including radio scripts, broadcast dates and broadcast times. (Radio stations will provide the following for you upon request.)

**Digital:** The schedule of when the ad ran, results and metrics and proof of the ad design or screen shot of the digital ad.

**Other:** Pictures of tradeshow and events, signage, or other materials as needed.

3. A copy of the paid invoice

### Submission Options

- A. Complete the submission form online at [versatiledealer.com](https://versatiledealer.com)
- B. Email all items listed above to [ads@versatile-ag.com](mailto:ads@versatile-ag.com)
- C. Mail the completed request form and supporting documentation to:

Buhler Versatile Inc.  
Attn: Marketing Department  
1260 Clarence Avenue  
Winnipeg, Manitoba, Canada  
R3T 1T2

### Pre-Approval

Not sure if the activity or claim will be approved? Submit a request for pre-approval before committing to an initiative. Please provide at least one week to review before the material deadline. Email [ads@versatile-ag.com](mailto:ads@versatile-ag.com) with the details of the initiative, photos or proofs of the artwork, and a quote with the expected pricing to be advised prior to execution.

### Remaining Funds

Territory Managers will notify dealers when remaining allocation balance goes below \$2,000 and when again when a dealer has ran out of funds. Dealers can email their Territory Manager at any time find out their remaining balance. Additional funds are rarely approved. Dealers are encouraged to plan their annual marketing initiatives around their allocation.

## ADVERTISING – PRINT | RADIO | DIGITAL

Print, radio and digital advertising effectively generate brand awareness with local audiences. Versatile supplies templated ad creatives and radio scripts available for download at [www.versatileddealers.com](http://www.versatileddealers.com). These templates are pre-approved and can be used by dealers immediately as needed.

### Custom Ads

For custom or dealer-developed materials email [ads@versatile-ag.com](mailto:ads@versatile-ag.com) for pre-approval and adhere to the following guidelines.

- For all ads, the Versatile brand and products should be prominent, current and exclusively featured
- Any claims of product performance must be consistent with the information described on official Versatile materials (i.e. product literature, versatile-ag.com and sales materials)

### Print & Digital

- Advertisements that only feature a used equipment listing with Versatile products are not co-op eligible
- Advertisements that only feature the Versatile logo will not be co-op eligible
- Classified ads do not qualify for co-op
- Advertisements should feature current product images and the Versatile logo to qualify
- Half-page and full-page print ads that include used equipment listings are eligible for 50% credit of the total ad if the Versatile portion (not including used equipment) and dealer information combine to cover 50% of the page or more. Meaning, if ½ of the ad is dedicated to new Versatile equipment and current product, the remaining ½ may include used product listings. Versatile will co-op these ads at 50% of the total space
- Digital advertising includes Social Media, Banners Ads, Google Search and Google Ads
- Approved platforms include Facebook, Twitter, Instagram and Google
- Company profile magazines or custom publications developed by third parties are eligible for co-op, however will not be funded directly to the third party. Administration of the program will be managed by the dealer within the regular guidelines of the co-op advertising program.

### Radio Advertising

- Radio ads must be exclusive to Versatile; other brands or products cannot be included
- “Versatile” should be mentioned a minimum of three times in a 30-second ad and a minimum of two times in a 15-second ad

## TRADESHOWS

Tradeshows offer dealers an excellent opportunity to interact directly with farmers and generate leads. They are one of the only occasions for a number of potential customers to see the product up-close. The co-op program is designed to support dealers that would like to showcase at regional and local tradeshows.

### Corporate Shows

Versatile is committed to attending several major shows throughout the year. These shows will be managed by Versatile but may require attendance and product support from dealers. Local dealers are encouraged to get involved and participate in the booth during the show. These shows have no associated cost to dealers.

### Regional Shows

There are a few regional shows where Versatile will coordinate the show but presence is only possible with support from the dealers in that area. These shows are planned and coordinated by the Territory Manager and custom co-op arrangements may be made. Attendance and product support are required from dealers for these shows to make them a success.

### Local Shows

Local dealer shows are booked and managed directly by the dealership.

- Pre-approval is recommended by your Territory Manager and the Versatile Marketing Department for each show
- Territory Managers must be invited to attend the show and work the booth
- Versatile equipment must be prominently displayed, dealers are required to display at least one piece of new equipment
- Expenses related to booking the booth space are co-op eligible and will be credited based on Versatile's share of voice/space
- Expenses related to accommodations, travel, mileage and logistics are not eligible
- Each dealer must include the following in their co-op submissions:
  - Completed Credit Request Form
  - Invoice
  - At least two photos of the tradeshow booth
  - Outline of the booth layout and space allocated to Versatile

## **MERCHANDISE & PROMOTIONAL ITEMS**

Merchandise, apparel and promotional items help to reinforce the Versatile brand and leave a lasting impression on customers.

- Only \$3,500 is eligible for co-op on Merchandise (50% of \$7,000)
- The Fall and Spring merchandise programs are the best time to buy, see below for details
- Versatile branded items are available through authorized supplier(s) on the Versatile Merchandise Store at [versatilepromo.com](https://www.versatilepromo.com)
- All items are non-refundable and non-returnable in the event of dealership termination

### **Bi-annual Merchandise Program**

Versatile runs a bi-annual purchasing program. This program will run for a limited time in the Fall and Spring allowing dealers to order specialized items as needed. This is an excellent opportunity to order high-quality merchandise in a variety of sizes. Dealers will also have the opportunity to add their logo to promotional pieces during this program.

## **DEALER SIGNS**

Permanent Versatile signage demonstrates a strong presence within the community. Signs can be a large expense and a multi-year commitment. For this reason, Versatile offers special exceptions in addition to the standard co-op allocation. You may request additional funds through the pre-approval process for costs associated with permanent signage.

- Designs and costs must be submitted to your Territory Manager and Versatile Marketing Department for pre-approval
- The sign must feature the current Versatile logo
- The cost of the sign, artwork and installation are all eligible for co-op
- The co-op amount and approval will be determined on a case-by-case basis and evaluated based on share of voice, visibility of the sign location, good-standing of the dealership and long-term value
- Dealers will be responsible for removal of all signage in the event of dealership termination