
MARKETING PROGRAM

CO-OP ADVERTISING PROGRAM

Eligibility

The Plastpro Inc. Co-Op Program is offered to all authorized Plastpro Distributors.

CO-OP Programs

Each Plastpro Distributor will have a Co-Op Fund ("The Fund") established to administer this program. Funds to be used for reimbursement of promotional expenditures will be calculated based on a fixed 0.5% of Total Net Purchases from Plastpro 2000, Inc. for Plastpro products 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 Plastpro's products to the Distributor during the Fund Period after adjustment for freight, special packaging, and other handling costs. Funds accrued during the Fund Period may be used to reimburse the Distributor during the Reimbursement Period. The Distributor will have thirty (30) days from the date of the promotional expense's invoice to submit a claim to Plastpro for the reimbursement under Co-Op Program. Co-Op request claims must be submitted by Dec 10 of the same year.

Under this program, Plastpro will Co-Op the Distributor's expenses dedicated to promoting Plastpro's products up to the limit of the Fund and subject to the restrictions set forth below. Only expenditures used directly to promote Plastpro's products are eligible for reimbursement and Plastpro will not reimburse Distributors for costs associated with the development of the promotion. No additional reimbursement above the fund limit will be made without prior written approval from Plastpro. No advertising agency expenses (except for media print spaces expenses) will qualify for reimbursement. No freight charges or postage fees are eligible. Printed pieces without Plastpro's approved logo will not be reimbursed. Any promotion over \$500 or not stated in the Plastpro Inc. Co-Op Program must be Pre-approved by Plastpro Marketing Manager, pre-approval request can be sent via email.

If the Distributor has multiple branches, and all purchases from Plastpro for branches are made through a central purchasing location, the request for Funds must come from that central purchasing location and any resulting reimbursement from the Fund will be paid to only that central purchasing location. Plastpro will reimburse the Distributor, by check only, within one month of receipt and approval of the claim. Deductions by the Distributor to Plastpro's invoices for any reimbursement for promotional expenses under this Program are not authorized and will not be accepted by Plastpro.



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CO-OP Promotions Covered

The following promotional activities are eligible for reimbursement under the Co-Op Program:

Plastpro Brand Printed Material

All Print Material with Plastpro brand only are eligible for up to 100% co-op reimbursement. Order must be shipped with door/ glass product. Additional freight charges for rush shipping are not eligible for co-op reimbursement. Credit will be issued after it is invoiced.

Customized or Co- Brand Print Promotion Material - Brochure, Sale Sheet, POP, Signage and Souvenir Newspaper, Magazine Print Media & Direct Mail Circular

All Print Material such as brochures, Sale sheet, POP, Signage, Souvenir, Newspaper, Magazine Print Media and Direct Mail are eligible for up to 50% reimbursement based on the percentage of the total print space dedicated to Plastpro's logo and products. (ie: 100% plastpro product -> 50% co-op reimbursement; 50% Plastpro Product -> 50%x50% = 25% co-op reimbursement). No freight charges, agency/ designing fee or postage fees are eligible. All print material must be Pre-approved by Plastpro Marketing Manager, a hard-copy or digital file along with estimate quotation must be included. Pre-approval request can be sent via email.

Radio & TV

Plastpro will reimburse 50% of the invoiced cost of advertising time devoted to Plastpro products. The Plastpro name and the Plastpro Door name must be included in the ad for reimbursement. Plastpro and Plastpro Doors must be mentioned as many times as the distributor's name is mentioned during the advertisement. For radio advertisements, an audio tape copy of the spot must be submitted, along with the media buyer's invoice, with the claim form. For TV advertisements, a videotape copy of the spot must be submitted, along with the media buyer's invoice, with the claim form. Costs associated with developing the radio or TV spot; recording, videotaping or filming the spot; or any and all other costs incurred before broadcast of the spot are not eligible for reimbursement.

No freight charges fees are eligible.

Promotion Event

Promotion Events are eligible for a full 50% reimbursement based on the percentage of the total promotion dedicated to Plastpro products. Only expenditures used directly to promote Plastpro's products are eligible for reimbursement. No freight charges are eligible.

Promotion events require pre-approval by Plastpro Marketing Manager. A hard-copy or digital file along with estimate quotation must be included with request for pre-approval. Pre-approval request can be sent via email.



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CO-OP Promotions Covered

The following promotional activities are eligible for reimbursement under the Co-Op Program:

Product Samples

Plastpro Corner Samples are available from Plastpro at full 100% reimbursement. Other product samples such as skin, LVL..etc, are available from Plastpro up to 50% reimbursement. No freight charges or postage fees are eligible.

Regional, State & Local Trade Shows

Trade show displays and sample doors are eligible for a full 50% reimbursement based on the percentage of the total booth space dedicated to Plastpro's products. The booth must feature the Plastpro logo and Plastpro Door and Doorlite products in order for approval for reimbursement to be given. A photograph of the booth taken during the show (showing the Plastpro Door logo and products) , and a copy of the contract indicating the space costs and the total exhibit space rented must be submitted, via mail or fax. No freight charges are eligible.

Model Home Promotions

Plastpro Doors for use in the primary front entryway of a model home are available from Plastpro at 50% of the distributor's cost of the Plastpro Door and Doorlite, and limited to one primary front entryway for every 30 homes in a development of 30 homes or more. Any combination of Plastpro Doors and Doorlites can be used. In order to receive reimbursement, the Distributor must include both a photograph of the entryway and the Plastpro invoice(s) clearly indicating the Plastpro Door products used with the Co-Op request. No freight charges fees are eligible.

Others

Any promotion vehicle other than listed above must be Pre-approved by Plastpro Marketing Manager. A hard-copy or digital file along with estimate quotation must be included with request for pre-approval. Pre-approval request can be sent via email.

WHAT WOULD YOU NEED TO APPLY CO-OP REIMBURSEMENT?

1. Invoice / Debit Memo issued to Plastpro with correct amount and % of Co-Op you are requesting.
2. Pre-approval document
3. The original invoices from your vendors
4. A copy of print material



MARKETING PROGRAM

DISPLAY PROGRAM

Plastpro Display Program Funds to be used for display hardware and display doors for use in the Distributor's offices, stores, showrooms.

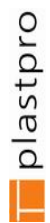
All display request must be pre-approved in writing by Plastpro Sales Manager. Pre-approval request can be sent via email. In submitting a co-op credit request, a pre-approved document and an invoice or debit memo clearly noting the cost, size, and date of the display must be included with the request. For display swap out, SWAP form is required for Co-Op credit request. No freight charges or postage fees are eligible.

Display Program Options:

1. For new location set up,
 - a. Plastpro door and glass: 100% free on display stand and 50% on doors.
 - b. Plastpro door with competitor's glass: 50% free on display stand doors.
2. For SWAP out:
 - a. Plastpro door and glass: 100% free on display stand doors.
 - b. Plastpro door with competitor's glass: 50% free on display stand doors.



MARKETING PROGRAM SAMPLE REQUEST FORM



SAMPLE / MARKETING REQUEST AND CO-OP FORM

SHIP FROM: _____
 Sales Rep: _____
 Order #: _____
 PO: _____
 DATE: _____

CUSTOMER: _____
 CUSTOMER NO.: _____

ITEM	PRODUCT DESCRIPTION	SIZE WIDTH	LENGTH	HINGE TOP	HINGE MID	HINGE BTM	CUT-OUT	COLOR	QTY	PRICE Ea.	Total Price	Co-Op %	Plastpro Share
1													
2													
3													
4													
5													
6													
7													
8													
9													
10													
TOTALS:											**Credit for Freight:	\$0.00	
Last Available Co-op:													\$0.00

COMMENTS: Smooth Skin firerated Corner samples with fire retardent poly core

PROJECTED BENEFITS:

Co-Op Claim Info:
 Dealer: _____
 Contact: _____
 Address: _____
 City, ST Zip: _____
 Promotion date: _____
 Promotion description: _____

SHIP DATE: _____
 SHIP TO: _____

Attention: _____
 Phone: _____

Production Dept: _____
 Engineering Dept: _____
 Sales/Marketing Depart: _____
 PRESIDENT'S OFFICE

MARKETING PROGRAM DISPLAY SWAP FORM

For display swap out, SWAP form is required for co-op credit request.

Attention (PLT SHIPPING)		Date REP./Customer Submitted to HQ:			Date Closed:	
Page 1 of 1		Competitor Door Display Swap Out			Claim #	
Customer:					Date :	
Phone:						
Fax:						
Contact Name:					<i>This area HO USE ONLY</i>	
Contact Phone # :						
Contact Email:						
PO#: (if order display door from plastpro)				SWAP reference #: (if from your own inventory)		
Replacement Display				Competitor Display		
Item	Item #	Product Code	Qty	ITEM DESCRIPTION	Manufacture	% of co-op
1						
2						
3						
4						
5						
Comments:						

Display Location Information			
Dealer:		Contact Person:	
Address:		Phone Number:	
Address:		Fax:	
City:		State:	Zip:
Web Site:		Email:	
1. The display being replaced must be a competitors door currently being displayed 2. The replacement can only have Plastpro glass; otherwise only a 50% credit will be given 3. The competitor door being replaced needs to be picked up and returned to the distributor for inspection by Plastpro			

I _____ (name) authorize Plastpro 2000 to list _____ (dealer name) name with address, phone number(s), email(s), website, and other pertinent information on the Plastpro Dealer Locator website (<http://www.plastproinc.com/plastpro/locator.jsp>).

Signature _____ Date _____