

CO-OP PROGRAM 2021

CO-OP PROGRAM

Date: December 15, 2020

To: Samsung Wholesale Distributors and Spec Reps

Program Name: SamsungHVAC_PGM_0001

PROGRAM OVERVIEW

Co-op funds are available for all Wholesale Stocking Distributors (WSD) and Spec Reps for the purpose of promoting and generating business for Samsung HVAC products. Funds are available for marketing and training programs that promote Samsung HVAC.

Qualifying shipments earn 3% co-op funds during the period of October 1, 2020 – September 30, 2021. 2.25% of the amount accrued will be paid back at 50% of the claimed amount per net dollars purchased per invoice. The remaining 0.75% will be accrued for access to the Co-op Asset Library located on the extranet.

There are a few exceptions of 100% co-op funding for specific initiatives. See page 2 for details.

Eligibility requires a current WSD or Spec Rep agreement with Samsung HVAC. WSD must be participating and meeting all requirements in the current year Distributor Sales Partner (DSP) Program. WSD and Spec Rep must be in good financial standing with Samsung HVAC.

All co-op requests must be submitted for pre-approval, except orders on our Literature Marketplace or Promo Shop. Any marketing materials, artwork, and/or use of Samsung HVAC logos must be approved in writing by Samsung HVAC Marketing department prior to print. Request for a co-op fund credit will be denied if prior pre-approval is not received.

Schedule

Co-Op Shipment Date	Accrual Period	Use Co-Op Funds By	Submit for Reimbursement By
Shipments between 10/1/2020 - 9/30/2021	10/1/2020-9/30/2021	12/31/2021	1/15/2022

QUALIFYING SHIPMENTS

All Samsung HVAC products and accessories qualify, excluding spare parts as defined by Samsung HVAC.

REIMBURSEMENT PROCESS

- Submit the claims in B2B along with pre-approval email, receipts, pictures, pdf files, original invoices, etc. as described in B2B.
 - Practical requirement for conditions of recognition shall apply as follows: proper evidence exists to demonstrate the details of marketing activities and incurred costs (i.e. contracts, event progress report, completion report, budget analysis, results report prepared by an agent, etc.)
 - Receipts prepared by a WSD or Spec Rep are not sufficient as proper evidence.
- Samsung HVAC will issue a credit invoice on the customer account as the claims are approved.
- Any questions about the co-op process should be directed to your Wholesale Rep (WSR), Distribution Sales Manager (DSM), and/or Regional Sales Manager .

REQUIREMENTS FOR USING CO-OP FUNDS

All co-op requests must be pre-approved by the Samsung HVAC Marketing department, except orders placed on our Literature Marketplace or Promo Shop. Submit the pre-approval form, found on page 6, to marketing@samsunghvac.com. Allow 2 business days for review. If changes are required for approval, the request needs to be resubmitted. All co-op funds must be used in compliance with Samsung brand standards as determined by the Samsung HVAC Marketing department.

PROGRAM EXCEPTIONS

There are a few items that are already pre-approved and no additional pre-approval is needed.

- 1) Literature ordered from the Samsung HVAC Literature Marketplace accessible through the extranet (100% co-op funding)
- 2) Promotional items ordered through the Samsung HVAC promo shop accessible through the extranet (50% co-op funding)
- 3) HomeAdvisor dealer annual fees and lead fees (50% co-op funding). Original HomeAdvisor receipt must be submitted for credit.
- 4) Residential Display (equipment not included) - see Residential Display Program on the extranet (50% co-op funding)

Pre-approval Required:

- 1) Mobile Training Center (MTC) events - see MTC Playbook on the extranet (100% co-op funding)

ELIGIBLE EXPENSES

Below is a list of examples of eligible expenses that require pre-approval unless noted. Submit the pre-approval form to marketing@samsunghvac.com.

HomeAdvisor

- The annual fee and lead fees are eligible for co-op funding as part of the Samsung program with HomeAdvisor and do not need preapproval. Dealer must be enrolled in the Preferred Dealer program.
- Original invoices from HomeAdvisor must be submitted for 50% reimbursement.

Samsung HVAC Branding

- All Samsung HVAC branded items in the Promo Shop on the extranet (www.samsunghvac.com/promo) are eligible for co-op funds. All items on the Promo Shop do not need pre-approval.
- Samsung branded items may be eligible if they are through another vendor. Approval will be based on brand guidelines and will be determined in the pre-approval process.
- Samsung signage and displays are eligible. The cost of creating the artwork as well as the printing and placement of the sign are all eligible expenses. Samsung HVAC may be able to assist with layout design.

SPIFF's

- **SPIFF's are eligible for co-op funds; however, they must meet these standards:**
 - **Promotion of the SPIFF is required and must be reviewed by Samsung HVAC.**
 - **Tracking will be required to submit after the program to Samsung HVAC. Specifics on the tracking will be determined by Samsung HVAC during the pre-approval process.**
 - **SPIFF's must be submitted for preapproval a minimum of 30 days prior to start of program.**
 - **SPIFF programs must have specific targets: customers, products, expectations, forecasted spend.**

Dealer Meetings

- **Meetings with the intent to convert dealers are eligible for co-op funds.**
- **Meeting space, AV equipment, room set up are all eligible expenses.**
- **If the meeting is 4 hours or more, food for one meal may be eligible. An itemized receipt will be required.**
- **Meeting agenda and content must be submitted during the pre-approval process.**
- **A Samsung HVAC representative must be present (i.e. RSM or DSM) to be eligible.**

Training Meetings

- **Must utilize the Samsung Business Academy web based training platform (www.samsunghvac.com/training) to be eligible for training co-op funds.**
- **Must have a Samsung HVAC trainer or Samsung HVAC recognized trainer conducting classes. Contact trainingrequest@samsunghvac.com to request a trainer.**
- **Printing promotional and/or advertising material to announce classes offered at the Samsung HVAC Recognized Partner Training Center must be approved by the Samsung HVAC marketing department.**
- **Must utilize the Samsung HVAC training manuals and handouts.**
- **If the training is 4 hours or more, food for one meal may be eligible. An itemized receipt will be required.**

Trade Shows and Sponsorships

- **Local trade shows entry fees may be eligible for co-op funds if the Samsung brand is promoted on at least 50% of the booth space. Signage, literature, and booth design will be required during the pre-approval process.**
- **Sponsorships may be eligible if there is adequate brand recognition at the event. Signage design will be required during the pre-approval process.**

Advertising

- **Radio, TV, billboards, digital ads are all eligible for co-op funds. Ad design is required during the pre-approval process.**
- **Creative development as well as the media buy cost may be submitted for co-op funds**
- **Submit radio and TV scripts for pre-approval before any recorded occurs. Final approval will be given upon receipt and review of the final radio and TV spots.**

Literature

- **Printing orders on the Samsung Literature Marketplace are eligible for 100% co-op funding and pre-approval is not required.**
- **The printing of Samsung literature through another vendor may be eligible for 50% co-op funding.**
- **Approval will be based on brand guidelines and will be determined in the pre-approval process.**

Travel for Training

- Flight and hotel are eligible for partners, partners' employees, and dealers for qualifying training courses. This includes training at the Samsung HVAC training facilities in Roanoke or Santa Fe Springs as well as Recognized Partner Training Centers. Courses at Partner Training Centers must be registered in Samsung Business Academy (SBA) and follow the standard training course process found on the extranet.
- In order to qualify, dealers must:
 - o Have an account in SBA
 - o Be an active Preferred dealer in the Samsung Preferred Dealer Program with a minimal of 25 systems registered. The course requested must be the required training for Preferred Plus status.
- If the WSD or Spec Rep is sending employees to training, the employees must have an SBA account to qualify.
- Official Onboarding sessions in Roanoke are eligible for flight and hotel. Attendees must have an SBA account.
- For hotel stays to qualify, attendees must live more than 100 miles from the training facility. For flights to qualify, attendees must live more than 200 miles from the training facility.

Lunch and Learns

- Food, room fee, & AV equipment costs may be covered with co-op funds if the following criteria are met:
 - o Requires a 2 step pre-approval submission. First is the communication, estimated costs for food or room fee, and presentation. Second, after the meeting, final attendance will need to be submitted for final pre-approval.
 - o Communication to potential customers about the Lunch and Learn is required and must be pre- approved by the Samsung HVAC Marketing department. Communication can include but is not limited to: email, flyers, letters.
 - o Presentation must be submitted during the pre-approval process and approved by Samsung HVAC Marketing department.
 - o Samsung HVAC RSM required to attend for eligibility
 - o Minimum attendance required is 5, not including Spec Rep and Samsung employee(s). Submit tracking of attendance with either: Picture/copy of business cards of all attendees or copy of sign in sheet which must include name, company, and email address.
 - o An itemized receipt for the food will be required.

Samsung HVAC Trips

- If a Spec Rep is bringing a customer (potential, new, or existing) to Roanoke, Texas or Santa Fe Springs, California, to Samsung HVAC and has worked through their RSM to coordinate a meeting with the Samsung HVAC staff, the hotel and flight of the customer(s) may be eligible for co-op funds:
 - o Customer hotel visits must be at a Samsung HVAC approved hotel. Contact marketing@samsunghvac.com for a current list.
 - o Only the hotel rooms and flights of the customers are eligible
 - o Hotel stays must be in conjunction with the meeting at Samsung HVAC. Extended stays will not be covered.
 - o RSM is required to attend customer meeting

Other

- If there is something a WSD or Spec Rep would like to do to advertise the Samsung brand that is not included on this list, please reach out to marketing@samsunghvac.com to discuss alternative ideas.

Ineligible

- **Any combined competing vendor advertisement or promotion. Samsung HVAC reserves final discretion.**
- **Communications or advertisements that do not meet brand standards**
- **Incentive trips**
- **Food and beverages - unless criteria above are met related to Dealer meetings and training**
- **Travel, transportation, and lodging - Unless criteria above are met related to Dealer meetings and training**
- **Samsung HVAC training instructor fees**
- **Customer appreciation events such as sport games, concerts, dinners**
- **Samsung electronics and HVAC equipment**
- **Freight for trade shows and displays**
- **Distributor designed rewards programs that replace the Preferred Dealer Program**

Samsung HVAC reserves final discretion and the right to change the program without notice.

This document constitutes "Confidential Information" as defined in, and is subject to the terms of your Sales Agreement with Samsung HVAC.

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SAMSUNG HVAC CO-OP PRE-APPROVAL FORM (Please fill out completely)

Date: _____

Company Name: _____

Contact Name: _____

Email: _____

Phone: _____

Marketing Promotion Type or Item (describe in the box below): _____

Estimated Cost: _____

Requested Co-Op Fund Amount: _____

Estimated Completion Date: _____

Target Audience: _____

Publication Name (if doing a print advertisement): _____

Complete and forward this form to marketing@samsunghvac.com along with details and a photo of the marketing initiative. Please allow 2 business days for review. If changes are required for approval, the request needs to be resubmitted.

Thank you for your cooperation.

OFFICE USE ONLY

Pre-Approval Date: _____