



ENGINEERED TOUGH

**JAN 1ST - DEC 31ST
2026**

COOP ADVERTISING RULES AND GUIDELINES

CO-OP Advertising Rules and Guidelines

The co-op advertising program is designed to encourage regional advertising at the dealer level while maintaining a consistent marketing strategy. It is designed to assist dealers with the costs of advertising and promotion of the Degelman Industries LP. (Degelman) logo and product line.

Advertising material, which will be updated regularly, is provided at www.degelman.com. We recommend that all advertising created by dealers get pre-approval by contacting the Degelman Marketing Department or by sending the ad proof to communications@degelman.com.

ANNUAL ALLOWANCE

1. Total co-op allowance is up to \$10,000* per year of qualified Degelman advertising. Program eligibility extends to newspapers, trade/ dealer publications, radio, social media advertising and special event promotions.
2. The annual allowance and/or claim period runs from January 1st to December 31st.
3. All guidelines, outlined in the following pages, must be followed. Review the guidelines on the following pages before submitting an ad for reimbursement.
4. Customized ads or marketing initiatives not covered in the co-op guidelines must be pre-approved by the Degelman Marketing Department prior to submission. Failure to do so may result in denial of your claim.
5. Advertising that prominently features the Degelman logo and product line and meets all co-op advertising guidelines is eligible for reimbursement of 50% of the net cost of the ad.

*This is the maximum allowable amount available based on sales numbers and an account in good standing, to confirm your dealerships eligible amount, speak with your territory manager or the Degelman Marketing department.

CONTACT

Ph: 800-667-3545

Email:

communications@degelman.com

FURTHER INFO

Step 1 - visit

www.degelman.com

Step 2-click the"Media"link

Step 3 -select product ads and
download your file

THINGS TO AVOID

The following items may result in claim denial and should be avoided in advertising:

Use of Non-Current Degelman Logos

Only the current Degelman logo should be used in advertising materials. Download the latest logos in .JPG or .EPS format from the Degelman website:

<https://degelman.com/media/logos>



- In addition, our graphics standards are located on our logos page to better help you follow our branding guidelines.

Use of Outdated Products or Photos

Only promote current Degelman products using high-resolution, print-ready images. All approved product photos are available for download in .JPG format on the Degelman website.

Logo-Only Placement in Dealership Banners

Ads must prominently feature both the current Degelman logo and current product. The lower portion of the ad may be used for equipment listings and dealer information.

Discount or Price Advertising

Ads that include pricing other than the suggested retail price are not eligible for co-op credit.

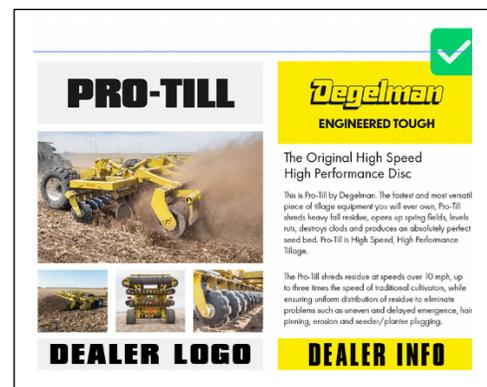
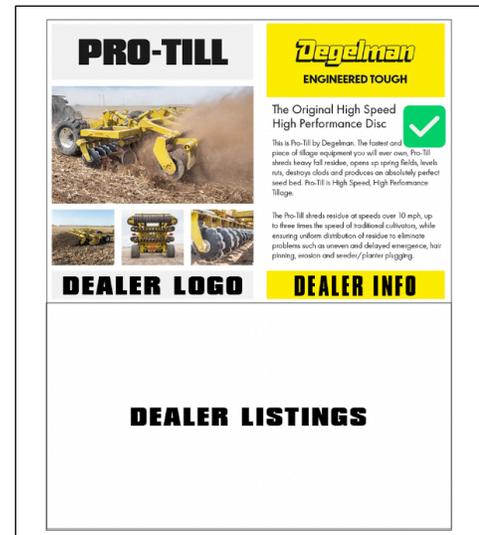
Promotion of Competing Products

Competing products should not appear in the same ad. The only exception is used equipment, which may be included as part of a larger advertisement.

Unapproved Dealer-Created Ads

All ads created by dealers must be approved by the Degelman Marketing Department prior to publication. Pre-approved ads are available for download in a variety of sizes on the Degelman advertising website.

If you'd like to advertise a product that is not currently featured in the available materials, please contact the Degelman Marketing Department for assistance.



MATERIAL GUIDELINES

1. You must be an authorized Degelman dealer to be eligible for the co-op advertising program.
2. Reimbursement applies to advertising and promotional activities, including but not limited to:
 - Print ads
 - Radio
 - Internet/websites
 - Space in retailer brochures or catalogues
 - Social Media Advertising
 - Other tactics pre-approved by the Degelman Marketing Department
3. Co-op claims must be submitted within 60 days of the advertisement date.
4. If your claim is incomplete or additional documentation is required, you will be notified by the Degelman Marketing Department. The claim will be held for 30 days while you submit the necessary information.
5. Full-page ads that include used equipment listings are eligible for 50% credit, provided the Degelman portion (including logo and product) and dealer banner together occupy at least 50% of the page.
6. All ads must feature:
 - A quality image of a current Degelman product
 - The current Degelman logo (only current logos and products will be approved)
Download approved logos and product images from Degelman website
7. The co-op advertising program applies only to new Degelman products.
8. Dealer-created ads require pre-approval from the Degelman Marketing Department to be eligible for co-op credit.
9. Classified ads do not qualify for co-op reimbursement.
10. Any claims regarding product performance must align with official Degelman sales literature, warranties, and product information.
11. All advertisements must comply with federal and local advertising laws.
12. Pre-approval is required for other promotional efforts, such as:
 - Trade shows
 - Billboards
 - Flyers
 - Open house events
 - Sponsorships
 - Direct mail campaignsSupporting documentation (e.g., contracts, photos) must be provided.
Note: Expenses related to accommodations, travel, mileage, and logistics are not eligible.

Please Note: Degelman Industries Ltd. reserves the right to decline co-op reimbursement for any advertising that does not meet these guidelines. In matters of interpretation and application of co-op rules, Degelman's decision is final.

PRE-APPROVAL

1. Only media placements in daily, weekly, or monthly publications, as well as local radio stations, that align with Degelman marketing standards are considered pre-approved.
2. Prior approval is required for all other advertising and promotional efforts, including:
 - Billboards
 - Flyers
 - Open house events
 - Sponsorships
 - Direct mail campaignsSupporting documentation, such as contracts and photos, will be required.

HOW TO SUBMIT FOR PRE-APPROVAL

No form is necessary. Simply email the final version of your ad, radio script, billboard design, etc. to:  communications@degelman.com

SUBMITTING CLAIMS

Claims for co-op advertising must be submitted within 60 days of the advertising date and must include the following:

1. Credit Request Form
 - Download the form from <https://degelman.com/media/product-ads>, or use the file on the back page of this document.
 - Submit your claim online: <https://degelman.com/portal/forms/promotional-coop-claim>
2. Advertising Materials
 - Print: Original tear sheet of the full page where the ad appeared (photocopies are not accepted), including the date of publication.
 - Radio: A transcript of the script and a schedule of broadcast times. A notarized electronic tear sheet (script including broadcast dates and times) is also required. Radio stations can provide this upon request.
3. Paid Invoice

A copy of the invoice showing payment for the ad.

Submit all materials and the completed request form via email to:
 communications@degelman.com

SAMPLES OF ADVERTISING

Creditable Ads

Full-Page 4C Ad

- At least 50% of the ad is dedicated to current Degelman equipment
- Correct usage of the current Degelman logo
- Body copy is consistent with Degelman sales literature
- Lower portion includes dealer used inventory
 - ✓ Eligible for co-op: 50%

Half-Page 4C Ad

- 100% of the ad is dedicated to current Degelman equipment
- Correct logo usage
- Ad was downloaded from the Degelman website
 - ✓ Eligible for co-op: 50%

Non-Creditable Ad

Quarter-Page 4C Ad

- Only the Degelman logo and dealer name are shown
- Includes a single image of used Degelman equipment
 - ✗ Eligible for co-op: 0%

FREQUENTLY ASKED QUESTIONS

1. Can I advertise used equipment in my co-op ad?

Yes. Degelman allows up to 50% of the ad space to promote used equipment of any brand. The remaining 50% must feature current Degelman equipment and the dealer banner. Full-page ads that meet this requirement are eligible for 50% co-op credit.

2. Can I include non-Degelman products in my advertising?

No. Competing products are not permitted in co-op advertising, except for used equipment, which may be included as part of a larger ad.

3. Does my co-op allowance cover tradeshow expenses?

Prior approval is required from the Degelman Marketing Department for events such as:

- Trade shows, Billboards, Flyers, Open house events, Sponsorships, Direct mail campaigns

Supporting documentation (e.g., contracts, photos) is required.

Note: Expenses related to accommodations, travel, mileage, and logistics are not eligible for co-op reimbursement.

4. Does my co-op allowance cover apparel or giveaway items?

Promotional items are not included in the co-op program by default. However, there is a separate program available for COOP Swag items. Contact your Territory Manager for more information.

5. What types of media are eligible for co-op?

Co-op funds can be used for advertising and promotional efforts through reasonable and practical tactics, including (but not limited to):

- Print ads
- Radio
- Internet/websites
- Space in brochures or catalogs
- Social Media Advertising
- Point-of-purchase store displays
- Other tactics pre-approved by the Degelman Marketing Department

6. Why must I submit claims within 60 days?

Submitting within 60 days ensures that any issues with the ad can be addressed promptly. Early feedback allows for timely corrections and helps avoid delays or claim denials.

Tip: Ask your local media outlet to provide invoices sooner to help keep your submission on schedule.

7. How do I check my remaining co-op allowance?

Contact the Degelman Marketing Department or email: communications@degelman.com



Promotional Coop Claim Form

DEALER NAME: _____

ADDRESS: _____

CITY: _____ **ST:** _____ **ZIP:** _____

PHONE: _____ **CONTACT NAME:** _____

DATE OF CLAIM: _____

1. All requests must be accompanied with a copy of the ad as published or radio script, along with a copy of your invoice from the media source.
2. Program extends to newspapers, trade publications, radio, direct mail, and pre-approved events or promotions.
3. Reimbursement will be made for exclusive Degelman material only. Any portions of advertisements not exclusive to Degelman will not be eligible.
4. Co-op reimbursement will only be made to approved dealers on our co-op advertising program. Contact us for approval to our co-op program.
5. Claims are only valid for authorized sales locations.
6. "Classified" print advertising (business cards, yellow pages, etc...) will be denied.
7. Claims over 3 months old will be denied.

DATE	MEDIA · PUBLICATION · EVENT	TOTAL COST		\$ CLAIM
			50 %	
			50 %	
			50 %	
			50 %	
			50 %	
			50 %	
			50 %	
			TOTAL CLAIM \$	

Internal Use Only: Date Received: _____

Claim Amount: _____ Amount Approved: _____

Date Credit Issued: _____

Comments: _____

Submit completed form and required information to:
communications@degelman.com
 You can also complete and submit your form online:

Degelman Online COOP Claim Form

*Updated February 15th, 2026