

2013 Advertising Co-op Funds Policy

The objective of Mitsubishi Electric advertising co-op fund (ACF) program is generating leads/awareness to increase sales of Mitsubishi Electric M- and P-Series products in your local markets.

Eligibility and Accrual Rate

- In order to qualify for ACF you must have in place a Diamond Alliance Plan that includes a marketing plan and budget.
- Funds for co-op advertising are initially allocated at a rate of 2% of 2012 calendar year M- and P-Series purchases.
- At the mid-year DAPP review, funds that have not been utilized as planned may be reallocated at Mitsubishi Electric's discretion.
- A minimum of 70% of the funds must be allocated to contractor activities (split $\frac{1}{3}$ contractor, $\frac{1}{3}$ distributor, $\frac{1}{3}$ ACF)
- Up to 30% of the funds can be used for distributor activities (split $\frac{1}{2}$ distributor, $\frac{1}{2}$ ACF)

25% of the total funds must be claimed for contractor activities before distributor activities will be credited.

Contractor Activities

Advertising options include but are not limited to:

- Newspaper and magazine ads
- Billboards
- Direct Mail including list procurement and postage
- Radio – See “How to - Radio Ads” on the Member Zone Extranet
- Yard signs
- TV Commercials – See “How to – Television ads” on the Member Zone Extranet
- Internet banner ads
- Consumer rebates
- Truck wraps that are exclusive to Mitsubishi Electric
- Home shows
- Trade show displays
- Demo unit – MSA09WA (allowed amount is distributor cost)
- Mitsubishi Electric branded website development
- Advertising for light commercial applications using P-Series, such as professional offices, computer rooms, and mechanical equipment rooms
- iPad/iPad Mini for in home sales presentations – meSync registration of device required
- iPad Apple Care plan

We will help you with the development and execution of ideas. You choose your advertising direction. Materials from the Mitsubishi Electric Creative Center are eligible for funding. External creative must be submitted for preapproval 30 days in advance and before November 30, 2013.

2013 Advertising Co-op Funds Policy

Distributor Activities

In addition to the contractor advertising options above, the distributor options include advertising to directly increase sales to your contractors. The following activities are eligible on a 50/50 basis.

- End-user lead generation activities where contractor participation is not feasible
- Dealer campaigns focused on converting competitor contractors to become exclusive Mitsubishi Electric contractors
- Contractor trade shows
- Distributor showroom displays, banners, and signage
- Contractor/TM spiff programs
- Contractor-focused trade ads exclusively promoting M- and P-Series products
- iPad/iPad Mini for TMs actively selling M- AND P-SERIES products to contractors – meSync registration of device required
- iPad Apple Care plan

Logo Usage Guidelines

The correct Mitsubishi Electric logo must be used on all advertising. Logo colors are black and Pantone 485C. The logo cannot be stretched or manipulated in any way. It is necessary to use the tagline “Cooling & Heating” at all times with the addition of the term “Live Better” when possible. No other logo (distributor or contractor) used on an ad may be larger than the Mitsubishi Electric logo.

Creative Guidelines

All advertising must use the term “Mitsubishi Electric Cooling & Heating” at least one time and the term “Mitsubishi Electric” for all other mentions. When advertising, the term “Mitsubishi” should **NOT** be used on a stand-alone basis.

If competing products or logos are included in an ad it is **NOT** eligible for co-op funding. Ads that include unitary brand logos or equipment are not eligible for co-op funding.

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Items Not Eligible – for contractors or distributors

- Sponsorship donations
- Association dues
- All taxes
- Political and/or religious sponsorships/support
- Wearables, uniforms and other logoed items
- Yellow Page listings or ads
- Incentive trip programs
- Training activities
- Contractor meetings
- Equipment except demo units
- Catalogs
- Travel expenses associated with Mitsubishi Electric planned meetings
- Shipping and/or freight charges
- Website hosting fees
- iPad accessories

Dates to Remember

- Nov. 30, 2013 - All preapprovals must be submitted.
- Dec. 31, 2013 - All invoices must be dated on or before this date.
- Jan. 31, 2014 - All 2013 Co-op credit requests must be submitted on or before this date for reimbursement from your 2013 funds.
- Any unused funds may not be carried over to the next year.