



2022 VERSA-LOK National Advertising Cooperative Program

VERSA-LOK Retaining Wall Systems invests substantially in national promotion, to reach contractors, architects, landscape architects, engineers, agencies and consumers. Our sales tools and promotional items are provided to licensed manufacturers at or below cost, and we provide support for local training seminars. We also offer a cooperative advertising program to our licensed manufacturers:

- VERSA-LOK will pay 50% of the net cost of advertising and 25% of tradeshow expenses as defined below – up to the limit of your annual advertising allowance.
- Your annual advertising allowance is equal to 5% of your producer royalties and VERSA-LOK tools and accessories* that are invoiced within a calendar year.
- Cooperative advertising credit will be issued to your account after the calendar year has ended and may be used toward future royalties and purchases of VERSA-LOK tools and accessories.
- This cooperative advertising program also extends to your net contributions to your dealers' advertising, providing all terms are met.

*Eligible VERSA-LOK tools and accessories: VERSA-TUFF pins, VERSA-LOK Concrete Adhesive, VERSA-Lifters, VERSA-Grid and VERSA-LOK Soil Reinforcement Fabric.

To receive advertising credit, all claims (including those for your dealers) must be submitted by the licensed producer according to the following terms:

Advertising terms

Advertising includes billboards, direct mail, magazines, newspapers, radio, television and online advertising. VERSA-LOK will pay up to 50% of the net cost of these promotions pending approval. It is preferred that all advertising be 100% VERSA-LOK. However, if VERSA-LOK is the only retaining wall product featured and it receives at least half of the advertising space/time, 25% of the net cost will be issued.

- All print ads must exhibit the current VERSA-LOK logo. Logo files can be downloaded from <https://www.versa-lok.com/licensee-and-dealer-resources>.
- Promotions must not make any product claims not made in VERSA-LOK's national advertising or literature.
- A copy of the paid invoice and applicable record (ad tear sheet, digital recording, direct mail sample, photo of billboard, etc.) must be submitted within 30 days of advertising payment.

Tradeshow terms

VERSA-LOK will pay 25% of net expenses paid by licensed producers to tradeshow promoters/exhibitor service companies when these conditions are met:

- A VERSA-LOK wall must be displayed.
- VERSA-LOK must constitute at least 50% of the booth space.
- A copy of the paid invoice, photograph of the booth and show program must be submitted within 30 days of the tradeshow.

Mail all co-op submissions to:

VERSA-LOK
Attn: Marketing Department
6348 Hwy 36 Blvd
Oakdale, MN 55125