

# 2020 Juzo Co-op Guidelines



Juzo offers co-op marketing to dealers who wish to promote the Juzo product line in their facilities.

Promoting and supporting your business is a priority of Juzo. We have a co-op marketing program to help you promote your business using Juzo products and marketing. The Juzo co-op marketing program will help to cover costs of your marketing efforts promoting your business and Juzo.

## Eligible co-op includes but is not limited to the following:

- Print advertising (newspaper, magazine, marketing collateral)
- TV / radio advertising
- Direct mailings
- Retail displays, in store advertising/merchandising
- Juzo product sale events & promotions
- Patient days / health fairs
- Web, SEO, social media
- Window or vehicle wraps

## Co-op eligibility and amount are based on the following criteria:

- Your previous calendar year of sales will be used in determining available co-op.
- Co-op spending covers any marketing done from January 1st to December 31st of the current year.
- Account must be in good standing
- Creative/submission must mention Juzo products and/or the Juzo logo
- All unused funds will expire at the end of the year and will not roll over
- Juzo reserves the right to determine eligibility for any means of marketing
- All correspondences, in regards to co-op marketing, will be done directly through Juzo dealers. Juzo reserves the right to refuse work through any third party agents acting on behalf of a Juzo dealer.

## Co-op reimbursement:

- Reimbursement will be proportionate to the space allocated to Juzo products. Juzo will reimburse up to ½ the cost for the portion of the creative.
- Maximum reimbursement is 50% of any given creative, provided all necessary criteria is met.
- Co-op reimbursement can be paid by check or restocking of products after a promotion. Account credits will not be issued.
- Creative/submission must mention Juzo products and/or the Juzo logo.
- Please submit creative or marketing program to Juzo for pre-approval.
- All submissions must be received by March of the following year for payment.

To receive reimbursement you must submit a copy of the creative as well as an invoice for incurred cost to Juzo.

Email: [dfriedt@juzousa.com](mailto:dfriedt@juzousa.com) or [marketing@juzousa.com](mailto:marketing@juzousa.com)

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Canada - JUZO CO-OP ADVERTISING, 1100 BURLOAK, BURLINGTON, ON L7L 6B2

Questions: Contact your local sales representative or call 1-800-222-4999