

# Juzo Co-op Guidelines



Juzo offers co-op marketing to help dealers promote Juzo products to their customers.

Supporting your business is one of our top priorities. The Juzo co-op marketing program can help you enhance your compression business through marketing. We offer financial reimbursement for approved marketing efforts and materials.

## 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:

- Juzo will use your previous calendar year of sales to determine your available co-op amount.
- Co-op spending covers any marketing done from January 1st through December 31st of the previous 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 to the next.
- Juzo reserves the right to determine eligibility for any means of marketing
- Juzo must pre-approve all creative or marketing in order to be eligible for reimbursement.
- Dealers must conduct all correspondences, in regards to co-op marketing directly through Juzo. 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 half 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 current Juzo logo.
- Please submit creative or marketing program to Juzo for pre-approval.
- Any submission not using the **current Juzo logo will not be reimbursed.**
- All submissions must be received by March of the following year of the activity for reimbursement.

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)

Mail: U.S.A. - JUZO CO-OP ADVERTISING, PO BOX 1088, CUYAHOGA FALLS, OH 44223  
Canada - JUZO CO-OP ADVERTISING, 1100 BURLOAK, BURLINGTON, ON L7L 6B2

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