

## **Vehicle Inspection Systems, Inc. 2018 Cooperative Advertising Program**

### ***What is cooperative advertising?***

Cooperative advertising, commonly referred to as co-op advertising, is a cost sharing arrangement between VIS, Inc. and our equipment owners to help promote not only your business but our products as well. In exchange for VIS paying a portion of your advertising, we ask that you feature our product, name and website to help increase brand awareness and exposure for both organizations. The bottom line is we are helping you to promote your business by making your advertising dollars go further.

### ***The Program***

The 2018 VIS, Inc. Co-Op Advertising Program will allow registered VIS-Polish and VIS-Check owners to apply for a reimbursement of *up to 20%* of their advertising cost when promoting their VIS equipment and services. The program is subject to certain guidelines as follows:

1. To qualify, the VIS-Polish or VIS-Check owner must be an active customer on service and maintenance and/or warranty as well as, have a history of purchasing products from our online store or from our accounts team over the phone or fax.
2. Qualifying advertising will feature VIS products and services (VIS-Polish and/or VIS-Check). In order to qualify for co-op advertising credit, the advertisement must mention the product and feature the VIS logo and the VIS web address. For example “For more information on the VIS-Polish visit [www.VISPolish.com](http://www.VISPolish.com)” or similar message to educate the viewer on the product and service.
3. If multiple products are being featured in an advertisement space, the reimbursement will be pro-rated based on the percentage of space in which VIS’ name, logo, product, etc. is featured.
4. Qualifying advertising will not mention any competing product or service (i.e. manual polishing).
5. Qualifying advertising will be in the following forms:
  - a. Print advertising – newspapers, classified ads, magazines etc.
  - b. Direct mail campaigns
  - c. Internet banner ads
6. Additional types of advertising which will be considered *with prior approval* include:
  - a. Promotion events (i.e. open houses, sponsored meetings)
  - b. Regional tradeshow
  - c. Promotional items
7. Specifically not included as reimbursable expenses are:
  - a. Ad agency fees
  - b. Talent fees (i.e. models)
  - c. Photography

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6317 McCoy Road, Suite 110 Orlando, FL 32822, USA Phone: 407-206-3615 Fax: 407-850-4988

- d. Production charges
  - e. Food, refreshments, party rentals, etc.
  - f. Display components
8. Sample VIS advertisements and VIS logos will be provided as a part of the program.
  9. All advertising proofs must be sent to the VIS' marketing department for approval based on the listed requirements described above in numbers 1-4. The point of contact to send all advertising proofs and materials before print and/or digital launch, is the VIS Marketing Department, at **info@vischeck.net**.
  10. If the VIS name, logo, product, etc. is not presented accordingly, a reimbursement for advertising will not be approved to credit your account.
  11. Application for reimbursement of approved advertising expense must be supported with a copy of the original advertisement and a copy of the paid original invoice. Application and supporting documents must be received within 30 days of advertisement insertion to be considered.
  12. Reimbursement of approved cooperative advertising expenses will be issued in the form of a credit applied to your account for genuine VIS consumable parts or preventive maintenance services (does not include travel expenses). Account must be current and in good standing with VIS in order for credit to be applied.
  13. There will be a maximum total reimbursement amount of \$5,000.00 per customer account within VIS' fiscal year (July 2017-June 2018).

To get started or for more information, please contact the VIS Marketing Department at [info@vischeck.net](mailto:info@vischeck.net).