

Advertising Co-op Funds Policy

Mitsubishi Electric Cooling & Heating

The objective of Mitsubishi Electric Cooling & Heating (Mitsubishi Electric) co-op fund program is to increase sales by generating leads and raising brand awareness of Mitsubishi Electric M-Series and P-Series products in local markets.

Eligibility and Accrual Guidelines

- In order to qualify for co-op, a distributor must have in place a Diamond Alliance Plan (DAPP) that includes a marketing plan and budget.
- At the midyear DAPP review, funds that have not been utilized as planned may be reallocated at Mitsubishi Electric's discretion.
- Throughout the year each Marketing Manager will assess the use of 50/50 (MEUS/distributor) spending vs. spending via equitable split (Distributor/Contractor/MEUS) to determine use of the local market's co-op advertising funds.
- Any single Mitsubishi Electric advertising expense over \$10,000 must be tracked digitally or with the use of metered and/or recorded phone number measurements provided by local advertiser.

Contractor Activities

Advertising options include but are not limited to:

- Newspaper & Magazine Ads
- Billboards
- Direct Mail including list procurement and postage
- Radio – See “How to - Radio Ads” on the Member Zone Extranet
- TV Commercials – See “How to – Television ads” on the Member Zone Extranet
- Yard signs
- Internet banner ads and other digital advertising
- Sales Builder Pro sales app by Intelligent Mobile Support (Mitsubishi Electric version)
 - Eligible: Company Setup Fee and User Fees
 - Not Eligible: Upgrades including Playbook and Sales Analytics features or the purchase of tablets.
- Homeowner rebates :
 - May only be offered for 4 months during the year:
 - Spring: April and May
 - Fall: September and October
 - Rebate amounts and applicable products are limited. Contact your Marketing Manager for rebate program guidelines and preapproval authorization.
- Truck wraps that are exclusive to Mitsubishi Electric
- Home shows
- Trade show displays
- Demo unit(s)
- Mitsubishi Electric branded website development
- Advertising for light commercial applications using P-Series, such as professional offices,

Advertising Co-op Funds Policy

- computer rooms, and mechanical equipment rooms
- Wearables – Contact your Marketing Manager about the approval of funds for wearables (requires prior approval from Marketing Manager and Business Unit Director)
- Any other business development expense preapproved by the Marketing Manager

Marketing Assistance

We will help you with the development and execution of initiatives. 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 of any monetary investment for advertising or printing and before the year-end deadline of December 8, 2022 for any advertising occurring in late December.

Logo Usage Guidelines

The correct Mitsubishi Electric Cooling & Heating logo must be used on all advertising. The Mitsubishi Electric logo must be represented in such a way that is consistent with the current Brand Guidelines. 2022 brand guidelines are available from the local Mitsubishi Electric sales representative. No other logo (distributor or contractor) used on an ad may be larger than the Mitsubishi Electric logo.

Any advertising or communication utilizing the Mitsubishi Electric logo **MUST** be approved in advance of printing or airing. Failure to do so can result in denial of co-op reimbursement.

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 (see brand guidelines).

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 may be eligible for partial co-op funding and must be pre-approved by the Marketing Manager.

Items Not Eligible for co-op funds (contractors or distributors)

- Sponsorship donations
- Association dues
- All taxes
- Political and/or religious sponsorships/support
- Yellow Page listings or ads
- Service, Application, DDL1, and CMCN Training activity expenses
- Equipment except demo units
- Catalogs
- Travel expenses associated with Mitsubishi Electric planned meetings
- Shipping and/or freight charges
- Website hosting fees
- iPads or iPad accessories

