

**Signature Service  
2010 Co-operative (Co-op) Advertising Fund Guidelines and Terms**

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**WHAT IS THE CO-OP FUND?**

- A joint promotional allowance for Thomas & Betts and its distributors
- Distributors and T&B share 50/50 in qualifying expenditures, up to the balance of distributor's funds
- Gold Level: Your 2010 fund = 1/2% of your previous year's net purchases of T&B qualifying category products
- Silver Level: Your 2010 fund = 1/4% of your previous year's net purchases of T&B qualifying category products

**HOW LONG ARE 2010 FUNDS AVAILABLE?**

- January 1 to December 31, 2010, for approved promotions invoiced in this same time period
- January 31, 2011 - final 2010 submission deadline

**WHAT ARE THE APPROVED PROMOTIONS THAT CAN BE PAID WITH MY CO-OP FUNDS?****#1 Automatic fund deduction – no claim to file:**

- Product merchandisers are reimbursed 100%, up to the balance of the distributor's available funds.
- Thomas & Betts logo merchandise or co-branded merchandise purchased from Signet\*, our preferred provider:
  - a. You pay only 50% of the invoice total.
  - b. Signet applies the 50% invoice balance to your available Co-op funds.
    - \* Contact Signet whenever you have a competitive price need or product need.

**#2 Promotions requiring no pre-approval – file a claim to receive payment:**

- Thomas & Betts logo merchandise or co-branded merchandise purchased from vendors other than Signet
- Catalogs, newsletters, direct-mail flyers, or brochures that include T&B products
- Counter day activities that include T&B products
- Training meetings for T&B products
- Trade show expenses for T&B products
- Newspaper and magazine advertising - space and production
- Including T&B on your web page
- Signage for buildings, counter areas, trucks, etc.
- On-hold script and messages for T&B products
- Sales tax, when applicable
- Postage, handling, shipping, delivery, and other distribution expenses for all authorized promos

*Example: Direct-mail flyer with information from 12 vendors, 1 of which is T&B – your Co-op amount will be 1/12 of the invoice total times 50% to cover the T&B participation.*

**#3 Promotions requiring pre-approval by a T&B Regional Sales Manager – file a signed claim to receive payment:**

- Parties and dinners
- Customer or end user events, such as open houses, golf outings, etc.
- Sporting events
- Cash incentives or sales incentive programs for distributor personnel
- Items or events featuring competing products
- Frequent buyer programs

*Example: Customer open house with 8 vendors participating, 1 of which is T&B – your Co-op amount will be 1/8 of the invoice total times 50% to cover the T&B participation.*

## **HOW DO I RECEIVE MY CO-OP FUND PAYMENT?**

For all promotions listed in #2 & #3, fax or mail the following to Signet within 60 days of promotion completion:

- Completed claim form
- Proof of expenses:
  - Expenses up to \$350 can be submitted on company letterhead.
  - Expenses over \$350 must include copies of actual invoices or receipts
- Proof of activity:
  - Merchandise sample or photo, if claim is for logo merchandise not purchased from Signet
  - Sample announcement, if claim is for a meeting, counter day, or trade show
  - Artwork, layout, and copy, if claim is for printed materials, Web pages, signage, or phone scripts
- For promotions listed in #3 only, have your T&B Regional Sales Manager pre-approve and sign your claim form
- Your payment check is issued and mailed within 30 days of Signet claim approval.

## **WHERE CAN I GET A THOMAS & BETTS LOGO OR T&B BRAND LOGO FOR MY PROMOTION?**

- Contact your T&B Sales Representative to request the Thomas & Betts or Thomas & Betts brand logo.

## **WHAT EXPENDITURES DON'T QUALIFY FOR CO-OP FUNDING?**

- Alcoholic beverage purchases
- TV and radio advertising
- Newsletters and direct mail pieces that don't include Thomas & Betts products
- Portions of mailers and newsletters that don't include T&B products
- Printed materials and promotional products that don't include the T&B logo or a T&B brand logo
- Printed materials and promotional products that don't use the T&B logo or a T&B brand logo correctly
- Personal expenses, living accommodations, entertainment, refreshments

## **WHAT ELSE DO I NEED TO KNOW ABOUT THE CO-OP PROGRAM?**

- All terms of this program must be met in order to receive a claim payment.
- Deductions from your fund will occur when your payment is issued and/or when an automatic deduction is applied to your Signet merchandise invoice.
- Invoices dated after December 31, 2010 must be held for claim in the next year.
- No deductions off of Thomas & Betts invoices are allowed for payments of Co-op monies.
- Termination of a distributor, non-participation of Signature Service, or failure to meet Signature Service commitments automatically terminates that distributor's Co-op fund.
- The Co-op program is based on individual branch total qualifying category purchases:
  - Chains cannot group stock purchases for multiple locations without T&B approval.
- T&B reserves the right to terminate or amend any part or the entire Co-op program at any time:
  - A reasonable effort will be made to provide advance notice of if any changes are necessary.
- Unused Co-op funds expire on December 31, 2010. No claims or Co-op funds will be honored after January 31, 2011.

## **WHO DO I CONTACT TO GET MY CO-OP FUND QUESTIONS ANSWERED?**

- Signet's T&B account team representatives can answer questions and confirm your Co-op fund balance:
  - Phone 1-800-654-3889
  - E-mail [custsvc@gosignet.com](mailto:custsvc@gosignet.com)
  - Fax 1-901-387-5544