

COOP Funding 2.0

Eligible Partners:

Jupiter Partner



Unitech's COOP funding program is designed to fund its Jupiter partners at their marketing programs to promote Unitech brands and Unitech products. Through the program, we can help to grow the sales of Unitech products in your channel successfully. Eventually, you can be more profitable with Unitech.

Businesses are always looking to promote their activities on their local market space by means of tradeshow, advertisements or other marketing and communication means. Besides providing financial or organizational support Unitech can also help Jupiter's Partners with marketing materials, logo's, customized leaflets, brochures, banners and other promotional materials.

United 2.0 definitions

- United partner: United 2.0 include registered and non-registered partner.
- Partner: The company who is eligible to this program.
- United partner status: Includes 5 status from Mars, Venus, Neptune, Saturn and Jupiter

Terms & conditions

- The COOP funding budget is determined with individual Jupiter partner in writing no later than end of January of effective calendar year.
- If both parties cannot reach the agreement by due time, it is Unitech's discrete sole decision of the funding budget.
- Jupiter partner must provide its marketing plan, schedule, abstraction of each action and target if applicable 3 months prior to the event execution date.
- Unitech will discuss the marketing plan with Jupiter's partners carefully. Unitech has its discrete and sole decision to approve its funding amount to each program and to participate the selected programs but not necessary all.
- COOP will only be provided after approval in writing from Unitech's Marketing responsible person prior to the execution of program. Unitech refuse any claim basing a verbal agreement between Jupiter partners and Unitech personnel.
- Both parties need to follow the COOP guidelines.

COOP request

COOP fund is on request via the MDF application form on the partner portal online tools. Please login on our partner portal via <https://portal.unitech.eu> to manage your tools.

COOP Guidelines

The Unitech COOP program is designed to be as simple and straight forward as possible and to provide Jupiter partners with flexibility in implementing their marketing programs effectively. COOP fund accruals are approved by Unitech's Marketing department and outlined in each partner's contract. The actual reimbursement against COOP claim is applied after the invoice from the Jupiter partners to Unitech and meeting the following requirement:

- **Program Period**
 - The COOP program period is for one year from January 1st to December 31st.
 - COOP accrual is based on revenues generated previous (calendar) year and can only be executed by December 31st of current year. Such accrual amount will be discussed and agreed by Unitech and Jupiter partner by end of January of current year.
 - The remaining accrual is not allowed to be carried over into next calendar year's term.

- **Payment of COOP Reimbursements**
 - The total amount of approved COOP fund for current year must be agreed by both parties no later than 31.Jan of each year.
 - Jupiter partner must submit its detailed marketing plan or program minimum 3 months prior to the event.
 - All COOP must be pre-approved by Unitech Marketing department, utilizing the appropriate form. Unitech will process the COOP funding request form as soon as possible.
 - Partner must submit its invoice after the execution of the event and no later than ONE month after the event.
 - Partner must state the reference number of approval on its invoice to Unitech.
 - At all situation, partner must submit the invoice or claim for reimbursement no later than 15 January of following year. Unitech reserves full right to refuse any reimbursement or compensation at any form after 15 January of following year.
 - COOP requests without prior approval are subject to denial.

- **Program Requirements**

Certain requirements must be met in order to be reimbursed:

 - Submit a brief description of how the funds will be used.
 - Submit ROI proposal (e.g. nr. of attendees, leads, etc.)



Submit a layout of any creative being produced for publication before publication occurs.

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- All COOP items must contain a Unitech logo. The logo can be increased or decreased in size but cannot be distorted. Logo (size) requirements and electronic artwork is available upon request.
 - Depending upon the promotions program, other requirements may apply.
 - **Funding**
The following activities are eligible for a reimbursement up to the amount of COOP funds available per each partner's contract:
 - Magazine and Post Card-size Advertising, Direct Mail, Broadcast Fax/E-Mail
 - Trade Shows/Seminars/Call-out day/Roadshow/Training/Webinar/E-catalogue or similar
 - Premiums, Promotional items, Collateral production and distribution

Marketing Contact for COOP: All Forms, documents, and invoices must be faxed, emailed or send directly to:

Marketing team
Unitech Europe,
Kapitein Hatterasstraat 19,
5015 BB TILBURG
Email: marketing@eu.ute.com

If you have any question about the COOP funding, please contact your Unitech Sales representative or the Unitech marketing department via marketing@eu.ute.com.