Marketing Coop funds are made available to our distributors for approved projects promoting RKI products. Coop funds are based on RKI purchases from the previous calendar year. The coop program is designed to split the cost of any qualifying marketing effort with the distributor.

**Participation Requirements**
To qualify for Marketing Coop funds, a distributor must meet the following terms:

- Must be an authorized RKI distributor in good standing.
- Annual RKI purchases from the previous calendar year of at least $50,000 or higher.
- Up to 1% of the previous calendar year RKI purchases (excluding freight and tax charges) will be made available for agreed upon marketing efforts throughout the current year. For example, if you have $100,000 in RKI purchases in the previous year, RKI will offer up to $1,000 of coop funds available during the current year.
- Up to 50% of each individual marketing or promotional expenditure spent specifically promoting RKI can be recuperated with RKI coop funds.
- Coop funds will be made available as a credit to future RKI orders.
- RKI Instruments’ marketing department must approve each marketing effort in advance.
- Invoice(s) or documentation of incurred promotional cost must be submitted with any Marketing Coop requests for credit.
- RKI Instruments reserves the right not to participate.
- Available coop funds expire at the end of each calendar year.

**Admissible Coop Efforts**
- **Trade Shows / Advertising** - If the trade show, advertisement, or promotion includes more vendors than just RKI, RKI will pay up to 50% of the RKI portion.
  - For example assume a distributor is exhibiting at a trade show that costs $1,000. The amount of available coop funds will depend on the number of vendors the distributor exhibits.
    - If RKI is the only vendor represented in the booth, $500 of coop funds can be applied to the $1,000 cost (50% of the total booth cost).
    - If RKI is one of two vendors represented in the booth, $250 of coop funds can be applied to the $1,000 cost (50% of 1/2 of the booth cost. RKI is supporting the half of the booth dedicated to RKI.)
    - If RKI is one of three vendors represented in the booth, $167 of coop funds can be applied to the $1,000 cost (50% of 1/3 of the booth cost. RKI is supporting the one third portion of the booth dedicated to RKI).
  - Pay per click advertising does not qualify for coop funds including 3rd party e-newsletter and web site ad spaces.
  - Web development, maintenance, or company e-newsletters do not qualify for coop funds.
- **Demo Equipment** - Co-op funds may also be applied to demo equipment orders. After receiving an extended discount for demo equipment, distributors can apply coop funds to 50% of the balance of each demo order. (see Distributor Discount Schedule form complete Demo Equipment Policy)
  - Purchase of demo equipment must be approved and processed by the local RKI rep or regional manager.
  - Instruments must remain in demo service for a minimum of one year.
  - One set of instruments per distributor location.
  - Coop funds cannot be utilized for any shipping charges.
  - No more than 50% of the total coop funds within any given year can be used for demo purchases.
- **Training Classes** - Coop funds can be used to cover 100% of the registration fee of RKI training classes. Please inquire on available coop funds while signing up. Coop funds will be applied upon registration of training course. There will be no refunds for cancellations less than two weeks prior to the class.
- **RKI logo merchandise** - Any promotional material with RKI logo like hats, pens, shirts, etc.
Receiving Coop Funds

1. Contact the Marketing Department and obtain approval for the marketing or promotional effort.
2. Submit paid invoice(s) or documentation of incurred expenses from vendor. Distributor created invoices are not accepted.
3. Specify the % of the total expenses that are specifically for RKI products or promotion.
4. Upon approval, RKI will then issue a credit to your account that is up to 50% of the qualified coop expense.

In addition to the coop funds, we also have digital artwork for every RKI or Riken product including photos for print or web, logos, PowerPoint presentations, as well as text for product features and benefits. RKI has an FTP site where the digital marketing material can be downloaded. Our staff also may be able to assist you in the creation and design of your projects.