

Distribution Partners CO-OP Program

OVERVIEW

The A. O. Smith Water Treatment North America team is excited to offer our distribution partners a co-op program to help increase the awareness of our brands. A. O. Smith offers best-in-class educational opportunities, marketing tools, and support. We look forward to partnering on efforts to grow your water treatment business via these resources and co-op program. AOS WT will split the costs of approved activities 50/50 with distributors with a total allowance not to exceed 1% of your annual NET purchases.

ELIGIBILITY

Co-Op funds are available to AOS WT distributors and their water treatment customers. The available funds are based on 1% of your NET purchases. Funds accrue monthly from January 1st – December 31st for use toward eligible activities during the calendar year. A grace period for submitting claims is in place until January 31, after which any unused funds will be forfeited.

For your activities to be eligible for co-op, AOS WT products must be the only water treatment products and/or brands represented. If non-competing brands or products are listed, AOS WT will pro-rate the amount of eligible funds by 10% for each other brand listed. For a listing of our brands that qualify for co-op please see below. All other brands or private labels would not be eligible for co-op reimbursement.

BRANDS



CUSTOMER ACCOUNT MUST BE IN GOOD STANDING AND CURRENT TO RECEIVE CO-OP CREDIT.

CO-OP ELIGIBLE ITEMS

DEVELOPMENT

- A. O. Smith WQU Training Events

DIGITAL ADVERTISING

- Video and social media ads



TRADITIONAL MEDIA

- Vehicle wraps
- Billboards, signage and print ads
- Radio/TV advertising
- Co-branded apparel

If you have questions, please email h2omktg@aosmith.com for assistance.

Unacceptable Examples: CRM or business management software, Yellow Page ads, referral websites (Angie's List, Home Advisor, etc.), travel expenses to events, costs of social media management services.

Distribution Partners **CO-OP Program**

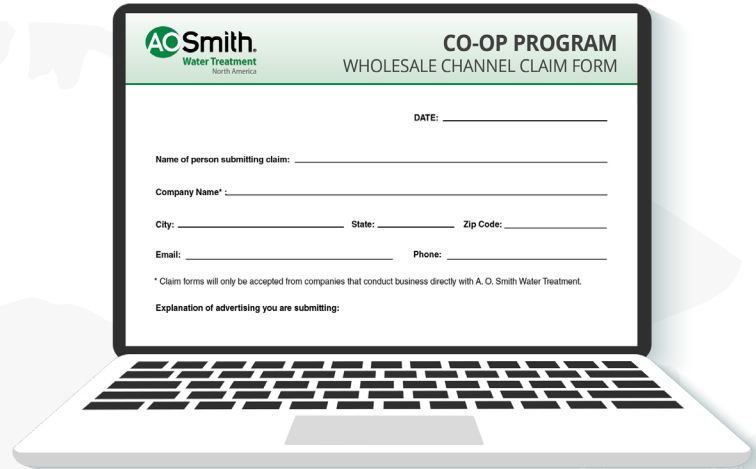
SUBMITTING A CLAIM

1. **Gain pre-approval** for your promotional material or activity by submitting a copy of the item via email to: h2omktg@aosmith.com
2. **Order and pay** for the promotional material or activity through your chosen vendor.
3. **Submit** a copy of the following items within **90 days*** of the invoice date via email to h2omktg@aosmith.com.

- » **Co-Op Claim Form**
- » **A copy of your paid invoice**
- » **A copy/photo of final item or activity if applicable**

*ALL PREVIOUS YEARS' FUNDS WILL EXPIRE AND RESET JANUARY 31. THEREFORE, THE 90 DAY WINDOW TO SUBMIT CLAIMS WILL NOT APPLY AFTER OCTOBER 31.

4. **Reimbursement** of 50% of the invoice (up to your available co-op balance) will be issued as a credit memo and sent to the email on file. You will need to reference this credit memo number when applying it to payments on your account.



The CO-OP Administrators determination of claim requirements and eligibility is final.