

NOTIFIER ESD CO-OP PROGRAM



2021 Program Policy Details (US/CA)

A. PURPOSE

The purpose of the NOTIFIER Co-op Program is to share with Engineered Systems Distributors (ESDs) the cost of mutually beneficial incentives on NOTIFIER's NEW product and technology offerings to promote awareness, education and business growth. Co-op funds are only available to authorized NOTIFIER ESDs.

B. ELIGIBILITY

To qualify to use Co-op funds NOTIFIER ESDs must meet the following criteria:

- > Account must be in good standing
- > Must have purchased (shipments only) at least \$100,000 in NOTIFIER equipment during the previous calendar year (January – December)
- > Must meet with their Regional Sales Manager to discuss co-op usage plans prior to submitting for reimbursement.
- > Are requested to submit their reimbursement plans to their Regional Sales Manager by September 30, 2021.

C. DEFINITIONS

1. Total Co-op advertising funds available are equal to 1.5% (**PREMIER**) or 1.0% (**PARTNER**) of net purchases of NOTIFIER equipment from the previous calendar year.
For example, if your net purchases with NOTIFIER during the previous year (January to December) totaled \$200,000, you have up to \$3,000 (**PREMIER**) or \$2000 (**PARTNER**) in Co-op funds available for use in the current year.
2. A qualifying year is one calendar year beginning on January 1st, or the commencement date of the ESD agreement, and that ends on December 31st of the same year. The funded year is one calendar year after the ending of the qualifying year.
3. Purchases during a qualifying year must be invoiced directly from the Northford facility.
4. Co-op funds are disbursed in the form of product credits that are applied against new product purchases to the ESD's account and in accordance with this policy.
5. Reimbursement credits are applied at the end of each quarter within the same reimbursement year. Quarters end on March 31, June 30, September 30, and December 31, respectively. Claims must be received no later than December 15th.
6. Qualifying expenses must be prepaid in full by ESDs and submitted for reimbursement in accordance with the terms of this policy.
7. Unused funds cannot be carried over from year-to-year.
6. In the event of Cancellation of the ESD agreement, no reimbursements will be made for any expenses not credited prior to the date of cancellation even if those have been submitted for reimbursement prior to cancellation.
9. Product credits will not be issued to an ESD on Credit Hold.



D. ACTIVITIES REIMBURSED UNDER THIS PROGRAM

In order to access total Co-op funds, ESDs should first contact their Regional Sales Manager to discuss their Co-op usage plan. Completed co-op fund usage plan must be submitted by the ESD to their Regional Sales Manager by September 30th 2021.

Co-op funds are eligible to be used to cover the following costs:



Co-op Program Year 2021

January 1, 2021 - December 31, 2021

REQUIREMENTS

- > Account must be in good standing
- > Must have purchased (shipments only) at least \$100K in NOTIFIER equipment during the previous calendar year (Jan – Dec)
- > Must have a meeting with RSM to discuss reimbursement plans prior to submitting any claims
- > Reimbursement plan due to RSM by September 30th, 2021 ([Forms posted on NOTIFIER.com](#))

PARTNER EDUCATION & NEW PRODUCT TRAINING

(Reimbursed Up to 100%)

Classroom / Virtual Technician Training

NOTIFIER University, BDA, Xtralis Factory and LMS Training

Costs of tuition fees to attend instructor-led training classes offered by NOTIFIER. This includes web-based training programs. Claims for December training classes may be submitted for reimbursement by January 31, with approval from the Co-op Administrator by December 1.

NICET / CFAA Training Reimbursement

Program costs for NICET or CFAA certification and re-certification

NOTIFIER Customer Experience Center

Travel to the Honeywell Fire Customer Experience Center is eligible for up to 100% for airfare and hotel expense to bring an existing or prospective end user to the Honeywell Fire Customer Experience Center and Factory Tour in Northford, CT. *(Subject to facility and factory re-opening for visitation)*

(Reimbursed Up to 50%)

NEW Product Demo Equipment

Funds can be used reduce the cost of product demo equipment. When the order is placed, a request to use Co-Op funds must be made at the same time. The request will be forwarded to the Co-Op Administrator for verification and approval. Equipment specifically cataloged as "Demo Equipment" will meet the criteria for this application. Once approved, the applicable equipment will be eligible for reimbursement.

ESD 'Mini' CEC Updates/Visit

Reimburse costs to up 50% to create/update ESD miniature customer experience center (sourced locally) with NEW NOTIFIER product offerings. Bill of materials subject to approval by NOTIFIER RSM. Once approved, the applicable order will be eligible for reimbursement.

Host a New Product Learning Event

Reimbursement of event expenses for seminars/events which exclusively promotes new NOTIFIER PRODUCTS (RSM involvement in event required)

D. ACTIVITIES REIMBURSED UNDER THIS PROGRAM (CONTINUED)

MARKETING ENGAGEMENT & MEDIA ADVERTISING
(Reimbursed Up to 100%)
NEW PRODUCT Digital Advertising - Paid Social Media** / Media Buying** Reimbursement for co-branded digital advertising which promotes *NEW* NOTIFIER products exclusively *(NOTIFIER INSPIRE, SELF-TEST, CLSS, BDA, Xtralis, SWIFT, OnyxWorks) <i>**NOTIFIER customer marketing will be providing an ESD media asset tool kit for digital advertising (Q3/Q4)</i>
NEW PRODUCT Video Success Stories / Case Studies Reimbursement for the development of video co-branded success stories that prominently features *NEW* NOTIFIER products *(NOTIFIER INSPIRE, SELF-TEST, CLSS, BDA, Xtralis, SWIFT, OnyxWorks) The video must incorporate information on approved new NOTIFIER products and market specific applications. (NOTIFIER will maintain the right to use funded videos for marketing promotional purposes only)
NOTIFIER Brand Awareness / Reputation Reimbursement for costs associated to co-branding company uniforms and/or company vehicles (ONLY) with the NOTIFIER by Honeywell logo. (Pre-approval of logo size and placement required). Limited to no more than 20% of ESDs total annual co-op funds, limited to \$10K (per ESD/branch).
Website Presence / Digital App Development Reimbursement for costs associated to adding new NOTIFIER product or vertical market specific NOTIFIER branded landing web pages to ESD company website or digital apps
(Reimbursed Up to 50%)
Brochures and Literature Reimbursement for the development and print of collaterals that prominently feature NOTIFIER. The brochure must incorporate informative articles / information on NEW NOTIFIER products, applications or case study.
Trade Event Booth Space & Tabletop Displays Reimbursement if NOTIFIER products and brand are shown exclusively with ESD Company Name (no other fire alarm manufacturer equipment is to be displayed or promoted).
The 'Blue Book Network' or Trade Publications
Other Media Advertising Reimbursement for other advertising in which new product offerings and NOTIFIER are prominently promoted. (Pre-approval required)

+ NOTIFIER Exclusive Co-op Eligible Promotions (Offers and Reimbursements will vary)

E. COMMUNICATION AND SUBMITAL OF CLAIMS

It is the distributor's responsibility to inquire about their available Co-op funds through NOTIFIER's Commercial Excellence Analyst – Susan DiLeonardo (Susan.DiLeonardo@Honeywell.com). NOTIFIER assumes no responsibility to assure ESDs are aware of or fully utilize their available funds. ESDs should keep detailed records of their available funds, usage plans and reimbursements, as well as invoices and proof of approved activities.

ESDs must submit to NOTIFIER a [2021 Claim Form](#) (excel file), along with copies of original invoices, payment, and proof of activity (i.e. PDF files, pictures of installs, training classes, etc). Claims can be submitted to NOTIFIER's Customer Marketing Department via email to Susan DiLeonardo (Susan.DiLeonardo@Honeywell.com) and copy their Regional Sales Manager.

Submittals for reimbursement must be for at least \$200 in value to be considered for processing. Claims may be held and submitted in conjunction with other requests that total at least \$200. All claims must be submitted and dated no later than December 15th of the funded year.

Upon review and approval of the submittal, NOTIFIER will provide reimbursement in the form of product credit issued to the ESD's account. Upon approval ESDs will receive a credit document confirming the credit has been issued.

NOTIFIER

12 Clintonville Road
Northford CT 06472
www.notifier.com

©2021 NOTIFIER by Honeywell. All rights reserved.
Unauthorized use of this document is strictly prohibited.

