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INFORMATION

# 1974 CO-OP ADVERTISING SALES PROMOTION PROGRAM

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**GENERAL  ELECTRIC**

## A. GENERAL INFORMATION

General Electric Company, Outdoor Power Equipment Operation will participate in Co-op Advertising Allowances with its franchised dealers in defraying expenses for dealer advertising approved and authorized by the Manager Advertising and Sales Promotion or his designated representative subject to the following terms and conditions.

1. Eligible products will include and be limited to the following products:

Elec-Trak Lawn and Garden and Industrial Tractors, and Related Products, Accessories and Attachments sold by the Outdoor Power Equipment Operation.

2. General Electric Co-op Advertising Allowances will be made available to all franchised General Electric dealers on a proportionally equal basis.
3. Any amounts spent by the dealer in excess of, or contrary to, the General Electric authorization will be at the dealer's expense.

NOTE  
WELL

4. No allowances are payable under this plan at an amount in excess of the rate actually paid by the dealer to the media. Further, allowances WILL NOT BE PAID IN EXCESS OF GE CONTRACT RATE APPLICABLE. 2% or other cash discounts given to dealer by media will *not* be paid by General Electric.
5. Co-op advertising materials will be made available to all Elec-Trak tractor dealers on an equal basis.

## B. CO-OP LIMITATIONS

1. Allowances under this Plan will be applied to advertising and promotional expenditures within the scope of this program as described herein which were incurred during the period December 21, 1973 through December 20, 1974, unless terminated earlier by the General Electric Company. GE will offer credit for advertising and/or sales promotion activities for each dealer in accordance with the following provisions:

- GE participation for authorized advertising will be limited to fifty percent of the dealer's cost as defined and limited herein.

NOTE  
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- Co-op claims must be submitted for credit within 60 days of the date the expense was incurred. Claims older than 60 days will not be honored by GE. There will be no exceptions.

- General Electric Co-op Advertising Allowances will be granted only for advertising expenses incurred by the dealer for space and/or time in media or shows as specified herein or otherwise stated in writing. General Electric will not participate in costs incurred for art, production, agency fees or any expense incurred by dealer in preparation of his advertising.

**Prior Approval of Content Required**

NOTE  
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- Any single advertising/promotion expense that will exceed \$500. total (\$250. dealer, \$250.

