

## **WALINGA PCS STOCKING DEALER ADVERTISING PROGRAM**

### **Publication Advertising**

The company will credit up to 1% of gross sales by the Dealer from the previous year (net of taxes), provided that advertising costs will be split 50/50 on each ad placed by the Dealer, with the Dealer paying a minimum of 50% of the cost of any such ad and providing evidence of same to the Company of publication.

Ads placed in combination with other products or brands will be prorated per allotted size of the Walinga portion

Requirements for ads:

1. Any of the registered Walinga trade names (Agri-Vac/Ultra-Vac or Ultra-Veyor) name must be in the ad
2. Approved Walinga ad slick (also in e-format) is to be used

Procedure for reimbursement:

1. Send a copy of the ad
2. Send a copy of the original invoice from the Publication source

### **Tradeshaw Reimbursement**

The company will credit up to 1% of gross sales by the Dealer from the previous year (net of taxes). Reimbursement will apply to booth space cost and will be based on the total percentage of booth space used for Walinga equipment.

Requirements

1. This only applies to booth space used to display Walinga-branded equipment
2. Approved Walinga signage/displays is to be used
3. Reimbursements for displaying Walinga signage will be limited to \$100 per show
4. Booth space and signage reimbursements cannot be combined

Procedure for reimbursement

1. Send a copy of the booth space invoice
2. Send a picture of the booth space for the application year.

These terms are subject to amendment by the Company from time to time, in its sole discretion, provided that at least 60 days prior written notice is provided to the Dealer of any such change.

Contact Jonathan Medemblik (800-466-1197 or [jtm@walinga.com](mailto:jtm@walinga.com)) for all advertising & promotional questions or concerns. Thank-you.

