



Co-op Advertising Rules & Regulations

Sioux Steel // ProTec Buildings // Koyker Manufacturing // HiQual

1-800-557-4689

This document is also available in the dealer login area of

www.siouxsteel.com

Submissions:

Mail: Attn: Co-op Advertising, PO Box 1265, Sioux Falls, SD 57101-1265

Email: info@siouxsteel.com

Regulations and rules in this document are subject to change without prior notice. If an advertisement medium is not mentioned, please contact the Marketing Department to discuss.

Co-op funds are only available to dealers with accounts in good standing. Good standing is defined as trade accounts receivable monies due from the dealer that are in a current status and not yet past due. Dealers that are not in good standing will have co-op funds made available to them once their accounts are back in good standing.

CO-OP ADVERTISING DEFINED

Co-op advertising refers to an agreement between a manufacturer and a retailer to share advertising costs, while at the same time create brand name awareness. Sioux Steel, ProTec Buildings, Koyker Manufacturing and HiQual offer co-op advertising reimbursements based upon the following rules and regulations.

All rules notated in the document will supersede any previous actions or agreements, either written or implied.

Starting June 1, 2019:

Unlimited co-op funds are available to dealerships that are in good standing with Sioux Steel Company.

NO CO-OP BALANCES, NO LIMITS

- Dealerships will receive up to a 50% reimbursement on qualifying marketing and advertising submitted.
- Promotional submissions (see promotional section to review qualifying items) will receive up to a 25% reimbursement.

To receive maximum reimbursement, follow the co-op advertising rules & regulations in this document. Marketing material, such as flyers, ad slicks, radio scripts, etc. can be requested by contacting the Sioux Steel Marketing team at 1-800-557-4689. All necessary documents for reimbursements are required. Sioux Steel Company has the final determination as to the percentage of reimbursement.

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Please Note: This program and current regulations can change at any time without prior notice.

FISCAL YEAR

Fiscal Year Starts: November 1

Fiscal Year Ends: October 31

QUARTERLY REIMBURSEMENTS

All advertising dates need to be WITHIN 6 MONTHS of submission.

Reimbursements are only distributed every quarter. Quarters end the last day of the following months: **January, April, July & October**. After each quarter, reimbursements are sent to qualifying dealerships.

To receive reimbursements on a quarterly basis, please have all documents submitted in **1 week prior to the end of each quarter** to allow for processing time.

1. Dealerships who receive co-op reimbursements are mailed or emailed credit memos.
2. Credits are put onto Sioux Steel/ProTec/Koyker/HiQual accounts and can be utilized on future purchases.
3. **Updated August 2019.** Dealerships that purchase their primary product line through a third party vendor, such as Wheatbelt, will be issued a credit and not cash.
4. **At no time will dealerships be allowed to receive a check back or cash.**
5. Co-op credits may be utilized for Sioux Steel branded promotional items, such as hats, jackets and coins. If co-op credits are used for Sioux promotional items, they are valued at 50%. For example, if you have \$500 worth of co-op credits to use, that would cover \$250 worth of Sioux branded items.
6. Reimbursements will not be distributed to dealerships that are in poor standing with our credit department.

AS OF JUNE 1, 2017:

Credit reimbursements will expire **1 YEAR** after credit memos are issued. For example, if you submitted in advertising and a credit memo was issued on May 1.

2018, that credit will expire May 1, 2019.

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QUALIFYING ADVERTISEMENTS

With the evolution of e-commerce and social media, how you contact your customers has become more diverse. Below are advertising mediums that qualify and do not qualify for co-op reimbursement, along with the necessary documentation needed for each.

Advertisements that only promote Sioux Steel, Koyker Mfg., HiQual and/ or other subsidiaries or partners qualify for up to 50% co-op reimbursement.

If competitor companies are also incorporated into advertisements, either in logo, picture or text form, reimbursements are based upon proportionate share determined by the co-op advertising department.

Example 1:

3 col x 5 ad placed in local publication costing a total of \$150. Ad features only Sioux Steel livestock working equipment, farm bins and dealership contact information.

Total Reim = \$75.00 or 50% of cost

Example 2:

3 col x 5 ad placed in local publication costing a total of \$150. Ad features Sioux Steel farm bins, Sudenga sweeps (partner of Sioux Steel) and dealership contact info.

Total Reim = \$75.00 or 50% of cost

Example 3:

3 col x 5 ad placed in local publication costing a total of \$150. Ad features Sioux Steel livestock gate, 1 competitor gate and dealership contact info.

Total Reim = \$37.50 or 25% of cost

PRINT





Print advertising is considered to be ads or inserts that are placed into newspapers, magazines or national publications. In order to qualify for reimbursement the following must be true:

- Ads need to be considered display.
- Classified ads that state Sioux Steel/ProTec/Koyker/HiQual in text form do not qualify and should not be submitted. *Exception:* If a classified ad is able to incorporate a logo associated with Sioux Steel, ProTec Buildings, Koyker Manufacturing or HiQual.
- Ads can be black/white or color formatting.

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LOGO SIZING REQUIREMENTS FOR PRINT ADS

- Sioux Steel/ProTec/Koyker/HiQual or the appropriate product line logo must be present & prominent part of the design. Please contact the Sioux Steel Marketing Department to determine adequate logo size if it falls outside the ad size examples below.
 - o Ads that are 8.5" x 11" in size must have a Sioux Steel/ProTec/Koyker/HiQual logo that is a minimum of 2" wide.
 - o Ads that are 5" x 5" ads in size must have a Sioux Steel/ProTec/Koyker/HiQual logo that is a minimum of 1.5" wide.
 - o Ads that are 3" x 2.5" ads in size must have a Sioux Steel/ProTec/Koyker/HiQual logo that is a minimum of 1" wide.
- Sioux Steel/ProTec/Koyker/HiQual logos cannot be manipulated in anyway.
 - o Only ads that run as black & white will be permitted to use the black & white version of the Sioux Steel/ProTec/Koyker/HiQual logo.
 - o Examples of correct & incorrect logo designs

INCORRECT Sioux Logo Design	CORRECT Sioux Logo Design For Color Ad & Black/White Ad	INCORRECT Protec Logo Design	CORRECT Protec Logo Design For Color Ad & Black/White Ad
			

- Sioux Steel/ProTec/Koyker/HiQual products must also incorporate a minimum of 25% of the ad to qualify for co-op reimbursement.
- If the logo or product incorporation does not meet requirements, the advertisement will not qualify for co-op reimbursement.




Tear sheets (pages torn from the publication that shows issue date) must be submitted and a copy of the corresponding invoice showing the total amount paid for advertisements.

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RADIO

Radio scripts must include the following in order to qualify:

- 30 sec. radio spot must mention Sioux Steel/ProTec/Koyker/HiQual a minimum of 2 times.
- 60 sec. or longer radio spot must mention Sioux Steel/ProTec/Koyker/HiQual a minimum of 3 times



Please submit copies of the affidavits of performance provided by the radio station. Affidavits must include when spots ran and a typed version of the voiceover utilized. Documents must be notarized by the radio station utilized.


TV ADS

Commercial TV ads must include the following in order to qualify:

- 30 second TV spot must mention Sioux Steel/ProTec/Koyker/HiQual a minimum of 2 times in the voiceover.
- 60 second or longer TV spot must mention Sioux Steel/ProTec/Koyker/HiQual a minimum of 3 times in the voiceover.
- Sioux Steel/ProTec/Koyker/HiQual or another subsidiaries company logo must be featured on screen for at least 5 seconds. This does not include having a logo on a product. The logo must be a separate graphic placed on top of the video running in the background.
- Product video or photos featuring Sioux Steel/ProTec/Koyker/HiQual products must be featured.

TV commercial production costs are eligible for co-op reimbursement. Video shoots and editing associated with the development of the commercial can be submitted for reimbursement along with the costs of running the spots. This includes the initial development and costs associated with updating the spot after initial development.

Product video samples and photos are available if needed by contacting the Marketing Team.



Please submit copies of the affidavits of performance provided by the TV station along with any invoices showing production costs. Affidavits must include when spots ran and a typed version of the

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voiceover utilized. Documents must be notarized by the TV station. A video file of the TV spot is needed and will need to be submitted electronically.

DIRECT MAIL

Many dealers market with targeted mail campaigns utilizing postcards or self-mailers. Dealerships who coordinate a direct mail campaign must:

- Include a Sioux Steel/ProTec/Koyker/HiQual logo
- Include at least one photo of a Sioux Steel/ProTec/Koyker/HiQual product.

Design, printing and distribution costs from third party companies can be submitted in for reimbursements. The printing receipt must show total quantity printed. Postage costs can also be submitted with qualifying receipt from post office. Postage reimbursement will be based upon the quantity printed or post office receipt total, whichever is less. In-house labor costs associated with distributing or organizing marketing material does not qualify for reimbursement.





Postcard design is offered for free by Sioux Steel's marketing team. Also, suggestions for companies to work with are available.

LOGO SIZING REQUIREMENTS FOR DIRECT MAIL CAMPAIGNS

- Sioux Steel/ProTec/Koyker/HiQual or the appropriate product line logo must be present & prominent part of the design. Please contact the Sioux Steel Marketing Department to determine adequate logo size if it falls outside the mailer size examples below.
 - o Direct mailers that are 8.5" x 11" in size must have a Sioux Steel/ProTec/Koyker/HiQual logo that is a minimum of 2" wide.
 - o Direct mailers that are 4.25" x 6" ads in size must have a Sioux Steel/ProTec/Koyker/HiQual logo that is a minimum of 1.5" wide.
 - o Direct mailers that are 6" x 9" ads in size must have a Sioux Steel/ProTec/Koyker/HiQual logo that is a minimum of 1.75" wide.

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- Sioux Steel/ProTec/Koyker/HiQual logos cannot be manipulated in anyway.
 - o Examples of correct & incorrect logo designs

<i>INCORRECT</i> Sioux Logo Design	<i>CORRECT</i> Sioux Logo Design	<i>INCORRECT</i> Protec Logo Design	<i>CORRECT</i> Protec Logo Design
			

PROMOTIONAL ITEMS

WILL ONLY RECEIVE UP TO 25% REIMBURSEMENT.

Embroidery & Screen Works, Inc (EASW) siouxsteel.easw.com

Promotional merchandise, such as pull-up banners, products or gifts that are branded and positively promote Sioux Steel/ProTec/Koyker/HiQual and the dealership are eligible with the following to be true:

- Sioux Steel/ProTec/Koyker/HiQual logo must be screen printed or stitched on in a prominent fashion. Merchandise not featuring a logo will not be reimbursed. Logo must be visible not hidden. For example, the logo cannot be placed on the inside wrist of a long-sleeved shirt.
- Logo(s) cannot be temporary or be placed on a temporary piece of the merchandise, such as plastic packaging or tags.
- Any promotional product **over \$100 per piece** must be pre-approved by the Marketing Department in advance. Handguns, shotguns, etc. are not acceptable promotional items and will not be reimbursed.
- A picture of the merchandise, showing how the logo is incorporated, along with a copy of the third party vendor invoice must be submitted. If logoed labels are utilized on giveaways, such as water or wine bottles, a picture of the entire group of items, not just a picture of one bottle, must be submitted along with a dated receipt or invoice showing costs associated with the items.



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TRADE SHOWS

With a wide variety of trade shows available in the agriculture sector, there are many opportunities available to engage new customers. Reimbursement is available if the following is true:

- Show space can be outdoor or indoor.
- The Sioux Steel/ProTec/Koyker/HiQual brand must be visible either by having banners, flags or coordinating products in the show space.
- Just having literature displayed does not qualify space for reimbursement.



Photo(s) of the entire trade show space are required. Even if a Sioux Steel/ProTec/Koyker/HiQual representative is available at the show, pictures still need to be submitted. Also, a copy of the paid invoice and cancelled check from the show showing how much the space cost is required.

The rental fee for the space qualifies for reimbursement, however transportation costs, lodging, labor to assemble and work show, product purchased to feature in space, equipment rentals, booth electricity, carpet, etc. does not qualify and should not be submitted.





Marketing material such as flags and banners are available for purchase utilizing co-op dollars. Please contact us to learn more or to have items shipped directly to the dealership location.

LOGO SIZING REQUIREMENTS FOR TRADE SHOW DISPLAYS

- Sioux Steel/ProTec/Koyker/HiQual or the appropriate product line logo must be present & prominent part of the design. Please contact the Sioux Steel Marketing Department to determine adequate logo size if it falls outside the banner/flag size examples below.
 - o A Sioux Steel/ProTec/Koyker/HiQual logo must be represented with a 24" logo or bigger in the trade show display. Anything smaller will not qualify for co-op reimbursement.
 - o Trade show displays that do not represent Sioux Steel/ProTec/Koyker/HiQual products with at least 25% of the display will not qualify for co-op reimbursement.

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- Sioux Steel/ProTec/Koyker/HiQual cannot be manipulated in anyway.
 - o Examples of correct & incorrect logo designs

INCORRECT Sioux Logo Design	CORRECT Sioux Logo Design	INCORRECT Protec Logo Design	CORRECT Protec Logo Design
			

BILLBOARDS

Traditional and electronic billboards are both eligible for co-op reimbursement as long as the following is true.

- Design must include a Sioux Steel/ProTec/Koyker/HiQual logo in color.
- Design must be pre-approved by our Marketing Team.
- Sioux Steel/ProTec/Koyker/HiQual logo must be a prominent part of the design and must be in color.



Approved final design, picture of erected billboard along with a copy of the invoice must be submitted for reimbursement.

Electric Billboards:

If the third party electronic billboard rotates screens, or shares space with other advertisers, a document showing how many times the logo was displayed must be submitted. Electronic billboards that are purchased for business purposes and will be constructed at dealership locations are eligible for a one time reimbursement. The Sioux Steel/ProTec/Koyker/HiQual logo must be incorporated into the billboard structure itself, not just visible on screen.

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DEALER MEETINGS/OPEN HOUSES

Open houses, bin days and offsite dealer meetings all qualify for co-op reimbursement if the following is true.

- The Sioux Steel/ProTec/Koyker/HiQual brand must be visible either by having banners, flags or marketing material, such as pull up banners, in the meeting space.



Photos of the meeting and how Sioux Steel was represented are required.** Even if a Sioux Steel/ProTec/Koyker/HiQual representative is available, pictures still need to be submitted.**

Rental fees associated with the meeting space qualify for reimbursement, however transportation costs, labor to decorate, products purchased to feature, equipment rentals, etc. do not qualify.

If food is purchased for the event, please submit all receipts from third-party vendors. If Sioux Steel/ProTec/Koyker/HiQual is the only business represented, food qualifies for 25% reimbursement. If other businesses are featured, Sioux Steel/ProTec/Koyker/HiQual will reimburse a proportionate share. Napkins, eating utensils, flatware, cups, condiments, decorations such as flowers or plants, etc. do not qualify for reimbursement.

Entertainment, such as speakers or bands, does qualify for reimbursement if Sioux Steel/ProTec/Koyker/HiQual logo is featured while entertainment is performing. Pictures showing how the logo was utilized must be taken and submitted in with the entertainment invoice.

For giveaway specifications, please see PROMOTIONAL ITEMS category.

DONATIONS

Donations qualify for reimbursement if they are done on behalf of the dealership and Sioux Steel/ProTec/Koyker/HiQual and the following must be true.

- The recipient of the donation must advertise/promote the donation utilizing the Sioux Steel/ProTec/Koyker/HiQual.
- Recipient of the donation must be able to provide a receipt showing donation amount.



Please submit a copy of the donation receipt and advertisement (or picture) showing how the logo was utilized to promote Sioux Steel/ProTec/Koyker/HiQual by recipient of donation.

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PARADE FEES

Parade fees qualify for co-op reimbursement if the following is true.

- The Sioux Steel/ProTec/Koyker/HiQual logo must be visible either by having banners, flags or marketing material, decals, etc. on the float or vehicle pulling the float.
- Receipt and photos of float in parade are required for reimbursement.



Costs associated with transportation, labor to assemble, decorations, gas, product purchased to feature on float, equipment rentals, labor of personnel in parade, etc. **does not qualify**.

WEBSITE HOSTING FEES

Your online presence is a valued resource. Having a website not only allows customers to easily find and contact you, but establishes your business in the online world. If you currently have a website, annual hosting fees are eligible for co-op reimbursement if the following is true.

- Website must feature a Sioux Steel/ProTec/Koyker/HiQual logo along with corresponding photos and text talking about Sioux Steel/ProTec/Koyker/HiQual products the dealership is selling.

Maintenance fees or labor, design updates, re-coding, etc. do not qualify for reimbursement.

If a dealership currently does not have a website, Sioux Steel/ProTec/Koyker/HiQual offers website development utilizing available co-op dollars. Please contact us for additional details. Third-party companies can be utilized for development if preferred. Initial set up fees can be submitted in for co-op reimbursement with submission of final invoice and activation of website. The Marketing Team will look at the website online and determine the proportionate share for reimbursement. Videos, photos and content on the Sioux Steel/ProTec/Koyker/HiQual websites can be copied and utilized on dealership websites. If additional files or information is needed, please contact us.

Online banners, although not eligible for co-op reimbursement, can be designed for free by contacting our Marketing Team.

Mobile websites have seen a huge increase in traffic with the popularity of smartphones and tablets. The same regulations above apply to mobile sites.

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Sioux Steel/ProTec/Koyker/HiQual corporate websites link to dealer websites. If your dealership's website is not listed, please contact us to have it added.

SEO (Search Engine Optimization) VS. Paid Search

SEO is the process of getting traffic from the “free,” “organic,” “editorial” or “natural” listings on search engines. All major search engines such as Google, Yahoo and Bing have such results, where web pages are shown and ranked based on what the search engine considers most relevant to users. This service does not cost anything from the search engines, however optimizing your website to have a higher rank in those search engines is a good discussion to have with your website developer. SEO does not qualify for reimbursement.

Paid search is similar to buying classified advertisement space that shows up alongside organic search results within search engines. The paid search areas below are advertisements companies have paid to show when certain key words are searched for.

The screenshot shows a Google search for "Koyker Loaders". The search bar is at the top with the Google logo on the left and a search button on the right. Below the search bar are navigation tabs for "Web", "Images", "Maps", "Shopping", "More", and "Search tools". The search results are displayed below, with a note that there are about 155,000 results in 0.28 seconds.

The results are divided into two main sections:

- Paid Search:** This section is highlighted with a yellow background and includes:
 - An ad related to "koyker loaders" from www.koykermfg.com titled "Koyker Front End Loaders". The ad text says "Koyker Loaders fit major brands Koyker loaders built in USA".
 - An ad titled "Koyker Front End Loader" from www.northernrtool.com/WagonsAndCarts. The ad text says "Shop Hand Pull Wagons, Yard Carts + Rolling Garden Seats. Order Now!".
 - An ad titled "Koyker Tractor" from www.ask.com/Koyker+Tractor. The ad text says "Explore Koyker Tractor. Get Answers Now on Ask.com. Ask.com has 5,043 followers on Google+".
 - An ad titled "Online Loader Selector" from www.loaders.com/. The ad text says "Nearly 17,000 loader fits. Find your tractor's best fit today!".
 - An ad titled "Koyker Loader Sale" from koyker-loader.compare99.com/. The ad text says "Up To 70% Off Koyker Loader Koyker Loader. Compare And Save".
- Organic Results (SEO):** This section is highlighted with a pink background and includes:
 - A result for "Koyker Manufacturing - Loaders" from www.koykermfg.com/index.php/products/loaders/info/. The text says "Koyker Manufacturing has front end loaders for all major tractor brands, ...".
 - A result for "Koyker Manufacturing" from www.koykermfg.com/. The text says "Koyker has built it's solid reputation on manufacturing loaders for all major tractor brands, including: John Deere, Kubota, McCormick, New Holland and Case IH. Loaders - Dealer Locator - Bale Caddie Accumulator - Attachments".
 - A result for "Koyker Manufacturing - Loaders" from www.koykermfg.com/index.php/products/loaders/manuals/. The text says "Loader Manuals. Below is a list of archived and current manuals for our line of ...".
 - A result for "Koyker Manufacturing - Dealer Locator".

Paid Search does qualify for co-op reimbursement if the following is true:

- Ad must have Sioux Steel/ProTec/Koyker/HiQual mentioned in the text.
- Ad links to a page on dealer's website in which Sioux Steel/ProTec/Koyker/HiQual logo is present.

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Please submit documentation showing the verbiage utilized in the ad along with an invoice showing what key words were utilized and how many impressions it received.

EMAIL MARKETING

Do you have a database of your customer's emails? If so, email marketing is an avenue utilized by many companies to communicate current specials, news or important information to their customers by sending an email to them. There are many email services available online, each costing a fee to store email addresses, segment customers and easily manipulate design templates.

The fees associated with these services are eligible for reimbursement if the following is true:

- Email must feature a Sioux Steel/ProTec/Koyker/HiQual logo along with corresponding photos and text talking about Sioux Steel/ProTec/Koyker/HiQual products the dealership is selling.



Please submit the copy of the third-party receipt showing the yearly fee, printed copy of the final email design, and a printed screen shot of the results from the campaign showing that the email was sent. In addition, we will need to know how many emails the dealership sends out on a yearly basis, and out of that quantity, how many emails feature Sioux Steel/ProTec/Koyker/HiQual.

The marketing team at Sioux Steel/ProTec/Koyker/HiQual does offer the service of designing and coordinating your email marketing campaigns. Please contact us and we can email information and specifics to your customers.

SOCIAL MEDIA

Social media sites allow communities of people with similar interests to join together on an electronic platform. New social media sites are developed every day. A few of the larger ones offer a way to advertise to their members. We are currently offering reimbursement on the following social media advertisements:

- Facebook – Ad must have Sioux Steel/ProTec/Koyker/HiQual mentioned in the text. Ad links to a page on dealer's website in which Sioux Steel/ProTec/Koyker/HiQual logo is present.
- YouTube – Ad banners must include Sioux Steel/ProTec/Koyker/HiQual logo and link to a page on dealer's website in which Sioux Steel/ProTec/Koyker/HiQual logo is present.



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Please submit proof of ad placement, design/text and receipt or invoice from site social media site.

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