

Motors & Drives Division Coop Program

Program Overview

Toshiba International Corporation's TOSHrewards program provides our valued MMO distributors with exclusive rewards that can be used to support distributor operations and to grow their Toshiba business. This program replaces all other Toshiba cooperative marketing programs. Toshiba has the right to make changes to this program at any time.

Program Effective Date

This program effective date is 4/1/2019.

Who is eligible?

Toshiba distributors operating under a fully executed MMO Agreement are eligible for the TOSHrewards program.

How are reward points earned?

Points will be awarded based on the following motors and drives division billings criteria.

1. 1 point per \$100 billed on all eligible product orders placed through Toshiba's Online Ordering (OLO) or Electronic Data Interchange (EDI) systems.
2. ½ point per \$100 billed on all eligible product orders not placed through OLO or EDI.
3. Eligible products are:
 - a. LVM: All Low Voltage Motor sales
 - b. LVD: All Adjustable Speed Drive sales
 - c. Controls: All Power Apparatus and Component sales
 - d. Field Service: Field Service Parts (sold loose) and all TOSHcare® sales
 - e. MVM: All MVM sales (for distributors with an executed MVM stocking agreement)
 - f. MVD: All MVD sales (for distributors maintaining at least one MVD in inventory)

How are reward points distributed?

The program runs from **April 1st through March 31st** annually. All points from the prior year expire on **March 31st**. Points will be accrued and added to your account using the following quarterly schedule:

Sales	Dec, Jan, Feb	Mar, Apr, May	Jun, Jul, Aug	Sep, Oct, Nov
Points Available	Apr 1	July 1	Oct 1	Jan 1

How do I redeem reward points?

Reward points can be redeemed by completing the online form at www.toshiba.com/tic/distributor-cooperative-marketing-request-form/

Toshiba reserves the right to deny any request. The following rules apply:

1. Pre-approval of new marketing artwork utilizing the Toshiba logo is required. Please allow up to two weeks for review.
2. Customer events require pre-approval at least two weeks before a commitment is needed. Toshiba personnel are required to attend all customer events. Distributors must submit a list of Toshiba attendees as well as the target accounts for the event. Images of customer events promoting the Toshiba brand and utilizing the Toshiba logo must be provided.
3. **Toshiba reserves the right to deny reimbursement if it deems a request does not meet the requirements of the program or other applicable reasons.** Please email tic-coop@toshiba.com for pre-approval requests.
4. This program applies to marketing activities dedicated to the promotion of Toshiba and the respective distribution company. The Toshiba logo must appear in the marketing activity and/or be represented at the marketing event to qualify. **Activities branded with other logos do not qualify.** Please refer to the "Non-Qualifying Activities" section below for more information.
5. To use reward points for training, demos or sales samples, please follow Toshiba's standard training registration or demo/sales sample ordering process. Upon receiving the invoice from Toshiba (when applicable), please follow the reimbursement process.
6. All product demos, sales samples and marketing concessions must be approved by the product manager and will be reviewed on a case-by-case basis.
7. All requests must be submitted by March 15th each year to utilize current year's points. Unused points expire on March 31st each year and will not roll over. Only points available at the time of the submission can be used for reimbursement.

How can I use my reward points?

Category	Example	Redemption Rate
Promotional Items (Toshiba Logo Only)	Shirts, Hats, USBs, etc.	\$1 = 1 Pt (Not to exceed \$4,000 per year)
Promotional Items (Toshiba Logo or Co-Branded)	Shirts, Hats, USBs, etc.	\$1 = 2 Pts
Houston-Based Training	Training Class Registration Fees	\$1 = 1 Pt
Product Demos/Sales Samples	*Pending Product Availability & Product Manager Approval	\$1 = 2 Pts
Marketing Concessions	Concessions Related to Warranties, Freight, or Other Applicable Requests. *Pending Product Manager Approval	\$1 = 1 Pt
Advertising	Online, Print, Sponsorships, & Other Applicable Activities *Pending Pre-Approval for Artwork & Advertising Activities	\$1 = 2 Pts
Industry Trade Shows	Registration Fees, Show Services	\$1 = 2 Pts
Customer Events	Customer Outing, Open House, Golf Tournament, Customer Training, etc. *Pending Pre-Approval	\$1 = 4 Pts
Travel Expenses to Houston	For Training and End User Plant Visits Only (Airfare, Hotel & Car Rental Only)	\$1 = 4 Pts

Non-Qualifying Activities

1. Activities or events that don't promote the Toshiba brand and utilize the Toshiba logo
2. Activities or events that involve promotion of other manufacturers such as calendars, training, trade shows, etc.
3. Activities or events that do not correctly utilize the Toshiba logo
4. Events that do not have Toshiba personnel attendance

Items not listed in either the qualifying or non-qualifying sections of this program will be reviewed and approved on a case-by-case basis.

How do the reward points redemption rates work?

Example 1: Toshiba Branded Promotional Items. Toshiba will pay 100% for Toshiba branded items not to exceed \$4,000 per year. This does not include co-branded items. Toshiba will charge reward points at 1X the cost of the marketing activity. (Promotional items include but are not limited to items such as shirts, jackets, bags, hats, pens, etc.)

Example distribution: Toshiba Promotional Item = \$1,000.

Toshiba will reimburse \$1,000 and charge 1,000 reward points.

Example 2: Co-Branded Items. Toshiba will pay 100% of the activity. Toshiba will charge reward points at 2X the cost of the marketing activity.

Example distribution:

Co-Branded Promotional Item = \$2,000.

Toshiba will reimburse \$2,000 and charge 4,000 reward points.

Example 3: Customer Event. Toshiba will pay 100% of the marketing activity. Toshiba will charge reward points at 4X the cost of the marketing activity.

Example distribution: Customer Event = \$2,000.

Toshiba will reimburse \$2,000 and charge 8,000 reward points.

Other Guidelines

1. Toshiba Marketing Assistance

- a. Toshiba's Marketing Department can assist with co-branded materials and other applicable marketing requests. Please email tic-coop@toshiba.com for more information.
- b. To reserve Toshiba's trade show inventory, distributors should contact their Toshiba sales representative.

2. Artwork Approval

New artwork using the Toshiba logo must be pre-approved. Approval is necessary for any artwork changes. An image of the final product and invoice is required. Please send artwork files to tic-coop@toshiba.com for approval.

3. Distribution of Funds

Please allow 60 days for reimbursement. Toshiba will reimburse by issuing a credit memo. If there is no account balance, a check will be issued. The distributor must provide the following:

- a. Completion of the online form: www.toshiba.com/tic/distributor-cooperative-marketing-request-form/
- b. A copy of the marketing activity (if applicable) or a description of the activity including evidence of Toshiba promotion
- c. A valid invoice providing evidence of the actual expense

If you have any questions about the TOSHrewards program, please contact Toshiba Marketing at tic-coop@toshiba.com.