

## Update Bulletin

### New Marketing Co-op Policies

January 20, 2010

Two major changes to StoreNext's Marketing Co-op program are being made for the 2010 program:

1. Marketing co-op funds are now available for education and training fees from StoreNext and StoreNext-sponsored courses.
2. The percent of funds to a dealer's co-op account in 2010 will be 1% of qualifying invoices. StoreNext regrets the necessity of this percentage reduction, but we hope that adding education and training will enable more dealers to use all their funds, which in many cases have expired unused.

Regarding education and co-op:

- The co-op fund will normally pay for 100% of the "tuition" for courses provided by StoreNext personnel and 50% for courses taught by other companies.
- So there's no confusion, the applicable percentage for each course is posted on the StoreNext Dealer Support Web site with the Education Schedule.
- Transportation and travel expenses, meals, lodging etc. are not covered.
- Dealers will be invoiced and pay the tuition amount as normal, and receive credits via the standard Co-op Credit Application Form (CCAF). An [updated co-op form](#) including the education and training activities is now available on the Web site.

The co-op program no longer cancels unused funds on a quarterly basis: all funds earned in a year continue to be available for that entire year, with a 60-day "grace period" through February of the following year to file for credits. For example, dealers can file for 2009 expenses against their 2009 funds through February 2010, after which the 2009 program is closed and any remaining funds expire.

Please see the [Marketing Co-op Policy](#) for all the program details.