
2023 Pro-Tech Marketing Services

Pro-Tech provides a variety of marketing services and resources to dealers. **Advertising templates, dealer locator representation, educational videos, social media promotion, and tradeshow compensation** are just some of the services available to help our dealers better market Pro-Tech products. Pro-Tech's marketing department is readily available to assist dealers in the creation of marketing materials and to answer questions on how to best target potential customers.

Access to some of these services and resources is dependent on your purchase level. Contact the Pro-Tech marketing team at rmarino@protechcorp.com if you would like to discuss how to best use the co-op program.

Dealer Sales and Marketing resources (Sno Pusher Product Pricing, Sno Pusher Replacement Parts Pricing, Productivity Studies, Owners Guides, and various Pro-Tech Marketing Materials) can be found on the dedicated website for Pro-Tech Dealers. www.SnoPusherDealer.com





2023 Pro-Tech Dealer Co-Op Marketing Program

Pro-Tech offers dealers the opportunity to take advantage of our co-op marketing program. The amount available to dealers is determined by your pre-season order.

We encourage dealers to take advantage of these funds, as they are non-transferable from year to year. Below are the details of the program:

Pro-Tech Dealer Co-Op Program Details
Dealers will receive 2% of their total pre-season order in co-op marketing dollars. For example, a dealer who places a pre-season order of \$30,000 will receive \$600 in co-op marketing dollars. Co-op marketing dollars will be capped at \$3,000.

Co-op dollars will be allocated in the following fashion:

Advertisements exclusively featuring Pro-Tech will be covered 100% from the co-op fund up to amount available.

- Pro-Tech can provide pre-made ads at no expense. A meeting to discuss ad size, specs and design is required for those interested.
- **A dealer choosing to create their own advertisement must submit a proof before placing the ad to Pro-Tech's marketing department in order to qualify for co-op funds.**

Advertisements with multiple brands including Pro-Tech will receive a percentage of co-op funds directly proportional to the number of brands advertised. For example, if there are four brands featured in the ad, Pro-Tech will cover 25% of the cost of the ad. This assumes all brands are featured equally in size and content. If this is not the case, Pro-Tech reserves the right to increase or decrease the percentage of funds available for that ad.

- **To qualify for co-op, all ads must have a pre-approved logo and pictures.**
- **Ads may not feature pricing below official 2023 sale price.**
- **To receive your co-op credit, a copy of the ad and invoice must be submitted to Pro-Tech by February 28, 2024.**

All co-op dollars will be in the form of a credit to be applied to your balance. Credit balances will be applied to your 2024 pre-season purchase.