

# EXHIBIT A CO-OP MARKETING GUIDELINES



## OVERVIEW

Carosh Compliance Solutions is pleased to provide a co-op marketing program for our resellers to assist in your product and service sales efforts. You can advertise any new and current products and services your organization currently represents, and your account can be credited for up to 50% of the total cost for space/time. All resellers are eligible for \$2,500 for the first calendar year. Going into year 2 you will be eligible for marketing dollars equal to 10% of gross sales of Carosh Products and Services. Marketing dollars are based on the previous annual sales.

## QUALIFICATIONS

### Online Media (Social Media, Digital and Search Engine)



- ✓ Advertisements in the VAR's trade area will qualify.
- ✓ Ad slicks are available where your VAR's logo can be simply added to the approved copy. Ads can be obtained by selecting the appropriate brand from the menu on [carosh.com/reseller](http://carosh.com/reseller). Additionally, photos and logos are available and may be used to fit into your own layout.

- ✓ Picture of new product and appropriate brand logo (HIPAA Suite<sup>®</sup>, HIPAA Express<sup>®</sup>) must be used to qualify for co-op.
- ✓ Social media advertisements that exclusively feature HIPAA Suite<sup>®</sup>, HIPAA Express<sup>®</sup> prepared ad slicks and are used exactly as provided with your VAR's imprint (may be reduced/enlarged to fit space).
- ✓ Both social media and digital ads created by the VAR or publication and/or where multiple, non-competing product lines are promoted as well, a border must be used around the Carosh product(s) with the brand logo, to appropriately pro-rate the space used.
- ✓ For search engine advertising, please provide keywords used, geography targeted and landing page.
- ✓ Ads with competing products will disqualify ad from co-op consideration.
- ✓ Product listings on websites are ineligible for reimbursement without pre-approval.
- ✓ If pricing is discussed, use only a suggested list price. Use of ambiguous wording such as "lowest prices, best deals, X% discount," etc. will disqualify ad from co-op reimbursement.

## PRINT, RADIO AND TELEVISION



- ✓ Advertisements in the VAR's trade area will qualify.
- ✓ Ad slicks are available where your VAR's logo can be simply added to the approved copy. Ads can be obtained in PDF format at [carosh.com/reseller](http://carosh.com/reseller). Additionally, photos and logos from these ad materials may be used to fit into your own layout.
- ✓ Picture of new product and appropriate brand logo (HIPAA Suite<sup>®</sup>, HIPAA Express<sup>®</sup>) must be used to qualify for co-op.



- ✓ Print advertisements that exclusively feature Carosh product(s) and service(s) and are used exactly as provided with your VAR's imprint (may be reduced/enlarged to fit publication space).
- ✓ Where multiple, non-competing product lines are promoted in print, a border must be used around the Carosh product(s) and service(s) with the brand logo, to appropriately pro-rate the space used.



- ✓ Radio commercials should focus exclusively on Carosh product(s) and service(s) and the brand name (HIPAA Suite<sup>®</sup>, HIPAA Express<sup>®</sup>) should be mentioned twice in a 30-second spot and three times in a 60-second spot. Copy from approved print ads may be modified by the radio station to suit your needs. These will be eligible for 50% co-op reimbursement.
- ✓ Ads or landing pages with competing products will disqualify ad from co-op consideration.
- ✓ If pricing is discussed, use only a suggested list price. Use of ambiguous wording such as "lowest prices, best deals, X% discount," etc. will disqualify ad from co-op reimbursement.

## TRADE SHOWS



We encourage you to display Carosh product(s) and service(s) at your local events. For these types of shows, please contact your business development manager for pre-approval for up to 50% of the exhibit space used for Carosh branded product(s) and service(s).

## OTHER



For other programs with the goal of promoting product sales, please feel free to contact us to discuss

