



International Distributor Marketing Allowance Program - MAP



orthodontics
Finish with the Best

Pitts21[®] PRO

Pitts21[®]



OVERVIEW

The Marketing Allowance Program (MAP) is a rewards system established to help qualified international distributors fund local marketing initiatives that educate and promote OC products. Distributors accrue credits based on sales performance that can be used either solely or in partnership with OC on approved marketing activities.*

ACCRUAL PROCESS

On the first day of each calendar year Distributors are rewarded with a credit allowance based on prior-year purchases and overall distributor performance.

PROGRAM CHANGES

OC Orthodontics retains the right to discontinue or change the terms and conditions of this program, at any time without prior notice.

TERMINATION OF Distributor AGREEMENT

Expiration or termination of a Distributor's agreement will result in the disqualification of eligibility for participation in OC Orthodontics' MAP Program. Any valid approved program activities that took place prior to the effective date of expiration or termination will be processed according to the terms of the Co-op Marketing Program. All remaining balances will be eliminated, and plans for activities previously approved, but are scheduled to take place after the effective date of termination will not be considered valid.

*MAP is a reimbursement program. Distributors should pay speakers/vendors directly. MAP reimbursements are credited to their account or wired to the distributor directly.

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Your Success Starts Here!

PROGRAM QUALIFICATIONS

To qualify for MAP allowance credits, distributors must meet all of the following requirements:

- A valid distributor agreement must be in place with OC Orthodontics
- All tier 1 & 2 distributors are automatically qualified
- Be in good financial standing with OC Orthodontics.
- Not be in violation of the distributor contract.
- Must be a member of our online portal www.oc-partner.com

ALLOWANCE ACCRUAL PROCESS

Product Purchases:

In order to calculate the allowance, the following rates will be used:

3% on Pitts21 PRO and Clear21
2% on Pitts21 and H4
1% on all other products

Award Winner Bonus:

Distributors who receive an award will also receive a one-time bonus (amounts TBD but limited to \$10k total).

**You must be qualified for MAP to receive an award bonus.*

**All accruals are subject to change/removal at any time.*



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PROCEDURE TO PARTICIPATE IN OC ORTHODONTICS'S MAP PROGRAM

Prior approval is required for all MAP activities. A request must be submitted prior to the proposed activity start date. The following process must be utilized to obtain prior approval.

Prior to the Activity

- Co-op requests must be submitted at least 30 days prior to the activity start date and must already be part of the overall program.

Claim for Reimbursement

- Please fill out the details of the MAP project and submit it along with Proof and Receipts/Invoices. If proof and receipts/invoices are not available until after the event please email them to IntSalesOps@worldclasstech.com as soon as possible. MAP Requests will not be closed and paid until proof and receipts/invoices are submitted and approved.
- Please fill out the details of the MAP project and submit it along with Proof and Receipts/Invoices.

Receipt/Invoices

- Present original receipts/invoices that substantiate the cost incurred for the program.

Proof

- Prepare original proof of the marketing program that has been implemented. Proof includes original pictures of trade shows, original prints of advertising, direct mail or POP displays that illustrate the OC Orthodontics logo prominently displayed. No fax copies, emails, photocopies nor print outs will be accepted.
- All MAP claims are subject to verification by OC Orthodontics.



www.oc-partner.com/map-form

Deadlines to submit Co-op Requests*:

Q1 activities – February
Q2 activities – May
Q3 activities – August
Q4 activities – October

*Requests that do not meet filing deadlines will be denied.

PLEASE NOTE:

Co-op will only be paid if there are enough funds accrued to pay for the activity. Having a pre-assigned approval number does not automatically guarantee full payment.

OC Orthodontics can and will deny any MAP claim even with supporting evidence if there is no project number assigned by OC Orthodontics' Marketing Dept. If your materials or ads do not meet the OC Orthodontics branding guidelines, your claim will be rejected for reimbursement.

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CO-OP APPROVAL GUIDELINES

OC Orthodontics brand logo must be prominently displayed in the presentation. (The logo is available for download at OC Orthodontics Media Portal)

The presence of competitive products in the presentation will affect the rate of Co-op dollars as explained below. Claim forms, Invoices and Proof of documentation must be completed and submitted when claiming reimbursement. Please check with OC Orthodontics' Marketing Department if there are any questions of whether an activity will qualify for MAP reimbursement.

ADVERTISING & MARKETING

Eligible Expenses	Qualification Guidelines	Required Docs.
Ad space cost	OC Orthodontics logo and products must be prominently and/or solely displayed.	Copy of Invoice from publication
Printing Costs	OC Orthodontics product specifications must be stated accurately.	Original publication with ad
	OC Orthodontics will offer up to 50% participation for company catalogs depending on the amount of space OC Orthodontics products are featured in the catalog.	
	OC Orthodontics logo and products must be prominently and/or solely displayed and linked to appropriate OC Orthodontics product web page.	
	Email blasts can qualify only if OC Orthodontics is solely promoted. OC Orthodontics will need to approve the copy and the layout prior to it being sent out.	
	OC Orthodontics will not pay for any search engine activities (ie Google, Yahoo search, etc.), or having an OC Orthodontics banner on the distributor's/Distributor's own website.	

COLLATERAL

Eligible Expenses	Qualification Guidelines	Required Docs.
Printing Costs	Display OC Orthodontics logo and feature a picture of OC Orthodontics product.	Invoices for printing
Branded Items		Sample Image of Branded Item

EDUCATION

Eligible Expenses	Qualification Guidelines	Required Docs.
Speakers Honorarium	Display OC Orthodontics banner and/or tablecloth with the OC Orthodontics product(s).	Original Invoices
Master's Program Enrollment	OC Orthodontics will offer up to 50% Co-op for the booth space if the booth featured only OC Orthodontics products (Distributor pays the other 50%). If OC Orthodontics products are one of the two lines being shown, that would qualify for 25% participation.	Photos of booth which shows OC Orthodontics signage
Pinnacle Registrations	OC Orthodontics will not pay for logistics, airline tickets, car-rentals, entertainment, agency/design fees or any other miscellaneous costs associated with the show.	The more pictures that can be provided the better
Tradeshow Space Rental		

EXCLUSIONS

- No borrowing against future potential OC dollars
- Excludes samples
- No accruals or carry-overs



Rev. E