



2009 - 2010 Distributor Co-Op Pre-Approval Form

Today's Date:

Start Date:

Date Required:

Submitted by (Select One):

Your Info:

Submitted for (Check One):

Ship To:		
Name		
Company		
Address		
City	ST	ZIP
Phone		
[Fax]		
[Email]		

Describe promo activity: *(i.e. Newspaper Advertising, Apparel etc.)*

Percent Co-Op (Check One):
See current Co-Op Guidelines for details.

Co-Op Funds Requested: \$
(Total cost of promotional activity)

Additional Supporting Documentation Attached (Check One):

Participating ECR Brands (Check All That Apply):

Airco/Olsen	<input type="checkbox"/>
Argo	<input type="checkbox"/>
Dunkirk	<input type="checkbox"/>
EMI	<input type="checkbox"/>
Ultimate	<input type="checkbox"/>
Utica	<input type="checkbox"/>

Are promotional materials i.e. flyers, counter cards, ad slicks, scripts, logos required from ECR?:

If any promotional materials are required from ECR, please provide details:

Note: All reimbursement is by Credit Memo to the Distributor's account unless a check is specifically requested and authorized.
Check Required?

SEND FORMS TO:
ATTN: CORPORATE MARKETING
2201 DWYER AVE.
UTICA, NY 13501
PH: 315-731-4168
FAX: 315-733-1759
E-MAIL:
marketing@ecrinternational.com

1) All co-op activities must be pre-approved by ECR in writing to be eligible for reimbursement.

2) If promotional support materials i.e. flyers are required from ECR, they must be requested no later than 10 working days from the date required or a \$40 Rush charge may be incurred.

3) If custom art is required, art charges will apply.

4) All costs will be deducted from Distributor's available co-op funds and/or invoiced accordingly based on approved co-op percentage.

5) Not responsible for late, lost, damaged, garbled, incomplete, misaddressed, or misdirected forms. Individual submitting form will be notified regarding approval within 10 business days. If you are not contacted within 10 business days, please call 315-731-4168 to verify receipt of form.