

PaceSaver[®]

Scooters & Power Wheelchairs

Leisure-Lift, Inc.

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**Internet
Co-Op
Available**

Co-op Advertising Program

This program is designed to support dealers in good standing that advertise PaceSaver products. Support comes from providing revenue based reimbursement for bonafide advertisements. Advertising PaceSaver and your company is good for your business. Please consult your PaceSaver Sales & Marketing Material brochure for a list of available products and services.

Types of Advertising Allowed:

Internet web site, newspaper, magazines, catalogs, yellow pages, television, radio, exhibitions (home shows, health fairs, mall shows), professional medical meetings or conventions that promote a dealer and PaceSaver products.

Co-op Reimbursement Allowables:

Leisure-Lift will reimburse up to 50 percent on approved advertising listed above.

Leisure-Lift will reimburse up to 25 percent or 10 percent of booth rental on exhibition participation, depending upon booth contents. (See Exhibitions).

Available Co-op Funds:

Co-op funds are available to all authorized dealers in good standing in the amount of 5% of the previous quarters gross scooter purchases. Quarters are: January, February and March; April, May and June; July, August and September; October, November and December.

These available Co-op funds may be used to offset dealer expenditures for approved advertising during the past or current quarter. Requests for Co-op funds must be submitted during the quarter immediately following the accrued quarter.

For example:

PaceSetter Mobility purchases \$10,000 worth of PaceSaver scooters between January 1 and March 31.

So, \$500 is available from Leisure-Lift, Inc. for approved advertisements during the January 1 through June 30 time period. All request must be submitted by June 30.

This process can create a snowball effect: a sustained investment in advertising can produce increased PaceSaver sales which makes an increasing amount of Co-op funds available, allowing for continued advertising and so on.

Approved Advertising:

Please refer to your PaceSaver scooter Sales & Marketing Material brochure for a list of the many new advertising products available. Feel free to call our Communications Coordinator with questions, or FOR ASSISTANCE IN DESIGNING YOUR AD.

If you desire to make your own advertisements of any kind, the following guidelines should be met in order to qualify for Co-op credit: PaceSaver products must be clearly identified. Leisure-Lift will not reimburse for ads which utilize pictures of competitive brands or which do not prominently display the PaceSaver brand name. If you have a question about an ad meeting our guidelines, contact our Communications Coordinator.

Leisure-Lift will reimburse 50 percent of the cost of the lineage actually used for promoting PaceSaver, plus lineage normally used for your company logo. For instance, if one third of the ad is devoted to PaceSaver products; one sixth to your logo; therefore that dealer will receive credit in the amount of 50 percent of one-half of the ad. Example: an 18 column inch ad is run at \$10.00 per inch, total cost of ad is \$180.00.

Internet Web Site:

Use of the internet as a sales & marketing tool is exploding. It is an ideal way for the mobility demographic-clients and caregivers alike - to gather information about professional mobility dealers and PaceSaver scooters and power wheelchairs.

Leisure-Lift will issue credit in the amount of 50% of the site creation cost and/or web hosting cost, provided that only PaceSaver products are marketed (no competitive products). When a PaceSaver product is marketed among competitive products, Leisure-Lift will issue credit in the amount of 25% of the site creation cost and/or web hosting cost.

Images are available from Leisure-Lift in .tiff, .gif, or .jpeg formats.

Radio and Television:

Radio & Television advertising can be an effective medium if combined with print media, and if you chose spots carefully in order to reach your targeted market segment. Leisure-Lift will provide reimbursement on the costs of running spots or producing the advertisements.

Our new 'Funseeker' TV ad is available to all dealers in both Beta SP and 1" formats, and is ready for your local TV or cable station to insert your dealer information. Please contact our Communications Coordinator for a VHS demo copy, or to order a Beta SP or 1" copy.

Exhibitions:

Increasing numbers of dealers are considering various types of exhibitions to promote their businesses. For those dealers showing PaceSaver products, assistance is now available. Leisure-Lift will issue credit in the amount of 25% of the booth space rental cost provided that only PaceSaver products are shown (no competitive products). When a PaceSaver product is shown among competitive products, Leisure-Lift will issue credit in the amount of 10% of the booth space rental cost. Pre-authorization is required in order to obtain credit. Please send a photo (B & W or Polaroid is fine) of booth along with and invoiced copy after your show is completed.

PaceSaver Display:

A 10 ft. Skyline portable booth-dressed with PaceSaver-graphics is available for your use on a first-come, first-served basis. Please contact our Communications Coordinator for details and to reserve it.

Obtaining Your Reimbursement:

Call or write for written authorization. Tell us which media you intend to use, including name of papers, stations, or web site, if possible. Then schedule your ads and/or internet web site. When your schedule of ads is completed, or your web site is up and running or on the end date shown on the authorizations, send ad tear sheets, affidavits of performance from radio and TV stations, exhibit photos and invoices to Leisure-Lift. If utilizing a web site, simply e-mail us. REMEMBER: Co-op credits are only usable within a six month period. Do not save your ads and risk losing credit for older credits which expire. A credit memo will be issued to the dealers billing account number within 14 days of Leisure-Lift's receipt of this material. This credit can be used at your discretion. A dealers account must be current to receive a co-op credit.

Time Limitations:

The above mentioned tear sheets and/or affidavits of performance, and invoices must be received by Leisure-Lift during the quarter succeeding the advertising performance in order to receive credit. Example: Ads run in January, February, and March must be submitted to Leisure-Lift before the end of June of that same year to receive credit.

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Performance • Quality • Innovation