



# SPRING FOOTWEAR corp.

House of European Comfort

Spring Footwear's Co-Op Advertising Policy is designed to increase brand awareness and traffic in your store. It requires efforts and partnership of both retailers and Spring Footwear to establish successful advertising and brand support. Co-Op Advertising can take the form of Marketing Displays (POP) and/or Media advertising

The following Co-Op Policy applies to the following brands – Spring Step – Women's, Men's, and Professional, L'Artiste, Patrizia, Flexus, and Azura.

## General Rules:

Funds are accrued on a calendar year basis and are not transferable from one year to the next. All funds accrued for any given year that are not claimed prior to June 30th of the following calendar year shall become null and void. Funds for Media Advertising for retailers with purchases between \$10,000 - \$49,999 are 3% less sales returns. Funds for Media Advertising for retailers with purchases \$50,000 or greater are 5% less sales returns. Funds for POP are equal to 5% of retailer's purchase less sales returns. The funds are not cumulative. For those customers that have both Media Advertising and POP in the same year, the fund is equal to 5% of the retailer's purchase less sales returns.

All Media Advertising must be approved by Spring Footwear Corp prior to print to ensure accuracy. All advertisements need to be submitted to [doug@springfootwear.com](mailto:doug@springfootwear.com).

All claims for Co-Op Dollars must be submitted no later than 60 days from the date of advertisement. Any claim submitted later than 60 days will not be honored.

## Marketing Display (POP):

POP Material can be ordered on an initial order or on any subsequent order. POP Material consists of Wall signs, Tower Signs, Logos, Slat Wall shelf and any other items currently available in our inventory. Please refer to our catalog to select your items or the following link to place your order according to your store and assortments needs:

<https://app.repspark.com/springfw>

Credit will be given on the invoice that the POP Material is ordered up to the funds currently available. Additional credits, if available, can be requested by customers by contacting our Doug Susman directly via phone 1-800-962-0030 ext 201 or email at [doug@springfootwear.com](mailto:doug@springfootwear.com) no later than June 30th of the following calendar year.



SPRING FOOTWEAR, corp. 1001 West McNab Road, Pompano Beach, FL 33069

Tel: 954-785-9100 • Toll Free: 1-800-962-0030 • Fax: 954-785-4100 • Toll Free Fax: 1-800-380-4516

[www.springfootwear.com](http://www.springfootwear.com) • E-mail: [mail@springfootwear.com](mailto:mail@springfootwear.com)



SPRING FOOTWEAR corp.

House of European Comfort

**Media Advertising:**

For ads in which Spring Step, Flexus, L'Artiste, Azura, Patrizia or Spring Step Professional is the sole product listed, Spring Footwear will reimburse the retailer up to a maximum of 50% of the cost. For ads in which two manufacturers are featured, Spring Footwear will reimburse the retailer up to 25% of the ad cost and so on.

For an advertisement in a newspaper, catalog or on a direct mail piece, the retailer must provide a copy of the original invoice along with a tear sheet of the actual ad.

For a radio and television advertisement, retailers must provide a copy of the original invoice along with a signed affidavit of the actual air times and a script copy of the advertisement.

For online advertisement, retailers must provide a copy of the original invoice and the address of the web site where the advertisement is taking place.

Reimbursement will be sent to retailers in the form of a credit memo and will not be paid out in cash. Please do not deduct any amounts from your account until you receive this credit memo.

We appreciate your business and look forward to take our partnership to the next level.



SPRING FOOTWEAR, corp. 1001 West McNab Road, Pompano Beach, FL 33069

Tel: 954-785-9100 • Toll Free: 1-800-962-0030 • Fax: 954-785-4100 • Toll Free Fax: 1-800-380-4516

www.springfootwear.com • E-mail: mail@springfootwear.com