

2022

Dealer Handbook

***Wave
Armor***[®]



From INNOVATION to INSPIRATION

As a Wave Armor Dealer, you are part of the #1 Fastest-Growing floating dock company in the free world. We are REVOLUTIONIZING the industry through INNOVATION and our COMMITMENT to being the BEST! Our team is laser-focused on supporting you with the most innovative products and tools to grow and expand your customer base. Wave Armor has set the benchmark for Quality, Thoughtful Design, Aesthetics, and Consumer Demand.

We Provide:

- **Best in class innovation** – Continuous development of new truly unique products and accessories
- **Unmatched quality** – Made in the USA. Roto-molded & Foam Filled. Wave Armor docks and ports are the most durable and unsinkable floating dock and port systems in the industry
- **Most aesthetically pleasing dock** - Molded flagstone texture, multi-colored Pebble Beach finish, and patented hidden H-Beam connectivity make it the most beautiful dock on the market
- **Ultimate customization** – Wave Armor Docking systems are modular accommodating any dock design and provide the widest variety of accessories to turn docks into true outdoor living spaces
- **Best in class warranty:**
 - 10-year residential warranty on docks, 8-year residential warranty on ports
 - 3-year commercial warranty on docks and ports
- **Preparing you for success:**
 - Best in class sales, marketing, and customer service team for you and your customers
 - The Wave Armor team is always available and can provide you the tools, training, and resources necessary to be successful
- **Telling our story** – We are continuously building Wave Armor brand awareness and providing our dealers with tools to connect with new customers. Dealers have access to:
 - Content – New articles consistently produced on Wave Armor products, info, tips, features, and benefits. Dealers to use socially, email newsletters, website, and in-store
 - New lifestyle & product images added annually to showcase Wave Armor products, and to keep your marketing assets fresh and up-to-date
 - Library of videos to use as needed, with multiple new videos becoming available for 2022
 - Sales support materials – catalogs, brochures, sell sheets
 - Apparel, banners, giveaways and promotional items available for purchase



REQUIREMENTS OF WAVE ARMOR DEALERS

- **Experience, expertise, and knowledge** – In-depth knowledge and relationships within the Marine and Marine leisure sector, particularly within your market
- **A solid position within your market** - That is visible and provable to us through your current customer reach and traditional and digital marketing efforts
- **Proudly offer the Wave Armor product line to your customers**
 - Represent and promote Wave Armor products on a dedicated area of your website, for which we will provide you with the product images and specifications to achieve this
 - Display Wave Armor product in your showroom or lot
 - Prominently display POP materials and brochures in your showroom
 - Market and advertise Wave Armor products following our MSRP and off-season MAP (Minimum Advertised Price) structure
 - List “Wave Armor Authorized Dealer” on your business cards
 - Follow Wave Armor branding guidelines for all logo and brand use, including all marketing materials (Any digital or printed materials that are not created by Wave Armor must have approval from Wave Armor’s marketing department prior to distribution)
- **Provide the highest level of customer service and support to your customers**
 - Staff training and education on Wave Armor products
 - Marketing campaigns such as social media, digital/print, sales brochures, and email blasts
 - Regular cold-call visits to commercial projects in your market
 - Site assessments to ensure that installations are performed easily and smoothly for the customer
 - Exhibit or participate at (1) local Boat shows with Wave Armor products, branding, and marketing materials
*dependent upon Covid-19 related closures
- **The ability to purchase and stock. Dock, port, and raft units purchased in “Truckload, Half Truckload, or LTL” quantities of \$10,000 or greater.** *Exceptions may apply for Universal Products, attachment kits, and misc. items
- **Collaborative partnership planning**
 - Annual Business Review
 - A collaborative review of your sales of the previous year looking at total dollars, market reach, and business to business activity
 - Annual purchase plan
 - A Wave Armor team member will review and collaborate with you on an annual strategy and sales plan





WAVE ARMOR DEALER PROGRAMS

We offer three levels of dealer programs; the plan is tiered to provide increasing discounts as your business and volume grow with us.

There are three tiers:

- **Premier Dealer**
- **Elite Dealer**
- **Master Dealer**

Each level has its own incentives and requirements.

The Premier Dealer is our entry point for direct dealers. Dealers at this level are not required to hold inventory of Wave Armor products. We target a minimum annual purchase plan of \$50,000 to be accepted into the program. A dealer's location, long-term plan, and circumstances will all be considered and may affect qualification level decisions. Dealers that do not meet this minimum purchase level will be reviewed by the sales management team to determine dealer status.

A dealer's qualification level will be determined based on the previous product year's purchase volume (Once the next qualifying purchase level is achieved, any additional purchases will be made at the higher discount level until the following year.)

The implementation of our annual business review and business planning process has and will continue to play an important role in collaborating with Wave Armor to understand your business and help you grow to the next level.





PREMIER DEALER

Premier Dealers will qualify to purchase Wave Armor products at a discount of 25% off listed “MAP”. Also, they will receive additional rebates and incentives as listed below. The requirements and incentives are as follows:

Requirements:

- Represent and promote Wave Armor products on a dedicated area of your website, for which we will provide you with the product images and specifications to achieve this.
- Advertise Wave Armor products following our MSRP and off-season MAP (Minimum Advertised Price) structure.
- Display POP Material and brochures prominently in the Dealer’s showroom or office. (Dependent upon space)
- Display Wave Armor product in your showroom or lot.
- Follow Wave Armor branding guidelines for all logo and brand use, including all marketing materials. Any digital or printed materials that are not created by Wave Armor must have approval from Wave Armor’s marketing department before distribution.
- Must attend (1) Corporate/Distributor sponsored show, expo or event representing Wave Armor, if requested.
- Maintain/Update company contact information annually for Wave Armor marketing resources.
- Provide Warranty Registration Information to customers within 30 days of product installation/delivery.
- Provide Warranty Support directly to the customer after the sale/installation utilizing the Wave Armor “Warranty Program”.
- Present Wave Armor products to the consumer utilizing the highest level of customer service and professionalism.
- Properly train and educate your staff on the full Wave Armor line of products.
- Participate in annual business review and planning with your Wave Armor Territory Manager.
- Stock of Wave Armor floating docks, PWC ports, boat ports or rafts are not required but is suggested. Please discuss your seasonal stocking needs with your Wave Armor Territory Manager.
- Annual minimum product purchase volume of **\$50,000** (Plus Annual Growth Expectation).

2022 Stocking Inventory Order Program

2022 Stocking Inventory Order Program for season buy has 2 options:

Option 1: Northpoint Commercial Finance

- Apply and be accepted by Northpoint Commercial Finance. Northpoint is one of the top finance companies in the Marine Industry for large manufacturers. Northpoint will assign you a representative to help you through the application process.
- When a Dealer finances their 2022 Stocking Inventory Order with Northpoint they will receive interest free financing until June 15, 2022 on all purchase orders placed by October 31, 2021 and delivered at factory discretion.
- **Dealer Early Payment Discount** - If any dealer pays off any invoice that is financed by Northpoint Commercial Finance in September 2021, October 2021, November 2021 or December 2021 earlier than the defined payment due dates then the dealer can earn the following discount rates:
 - Invoices Paid on or before January 15, 2022 earn an early payment discount rate of 2.0%
 - Invoices Paid between January 16, 2022 - February 15, 2022 earn an early payment discount rate of 1.5%



- Invoices Paid between February 16, 2022 - March 15, 2022 earn an early payment discount rate of 1.0%
- Invoices Paid between March 16, 2022 - April 15, 2022 earn an early payment discount rate of 0.50%
- Purchases after April thru September through Northpoint will be due 45 days after the invoice date. All payments are made directly to Northpoint Finance.

Option 2: Cash Program

- If a dealer chooses to prepay with no terms for their 2022 Stocking Inventory Order they will receive a 4% Discount on all purchase orders placed by October 31, 2021 for product committed to in the fall and delivered at factory discretion.
- All in season purchases submitted will be at dealer level program, if prepaid, there will be an additional 1% discount, otherwise, the terms are Net 30. (To qualify for this portion of program, the dealer must have fulfilled the Fall Stocking portion of the program.)
- Purchase at a discount of 25% off listed "MAP".

Additional Marketing Support provided:

- \$75.00 Merchandise credit towards Wave Armor Apparel and Items for your sales/service team.
- 2022 Co-op Marketing Program & Dealer Advertising Guidelines.

Additional Sales Support provided:

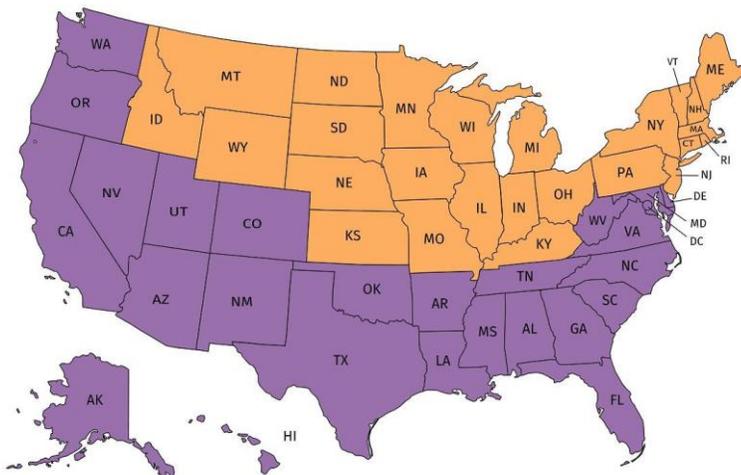
- Lead Distribution from Wave Armor HQ website/shows, etc. upon *completion* of the *Dealer Locator / Referral Request Form*.
- Opportunity to schedule the Ford 650 and Wave Armor Show Trailer at your local event (if available).



INSIDE SALES TEAM For MARINE

INSIDE SALES MANAGER - MIKE TRACY

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411 WEST CONGRESS STREET, MAPLE LAKE, MN 55358





ELITE DEALER – STOCKING DEALER

Elite Dealers will qualify to purchase Wave Armor products at a discount of 32% off listed “MAP”. Also, they will receive additional rebates and incentives as listed below. The requirements and incentives are as follows:

Requirements:

- Represent and promote Wave Armor products on a dedicated area of your website, for which we will provide you with the product images and specifications to achieve this.
- Advertise Wave Armor products following our MSRP and off-season MAP (Minimum Advertised Price) structure.
- Display POP Material and brochures prominently in the Dealer’s showroom or office. (Dependent upon space).
- Display Wave Armor product in your showroom or lot.
- Follow Wave Armor branding guidelines for all logo and brand use, including all marketing materials (Any digital or printed materials that are not created by Wave Armor must have approval from Wave Armor’s marketing department before distribution).
- Must attend (1) Corporate-sponsored show or event representing Wave Armor. *Contingent upon Covid-19.
- Maintain/Update company contact information annually for Wave Armor marketing resources.
- Provide Warranty Registration Information to customers within 30 days of product installation/delivery.
- Provide Warranty Support directly to the customer after the sale/installation utilizing the Wave Armor “Warranty Program”.
- Present Wave Armor products to the consumer utilizing the highest level of customer service and professionalism.
- Properly train and educate your staff on the full Wave Armor line of products.
- Participate in an annual business review and planning with your Wave Armor Territory Manager.
- Stock a minimum of \$40,000 worth of Wave Armor floating docks, PWC ports, boat ports, or rafts. The combination of which will be dependent on the local market and agreed upon by you and your Wave Armor Territory Manager.
- Annual minimum product purchase volume of **\$150,000** (Plus Annual Growth Expectation).

2022 Stocking Inventory Order Program

2022 Stocking Inventory Order Program for season buy has 2 options:

- Apply and be accepted by Northpoint Commercial Finance. Northpoint is one of the top finance companies in the Marine Industry for large manufacturers. Northpoint will assign you a representative to help you through the application process.
- When a Dealer finances their 2022 Stocking Inventory Order with Northpoint they will receive interest free financing until June 15, 2022 on all purchase orders placed by October 15, 2021 and delivered at factory discretion.
- **Dealer Early Payment Discount** - If any dealer pays off any invoice that is financed by Northpoint Commercial Finance in September 2021, October 2021, November 2021 or December 2021 earlier than the defined payment due dates then the dealer can earn the following discount rates:
 - Invoices Paid on or before January 15, 2022 earn an early payment discount rate of 2.0%
 - Invoices Paid between January 16, 2022 - February 15, 2022 earn an early payment discount rate of 1.5%



- Invoices Paid between February 16, 2022 - March 15, 2022 earn an early payment discount rate of 1.0%
- Invoices Paid between March 16, 2022 - April 15, 2022 earn an early payment discount rate of 0.50%
- All in season purchases through Northpoint will be due 45 days after the invoice date. All payments are made directly to Northpoint Finance.
- If a dealer chooses to prepay with no terms for their 2022 Stocking Inventory Order they will receive a 4% Discount on all purchase orders placed by October 31, 2021 for product committed to in the fall and delivered at factory discretion.
- All in season purchases submitted will be at dealer level program, if prepaid, there will be an additional 1% discount, otherwise, the terms are Net 30. (To qualify for this portion of program, the dealer must have fulfilled the Fall Stocking portion of the program.)
- All shipments will be paid in full by wire or check prior to loading, unless dealer qualifies for NET 30 terms.
- Purchase at a discount of 32% off listed "MAP".

Additional Marketing Support provided:

- \$75.00 Merchandise credit towards Wave Armor Apparel and Items for your sales/service team.
- 2022 Co-op Marketing Program & Dealer Advertising Guidelines.

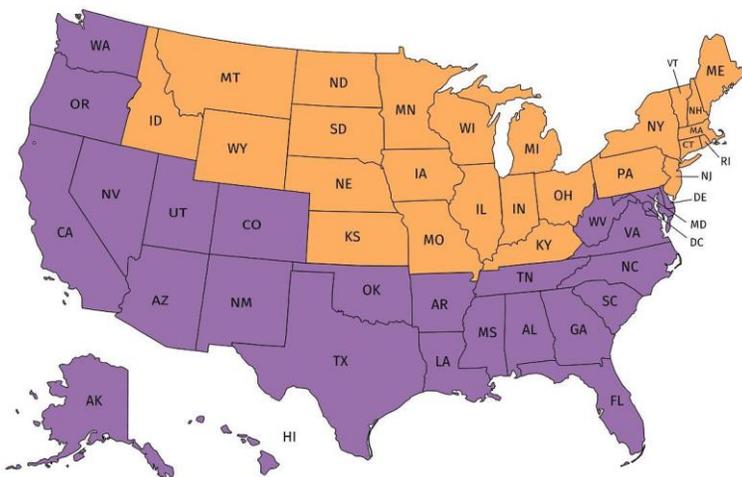
Additional Sales Support provided:

- Lead Distribution from Wave Armor HQ website/shows, etc. upon *completion* of the *Dealer Locator / Referral Request Form*.
- Opportunity to schedule the Ford 650 and Wave Armor Show Trailer at your local event (if available).
- Wave Armor Sales representative attendance at a tradeshow or marketing event (w/ prior scheduling)



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MASTER DEALER – STOCKING DEALER

Master Dealers will qualify to purchase Wave Armor products at a discount of 37% off listed “MAP”. Also, they will receive additional rebates and incentives as listed below. The requirements and incentives are as follows:

Requirements:

- Represent and promote Wave Armor products on a dedicated area of your website, for which we will provide you with the product images and specifications to achieve this.
- Advertise Wave Armor products following our MSRP and off-season MAP (Minimum Advertised Price) structure.
- Display POP Material and brochures prominently in the Dealer’s showroom or office. (Dependent upon space).
- Display Wave Armor product in your showroom or lot.
- Follow Wave Armor branding guidelines for all logo and brand use, including all marketing materials (Any digital or printed materials that are not created by Wave Armor must have approval from Wave Armor’s marketing department before distribution).
- Must attend (1) Corporate-sponsored show or event representing Wave Armor. *Contingent upon Covid-19.
- Maintain/Update company contact information annually for Wave Armor marketing resources.
- Provide Warranty Registration Information to customers within 30 days of product installation/delivery.
- Provide Warranty Support directly to the customer after the sale/installation utilizing the Wave Armor
- Annual minimum product purchase volume of **\$300,000** (Plus Annual Growth Expectation).

2022 Stocking Inventory Order Program

2022 Stocking Inventory Order Program for season buy has 2 options:

- Apply and be accepted by Northpoint Commercial Finance. Northpoint is one of the top finance companies in the Marine Industry for large manufacturers. Northpoint will assign you a representative to help you through the application process.
- When a Dealer finances their 2022 Stocking Inventory Order with Northpoint they will receive interest free financing until June 15, 2022 on all purchase orders placed by October 15, 2021 and delivered at factory discretion.
- **Dealer Early Payment Discount** - If any dealer pays off any invoice that is financed by Northpoint Commercial Finance in September 2021, October 2021, November 2021 or December 2021 earlier than the defined payment due dates then the dealer can earn the following discount rates:
 - Invoices Paid on or before January 15, 2022 earn an early payment discount rate of 2.0%
 - Invoices Paid between January 16, 2022 - February 15, 2022 earn an early payment discount rate of 1.5%
 - Invoices Paid between February 16, 2022 - March 15, 2022 earn an early payment discount rate of 1.0%
 - Invoices Paid between March 16, 2022 - April 15, 2022 earn an early payment discount rate of 0.50%
- All in season purchases through Northpoint will be due 45 days after the invoice date. All payments are made directly to Northpoint Finance.

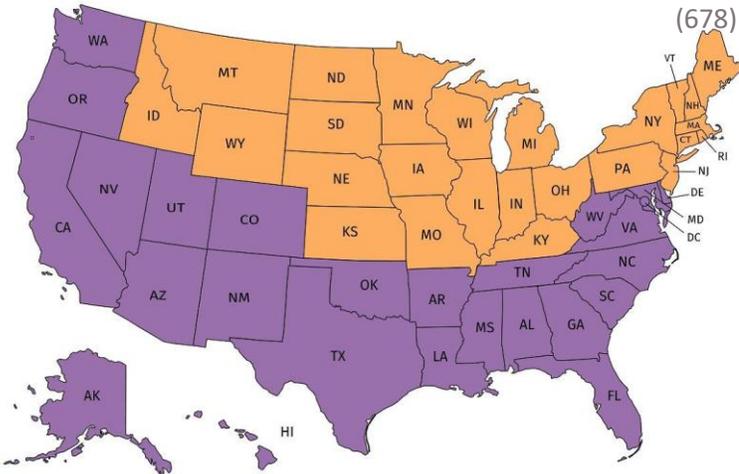


- If a dealer chooses to prepay with no terms for their 2022 Stocking Inventory Order they will receive a 4% Discount on all purchase orders placed by October 15, 2021 for product committed to in the fall and delivered at factory discretion.
- All in season purchases submitted will be at dealer level program, if prepaid, there will be an additional 1% discount, otherwise, the terms are Net 30. (To qualify for this portion of program, the dealer must have fulfilled the Fall Stocking portion of the program.)
- All shipments will be paid in full by wire or check prior to loading, unless the dealer qualifies for net 30 terms.
- Purchase at a discount of 37% off listed "MAP".
- Additional Marketing Support provided:
 - \$150 Merchandise credit towards Wave Armor Branded Apparel and Items for your sales/service team.
 - 2022 Co-op Marketing Program & Dealer Advertising Guidelines.
- Additional Sales Support provided:
 - Lead Distribution from Wave Armor upon completion of the Dealer Locator / Referral Request Form.
 - Opportunity to schedule the "NEW" Wave Armor Show Trailer at your local event (if available).
 - Wave Armor Sales Representative attendance at a tradeshow or marketing event (w/prior scheduling).



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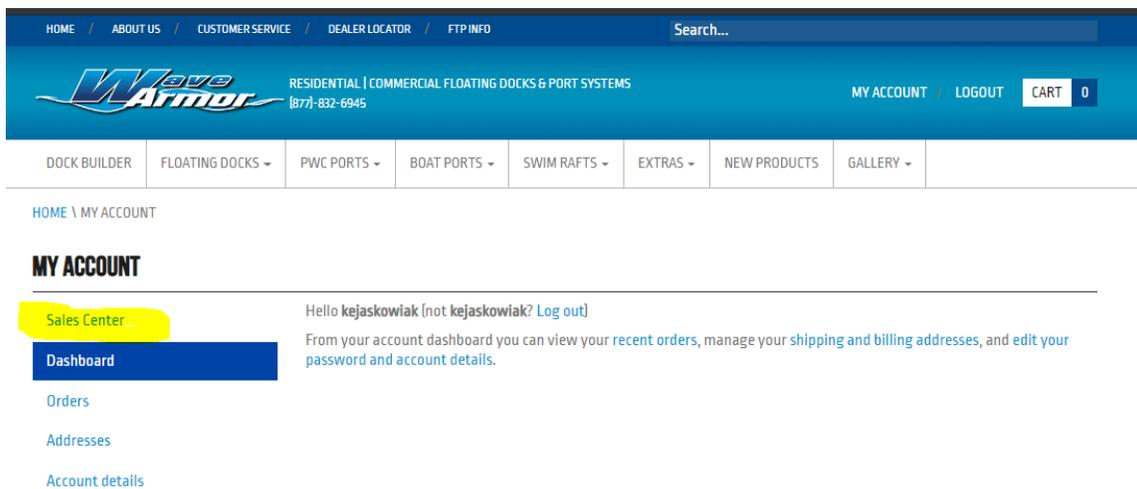
NEW for 2022: Sales Center & Ordering Process

This year we are offering a new online sales center where you will submit your orders and be able to access sales documents and logos.

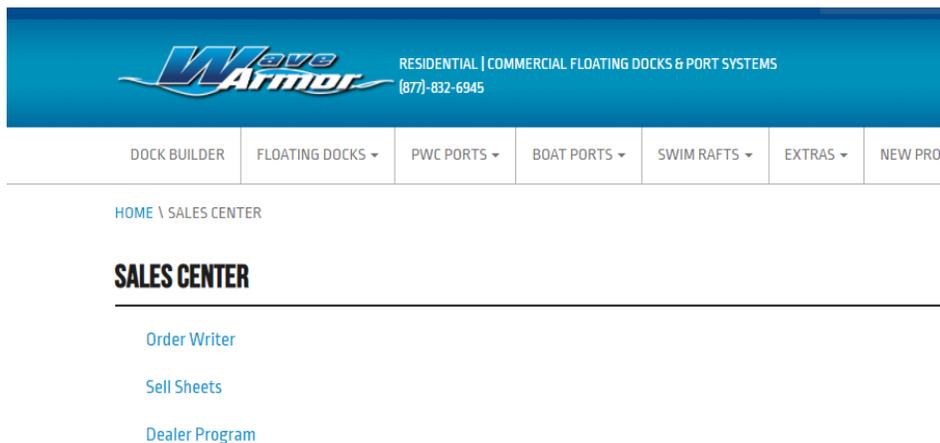
In the past we offered an FTP program, but due to the way internet browsers are changing it isn't as simple as it used to be. We have now incorporated this into our website.

To access the Sales Center, you will need to set up an account on our website. Once you set it up or if you already have an account, email customerservice@wavearmor.com to let us know your user id and we can set you up to see the Sales Center. Once you have confirmation we have connected your login to the Sales Center, follow these instructions:

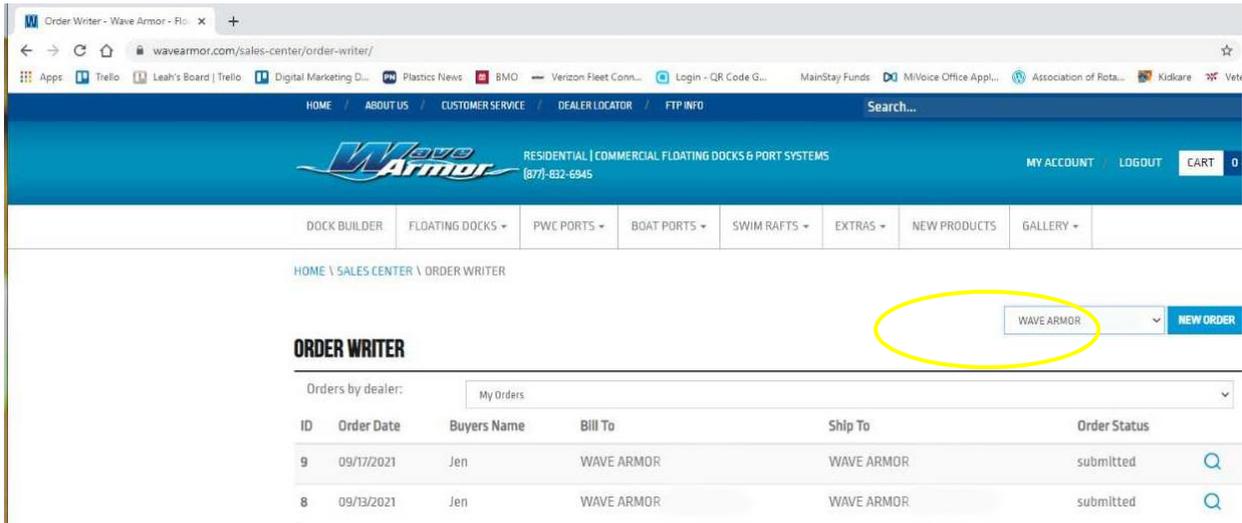
1. Login to our website and click on Sales Center in the left-hand menu



2. Click on **Order Writer** to start a new order.



3. Select your account from the drop down menu and click New Order



4. **New Order** – make sure the Bill to and Ship to information is correct. If you want a different ship to address, you can edit the fields. If your bill to information is wrong, please contact us at ar@rhinomade.com to get it updated.

The required fields are marked with a red * for you to complete.

If you edit the Ship To address, it will automatically save for you to have next time.

In the Truck Routing, choose how you want shipping to be planned.

- **Customer Routed** – This means you will make arrangements to have the product picked up – either with your own truck or a trucking service you work with
- **Prepay & Add-** This means Wave Armor will make the arrangements for you and shipping costs will be added to your invoice
- **Customer Shipping Default**

For your stocking orders, please select “Stocking Order “ under payment terms. This will auto default the shipping date to February 1, 2022 , however we will begin shipping all stocking orders immediately.

There are pictures next to each item, click on them to make them bigger for better visibility on your mobile device.

Scroll down and increase quantities for each item you would like to order.

At the bottom there will be a summary of the product you are ordering and your invoice total. In the drop down box you can choose to Process Order or Save as Draft. Once you click Submit, your order will be sent to the Customer Service team.



You can review any order placed within your Sales Center and you have the option to Print, Download or Request to Cancel the Order.

ID	Order Date	Buyers Name	Bill To	Ship To	Order Status
9	09/17/2021	Jen	WAVE ARMOR	WAVE ARMOR	submitted
8	09/13/2021	Jen	WAVE ARMOR	WAVE ARMOR	submitted

We look forward to seeing your (electronic) order!



411 WEST CONGRESS STREET, MAPLE LAKE, MN 55358





DIRECT DEALER ACKNOWLEDGEMENT

This Direct Dealer Acknowledgement is made effective as of _____ by and between Wave Armor, LLC, a Minnesota company, located at 411 W. Congress Street, Maple Lake, Minnesota 55358 (“Company”) and _____, located at _____ (“Dealer”).

Please initial to confirm each statement:

	I understand all invoices are sent via e-mail to our A/P email address listed here: _____
	I understand that my payment terms are Prepaid with a discount or an Approved Credit with Northpoint Financial Credit.
	I understand that all orders need to be e-mailed to orders@wavearmor.com . If I do not have a business system that prints Purchase Orders, I need to submit my orders electronically online at www.wavearmor.com .
	I understand if I am approved for credit terms that I may choose between using my credit terms OR paying by credit card. If I pay by credit card I must do so within 1 business day of my order shipping and I will incur a 4% credit card processing fee.
	I understand Wave Armor will not accept same-day orders.
	I understand there will be a \$500 Order Change Fee charged for any order that is changed within 48 hours of it being staged for pick-up.
	I understand that I am responsible for all transportation costs from Wave Armor’s Maple Lake, MN location.
	I agree to keep Wave Armor’s Dealer price list and Dealer programs are confidential. I also understand that they may change at the sole discretion of Wave Armor.
	I understand that upon delivery, I have 15 days to inspect the products for damages or shortages and to file a claim for any damaged products that I have received. Photos and a clear description of the damage are required when submitting a claim.
	I confirm receipt of the Dealer Program Requirements & Incentives that relate to my pricing tier.
	I acknowledge that I have been placed in the Dealer Program checked below: <input type="checkbox"/> Premier <input type="checkbox"/> Elite <input type="checkbox"/> Master

Dealer Signature: _____

Dealer Printed Name: _____

Title: _____ Date: _____

WA Territory Rep Signature: _____

WA Territory Rep Printed Name: _____





2022 MSRP, OFF-SEASON “MAP” PRICING AND INTERNET SALES PROGRAM

DESCRIPTION

This is available to you as an authorized Wave Armor Dealer that plans to utilize a “published price” format in any marketing or advertising campaign. If all of your online advertised prices comply with this MSRP and off-season MAP Program, you will be authorized to sell and ship Wave Armor products direct to customers within the continental United States.

Written authorization will be required for any dealer to ship product internationally or be considered an international business partner.

MSRP and OFF-SEASON MAP PROGRAM TERMS

Wave Armor Brand Products: The advertised price for all Wave Armor products cannot be presented to the public any lower than the published MSRP online. The MAP price may or may not be less than the published MSRP pricing on the company’s websites at WWW.WAVEARMOR.COM

Product Branding: Wave Armor has invested and will continue to invest in its proprietary branding in the public marketplace. All public advertising shall include the “Wave Armor” Logo and proprietary color scheme. The product name and description used in any and all forms of advertising media will directly reflect those listed in the “Wave Armor Catalog” and on the company’s websites at WWW.WAVEARMOR.COM

No private labeling or branding will be authorized without written consent from the Wave Armor corporate offices. To inquire about private labeling and the volumes required please contact your distributor or Territory Sales Manager.

MSRP and OFF-SEASON MAP PROGRAM BENEFITS

Dealers that participate (see next page), and comply with the terms of this program, will be authorized to MARKET, SELL AND SHIP all Wave Armor products by catalog, flyer or via the internet.

ELIGIBLE PRODUCTS

Wave Armor Docks: Dock Sections, Dock Anchoring Kits, Dock Connection Kits, Dock Bumpers and Dock Accessories

Wave Armor Boat Ports: Boat Ports including the Genesis Series Boat Ports, Extreme Series Boat Ports, Connection Kits, Anchoring Kits, Accessories and Replacement Parts

Wave Armor PWC Ports: PWC Ports including the Pro, Apex, SLX Series Ports and all Accessories and Connections.

Wave Armor Swim Rafts and Kayaks: Otter Island Swim Rafts, Raft Anchoring Kits, Raft Accessories, Raft Replacement Parts. Kayaks, Kayak Assist Units, Kayak Racks, and Kayak Accessories

Wave Armor Accessories and Branded Apparel: Universal Boat and Dock Products including but not limited to Benches, Bumpers, Dock Boxes, Fenders, Racks, Wheels, and all Wave Armor branded apparel.



INTERNET POLICY

All sales activities, including those over the internet, should be consistent with the obligations and limitations in the current Wave Armor pricing structure. Any statements made through the internet shall include but not be limited to “Additional Freight and Sales Tax where Applicable”. Any advertised prices greater than MSRP will be considered acceptable if they are represented as “all inclusive” or “value added” proposition (e.g., “Installation included” or “fully assembled”).

FINAL SALE PRICE

This MSRP and off-season MAP Program applies only to advertised prices and the prices used for the marketing of Wave Armor Products. The final per unit sale price to the consumer of any Wave Armor products will be determined by you as the “Authorized Dealer”, following negotiation, discounts if any, fees or surcharges if any.

Internet sales may be transacted at prices below MSRP and off-season MAP Program pricing, so long as the sale price is not reflected on the web page, or in the secure internet shopping cart (e.g., acceptable pricing descriptions or statements are “call for pricing”, or “request a price at email@XYZ.com” for actual “Specials” and any available “Discount Programs”). It is *not acceptable* to reflect lower prices than the MSRP on your web page or electronic shopping cart. It is not the intent or suggestion that the terms of the Wave Armor MSRP and off-season MAP Program or any descriptive pricing model dictates or controls the sale price to the consumer.

MAP RELIEF PERIOD / “SPECIAL SALE” POLICY

Beginning on August 1st and ending on October 30th of every model year it will be allowable for dealers to offer MSRP off-season MAP Program pricing online. All advertising must include an end date for the discount no later than October 30th of that year and will require a description of the sale such as “End of Season Clearance”, “Blowout”, “Inventory Reduction Sale” or a statement explaining the reason for any additional discounts. All pricing must go to current model year MSRP as of November 1st.

VIOLATIONS

A violation is defined as any marketing or advertising that represents Wave Armor Products at prices below the aforementioned MSRP and off-season MAP Program prices. Public Pricing that violates the MSRP and off-season MAP Program could appear in catalogs, newspapers, billboards, promotional flyers, web pages (including electronic shopping carts) or any other form of media which identifies a price. It is also a violation of the MSRP and off-season MAP Program to sell and ship Wave Armor Products for resale to a non-authorized dealer without consent from Wave Armor or one of its Distributors private catalogs, flyers or via the internet marketing tools.

The penalties for violating the MSRP and off-season MAP Program are:

- 1st violation (unintentional) – warning directly to dealer.
- 2nd violation (or 1st intentional violation) – written warning and notification to the point of distribution which is to include the loss of any annual support offered by Wave Armor (marketing tools and support or any annual discount opportunities).
- 3rd violation (or 2nd intentional violation) – termination of right to participate as a Wave Armor Authorized Dealer and/or marketing to the public utilizing the Wave Armor MAP Program.



TO PARTICIPATE

1. Complete the requested information below;
2. Email to Customerservice@WaveArmor.com or fax this completed form to Wave Armor Customer Service at (320) 963-6192; and
3. Comply with all requirements of the MSRP and off-season MAP and Internet Sales Programs.

2022 WAVE ARMOR DEALER MSRP, OFF-SEASON "MAP" AND INTERNET SALES PROGRAM PARTICIPATION AGREEMENT

Dealer Name: _____

Dealer Address: _____

Authorized Signature:  _____

Title: _____

Date: _____

If not received, it is assumed you consent to the program participation agreement when placing your first purchase order.



FREQUENTLY ASKED QUESTIONS

- **As a dealer can we use a Credit Card to purchase products?**
 - Yes, you can, credit card payments are subject to a 4% surcharge (processing fee) applied to the total purchase, including freight and must be paid within 1 business day of your order shipping.

- **How do we submit our orders?**
 - Orders need to be e-mailed to orders@wavearmor.com or processed online. E-mail customerservice@wavearmor.com to obtain your login credentials for online ordering.
 - For “custom orders”, “special orders” or orders that require any type of extra attention please contact your Territory Manager or a member of our customer service team to review.

- **How do we receive our invoices?**
 - All of our invoices are emailed directly to the Accounts Payable contact in our system within 24 hours of the shipment leaving our facility.
 - If you have not received an invoice from us or have any inquiries regarding invoicing, please email us at AR@rhinomade.com or give us a call at 1-877-832-6945.

- **After we place our order when should we expect it to ship or be available for pickup?**
 - All orders are processed in approximately (3) business days from the time of submission.
 - Expedited shipping or pickup can be made available but is contingent upon scheduling, current inventory and the availability of trucks and containers.
 - Pricing, Specifications, Product Availability, Promise Dates are subject to change anytime, with or without notice, including after acceptance of Purchase Orders. Rhino, on behalf of Wave Armor, reserves the right to make changes as business dictates.

- **How do we find answers to installation and marketing support?**
 - Our Territory Managers and members of our customer service team are available in situations where custom applications may be necessary.
 - Email customerservice@wavearmor.com stating you would like access to Wave Armor google documents, at which time you will be sent a link that includes all relevant information.

- **How do we handle warranty issues or claims?**
 - Please review the “Wave Armor Warranty Policy” then utilize our online “Warranty Claim Form” that can be found on our website under the “Customer Service” link listed below. <https://www.wavearmor.com/customer-service/warranty/>
 - Please note that as the dealer or installer you should be prepared to provide Wave Armor with pictures and documentation as to the validity of the claim.



WAVE ARMOR WARRANTY POLICY

Wave Armor stands behind its craftsmanship and quality products. Wave Armor warrants to any original owner that they will repair or replace at Wave Armor's discretion, any product found to be defective due to a manufacturing defect within the specific product's warranty period. * Manufacturer defects apply to excessive deformation of surface area, cracks, breaks, leakage, and ultraviolet deterioration.

The manufacturer's warranty does not apply to any Wave Armor products subjected to an accident, maladjustment, improper installation, misapplication, misuse, modification, neglect, repair, extreme natural elements, vandalism, animals, or aquatic life, including but not limited to improper maintenance, or use of unauthorized parts or attachments.

Warranty replacement or repairs will be made without charge by Wave Armor for an authorized dealer. Transportation/shipping charges to and from Wave Armor or an authorized dealer are the responsibility of the owner. All other obligations or liabilities, including loss of use, inconvenience, commercial loss, and consequential damages are hereby excluded.

The manufacturer warranty period begins on the date of purchase (as evidenced by a product receipt) from an Authorized Wave Armor dealer. Warranties apply only to the Original Owner of the products and are not transferable to anyone who later purchases products from the Original Owner, or to any subsequent purchaser. Only the balance of the original warranty period shall apply to repaired and replacement products. Wave Armor reserves the right to change product models, features, and designs without incurring any obligations to incorporate such changes into already completed products, or those in the hands of Dealers or Consumers. Wave Armor products repaired or replaced under this warranty may or may not incorporate these changes.

Buyer, by acceptance and use of these warranties, waives any rights it would otherwise have to claim or assert that these warranties fail of their essential purposes. The buyer agrees that venue for any court action to enforce these warranties shall be in Wright County in the State of Minnesota.

THE FOREGOING LIMITED WARRANTY IS THE SOLE AND EXCLUSIVE WARRANTY FOR SELLER'S PRODUCTS, AND IS IN LIEU OF ALL OTHER WARRANTIES, EXPRESS OR IMPLIED, IN LAW OR IN FACT. SELLER SPECIFICALLY DISCLAIMS ALL OTHER WARRANTIES, EXPRESS OR IMPLIED, INCLUDING, WITHOUT LIMITATION, ALL IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR USE OR PURPOSE, AND ANY IMPLIED WARRANTIES ARISING OUT OF COURSE OF DEALING OR PERFORMANCE OR TRADE USAGE. SELLER SHALL NOT BE LIABLE FOR ANY INCIDENTAL, CONSEQUENTIAL, EXEMPLARY, SPECIAL, OR PUNITIVE DAMAGES, OR ANY LOSS OF REVENUE, PROFIT OR USE, ARISING OUT OF A BREACH OF THIS WARRANTY OR IN CONNECTION WITH THE SALE, INSTALLATION, MAINTENANCE, USE, OPERATION OR REPAIR OF ANY PRODUCT. IN NO EVENT WILL SELLER BE LIABLE FOR ANY AMOUNT GREATER THAN THE PURCHASE PRICE OF A DEFECTIVE PRODUCT.

NOTE:

- Dealers have 15 days upon receipt to thoroughly inspect the products for damages or shortages and file a claim for any damaged products. Failure to do so within this time-period may result in denial of claim.
- Warranties do not apply to floor or display models, out-of-box models, seconds, and close-out or discontinued items.
- All incidents involving warranties over \$100.00 must be pre-approved.



WARRANTY PERIOD

Product Category	Residential Warranty	Commercial Warranty
WAVE DOCKS	10	3
DOCK ANCHORING KITS	2	1
DOCK CONNECTION KITS	2	1
DOCK ACCESSORIES	2	1
PWC PORTS	8	3
BOAT PORTS	8	3
PWC PORT & BOAT PORT ACCESSORIES	2	1
ISLAND SWIM RAFT	3	2
ISLAND ACCESSORIES	2	1
KAYAKS	2	1
KAYAK ACCESSORIES	2	1
UNIVERSAL DOCK ACCESSORIES	2	1
UNIVERSAL BOAT ACCESSORIES	2	1

WARRANTY INSTRUCTIONS:

All Warranty claims for defective or missing products that have been purchased from an Authorized Wave Armor dealer will require the dealer to facilitate the process by the following means:

1. On site assessment of the defective product or installation to verify the claim.
2. If claim is valid, go to: <https://www.wavearmor.com/customer-service/warranty/> and complete the online form. Clear explanation of the issue, original sales receipt and photos of the defective product must be submitted.

The Wave Armor Team will review all warranty claims and electronically respond with an RMA# if the claim is accepted.

Wave Armor will communicate the steps towards resolution of the claim. This may include you offering replacement parts when applicable and returning the defective item(s) within 90 days to Wave Armor upon request. The RMA number should be clearly marked and legibly printed on the top or side of the return packaging (i.e. RMA #123456) or your items may become lost & the warranty will not be processed.

In certain cases, and upon Wave Armor approval, you may retain the defective item(s) to be used for special purposes (i.e. displays, discounted sales etc.).

NOTE:

Incomplete claims such as; no receipt, supporting photos/videos/explanations or installations completed by an unauthorized Wave Armor dealer are subject to denial.

A detailed explanation will be offered if the claim is denied.

All Warranties will be pro-rated based on years of use.



ADVERTISING AND MARKETING ASSETS

The following items/benefits are available to all our dealers to use at their discretion.

1) Google Drive

You can access the information two ways:

1. Email customerservice@wavearmor.com stating you would like access to Wave Armor google documents, at which time you will be sent a link that includes all relevant information.
2. You can also give us a call at 877-832-6945 and request access by providing your email address over the phone.

Both options you will be sent an email that will grant you access to the documents.

Please reach out to our Customer Serviced Department or your Sales Representative directly with questions.

2) Dock Builder

This easy-to-use tool allows you to help your customers design the dock of their dreams. Directions are as follows:

- Go to www.wavearmor.com
- Click on Dock Builder
- Design the dock using system prompts
- When finished, click on the Dock Build Icon or E-mail Dock Build Icon to print out or e-mail a parts list and image of the dock design

3) Advertising and Marketing Material Available

- Catalogs
- Brochures
- Sell Sheets
- Banners
- Apparel

4) Social Media

Facebook: <https://www.facebook.com/WaveArmorProducts/>

Instagram: [wave.armor](https://www.instagram.com/wavearmor)



WHO'S WHO AT WAVE ARMOR

ADDRESS

Wave Armor
411 Congress St W
Maple Lake, MN 55358

CUSTOMER SERVICE HOURS

Monday – Thursday 8:00 AM – 3:00 PM
Friday 8:00 AM – 2:00 PM

SHIPPING HOURS

Monday – Friday 8:00 AM – 3:00 PM

GENERAL

NAME	PHONE	E-MAIL
Customer Service	1-877-832-6945	customerservice@wavearmor.com
Orders	1-877-832-6945	orders@wavearmor.com
Accounts Receivable	320-963-5995	AR@rhinomade.com

TERRITORY MANAGERS

NAME	CONTACT	PHONE	E-MAIL
Steve Schneider	Territory 1 International	Office: 320-963-2534 Cell: 320-267-0810	steve.schneider@wavearmor.com
Nate Deschene	Territory 2	Cell: 763-401-9238	nate.deschene@wavearmor.com

MARKETING

NAME	E-MAIL
Leah Schaal	Leah.schaal@rhinomade.com

Wave Armor Territory Map – 2022



411 WEST CONGRESS STREET, MAPLE LAKE, MN 55358





CONTACT UPDATE FORM

Complete this form to ensure we have the correct contact information for your company and staff.
Please e-mail to Customerservice@wavearmor.com when completed.

BILLING ADDRESS:

Company: _____

Address: _____

City State Zip: _____

Main Phone: _____

Fax: _____

Website: _____

SHIPPING ADDRESS:

Company: _____

Address: _____

City State Zip: _____

Receiving Instructions: _____

TEAM:

Name: _____

Title: _____

Phone: _____

Email: _____

ACCOUNTING & PURCHASING:

Accounts Payable:

Name: _____

Phone: _____

Email: _____

Purchasing:

Name: _____

Phone: _____

Email: _____



411 WEST CONGRESS STREET, MAPLE LAKE, MN 55358





DEALER LOCATOR / LEAD REQUEST FORM

Our Dealer Locator tool allows consumers to locate Authorized Wave Armor Dealers in their area via our website and will be utilized by Wave Armor to direct consumer leads to those dealers who comply with our requirements.

Our goal is to send leads to dealers that have Wave Armor product knowledge to answer basic product questions, have stock or can willingly get product in a timely manner and have a web presence promoting the Wave Armor brand.

To qualify to be listed on our Dealer Locator and receive leads from Wave Armor, you must:

- Complete and return this request form to customerservice@wavearmor.com or give to your Wave Armor Territory Rep.
- Have placed and received orders from Wave Armor within the past year.
- Determine what lines within the Wave Armor brand you will present and market to the consumer.
- Have stock on hand or have a current order for products to meet the consumer demand.
- Have working knowledge of the Wave Armor products you market.
- Provide timely and accurate updates to your company and/or contact information.
- **Indicate the following on your website**
 - *Your company as an Authorized Wave Armor Dealer including a Wave Armor current logo on your homepage, a link to Wave Armor’s website or have a page or pages dedicated to the Wave Armor products you carry.*
 - *Provide a positive written statement and/or product description equal to or greater than any of the other brands or products that you may represent.*
- **Provide written proof that all leads provided were responded to in a timely and professional manner. Offer documentation of outcome upon request.**

COMPANY INFORMATION

Company: _____ Contact(s) _____

Address: _____ E-mail: _____

City State Zip: _____ Phone: _____

Website: _____ This must be a phone # that is answered regularly and messages returned promptly

Wave Armor products I plan to market (check all that apply): DOCKS PORTS SWIM RAFTS

Authorized Signature: _____

Title: _____

Date: _____



Wave Armor 2022 Co-op Marketing

Program & Dealer Advertising Guidelines



Advertising for The Evolution

Thank you for being part of the Wave Armor Team! We want to introduce you to the 2022 Co-op program. Your marketing and advertising are a direct reflection of who you are. We are committed to providing uncompromising service and delivering the tools needed to grow your business and expand your customer base. Wave Armor is committed to being the most respected brand in the marketplace.



2022 CO-OP MARKETING PROGRAM

Highlights of the Wave Armor Co-op Marketing Program

Our Co-op program is designed to benefit our distributors and dealers and is intended to drive your marketing efforts to new heights. With our vision of offering the highest levels of quality and customer service, Wave Armor is here to support you in bringing this message to the customer.

We look forward to working with you and providing all the tools and resources to elevate your marketing success at all levels.

The Competitive Wave

- **Best in class innovation** – Continuous development of new truly unique products and accessories
- **Unmatched quality** – Made in the USA. Roto-molded & Foam Filled. Wave Armor docks and ports are the most durable and unsinkable floating docking systems in the industry
- **Most aesthetically pleasing dock** - Molded flagstone texture, multi-colored Pebble Beach finish, and patented hidden H-Beam connectivity make it the most beautiful dock on the market
- **Ultimate customization** – Wave Armor Docking systems are modular accommodating any dock design and provide the widest variety of accessories to turn docks into true outdoor living spaces
- **Best in class warranty:**
 - 10-year residential warranty on docks, 8-year residential warranty on ports
 - 3-year commercial warranty on docks and ports
- **Preparing you for success -**
 - Best in Class Sales, Marketing and Customer Service team for you and your customers
 - The Wave Armor team is always available and can provide you the tools, training, and resources necessary to be successful
- **Telling our story** – We are continuously building Wave Armor brand awareness and providing our distributors and dealers with tools to connect with new customers. Distributors and Dealers have access to:
 - Content – New articles consistently produced on Wave Armor products, info, tips, features and benefits for distributors and dealers to use socially, in email newsletters, website and in-store
 - New lifestyle & product images added annually to showcase Wave Armor products, and to keep your marketing assets fresh and up-to-date
 - Library of videos to use as needed, with new videos added annually
 - Sales support materials – catalogs, sell sheets
 - Dealer kits – full of logo wear and promo items



2022 CO-OP MARKETING PROGRAM

***** Good Customer Review Program for 2022 *****

Wave Armor's goal is to populate our website and google reviews with positive messages about our products and dealers. This is some of the best advertising you can get as a dealer. Reading about real people and how happy they are with their Wave Armor products is extremely valuable in today's fast paced online world!

For 2022 when one of your customers places a review that is positive and notifies you, the dealer, they will get a free hat or visor and a mystery gift. As an added bonus, they will have their name added into a drawing for \$1,000 in Wave Armor Cash to be used towards any Wave Armor purchase at your dealership. The drawing will be held on July 6th 2022.

The dealer that sold the product will get one point per review. The Dealer with the most points between November 1, 2021 and July 1, 2022 will win a FREE SLX 6 PORT. To receive credit, take a screenshot of the good review on google and send it to Wave Armor Customer Service at customerservice@wavearmor.com. Include the customer's name and shipping address so we can ship them their free stuff. We will keep track of the reviews and what dealer they came from.

Let's encourage our customers to put their positive reviews online and pick up some free merchandise in the process!

Thank you for participating in this program, we appreciate your partnership with Wave Armor



2022 CO-OP MARKETING PROGRAM

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- ~ **Digital Advertising (SEO Programs, Social Media)**
- ~ **Radio and Television**
- ~ **Shows, Expo's and Events**
- ~ **Apparel, Banners and Misc. Items (Wave Armor Branded)**
- ~ **Classified Advertising**
- ~ **Promotional Programs and Products (Giveaways)**

DISCLAIMER

- ~ **Right to Deny Any Claim**
- ~ **Right to Change this Co-op Program**
- ~ **Interpretation of Any Claim**
- ~ **Submission of Falsified or Fraudulent Claims**



2022 CO-OP MARKETING PROGRAM

ADVERTISING GUIDELINES

QUALIFYING FOR CO-OP:

- The qualifying dealer must be in good standing with Wave Armor LLC and the Territory Sales Manager that is responsible for the territory.
- Advertise, market, and have the ability to sell multiple lines of Wave Armor products. Any single line dealer will need to have written consent from Wave Armor LLC to receive co-op upon any single product.
- Represent and promote Wave Armor products on a dedicated area of your website, for which we will provide you with the product images and specifications to achieve this.
- Advertise Wave Armor products following our MSRP and off-season Minimum Advertised Price (MAP) structure. If you have any questions, please contact your Territory Manager before putting anything online.
- Display POP Material and brochures prominently in the Dealer's showroom or office. (Dependent upon space)
- Display Wave Armor product in the showroom or lot as applicable. (Dependent upon space)
- Follow Wave Armor branding guidelines and brand requirements for all logo and brand use, including all marketing materials Any digital or printed materials that are not created by Wave Armor must have approval from a Wave Armor's representative prior to distribution.

CO-OP ACCRUAL AND REIMBURSEMENT:

PERIOD: October 1, 2021 through September 30, 2022 (Annual Program Period)

FOR PURPOSES OF CO-OP ACCRUAL

- Co-op funds will be accrued on all Wave Armor Products purchased directly from Wave Armor LLC during the previous Product Year.
- Co-op funds will be calculated at 2 % of the total annual dollar value of purchases minus any outstanding or unpaid funds as determined by the accounting department.
- Special Promotions, seasonal promotions, blowouts, demo products and any closeout/discontinued products may or may not qualify for Co-op funds. It will be at the discretion of Wave Armor LLC on these products.

CO-OP CLAIM SUBMITTAL:

- All Co-op claims will be emailed directly to customerservice@wavearmor.com
- **All claims should be submitted for pre-approval before the event and/or advertising start date (ASD).**
- Claims that are not submitted for pre-approval can be submitted within 60 days after the ASD and must include documentation (Co-op Advertising Claim Form) and proof (pictures or receipts).
- All claims submitted (including after 60 days of ASD) are subject to review for acceptance or denial (with explanation) on a case by case basis.

CO-OP REIMBURSEMENT:

- Dealers will receive Co-op reimbursement as account credit (credit memo) that can be used for marketing Wave Armor products. No checks will be sent directly to Dealers, Distributors or vendors.
- Approved claims will be reimbursed at 50% of the qualifying advertising cost and will be subject to the advertising requirements and available Co-op accrual balance.
- All approved reimbursement funds will be applied to the account balance within 60 days of approval.

CO-OP CLAIMS STATUS AND BALANCES:

- Initial Co-op balances will be emailed to the primary contact on file at the beginning of the Annual Program Period.
- All claims status and balance inquiries can be made through the Territory Sales Manager or by sending a "Co-op Status Inquiry" with the Dealer information to customerservice@wavearmor.com.



2022 CO-OP MARKETING PROGRAM

PROGRAM DATES AND SUBMISSION DEADLINES:

PERIOD: October 1, 2021 through September 30, 2022 (Annual Program Period)

SUBMISSION DEADLINES:

- All Co-op claims will be submitted directly to customerservice@wavearmor.com no later than September 30th of the prior Annual Program Period.
- No claims submitted after the end of the Annual Program Period will be reviewed for Co-op utilizing existing funds.

IMPORTANT INFORMATION:

- Co-op Claims submitted to an account that has insufficient funds will be placed on hold for further status review and/or to determine if partial payment will be accepted for reimbursement.
- A Co-op Claim Form will be submitted with each advertising opportunity for review. Please do not apply more than one request per form.
- Any unused or un-submitted (not pending approval) Co-op funds will be forfeited at the end of the Annual Program Period. There will be no funds rolled over to another Annual Program Period.
- Any claims that do not meet the requirements for approval will be denied with explanation. Any claims missing documentation can be resubmitted for status review.
- LOGO Requirements: A Wave Armor Logo must be present on all forms of advertising or at all events that are submitted for Co-op status review.
 - o Shows, Expo's and Events will require Wave Armor banners/signs and products be present for co-op.
 - o All advertising media such as TV, print, billboard and digital will require that the Wave Armor logo and name be a prominent portion of the ad and non-competing.
 - o All advertising media such as TV, print, billboard and digital that represents multiple products other than Wave Armor will not be considered for co-op.
- Website setup fees and maintenance costs are not eligible for co-op reimbursement.
- Competitive products are not acceptable. Ads mentioning a competitive product in the text of the ad or displaying competitive products will be denied regardless of whether or not the business carries a corresponding product line. This includes, but not limited to Docks, Ports, Rafts, Universal Products, Dock wheels and Coolers.
- Creative development, art, talent, photography, travel, lodging, web site development, live or remote radio or television broadcasts, agency fees, production costs, labor charges, taxes, rentals, operating costs, shipping, handling, photo charges and commissions do not qualify for co-op.

ADVERTISING AND MARKETING RESOURCES:

- Please refer to your Dealer Handbook to review all "Advertising and Marketing Assets".
- Wave Armor Dealers have access to the Google Drive to get additional digital assets to use for Marketing. If you need email Customer Service at customerservice@wavearmor.com.

MSRP and OFF-SEASON MINIMUM ADVERTISED PRICE (MAP) PROGRAM:

All advertising will follow the Wave Armor MSRP and off-season MAP Program as offered in the Wave Armor Dealer Handbook for PY2022. Any co-op claim submitted with an advertised price or described value shall be reviewed for MSRP and off-season Minimum Advertised Price (MAP) program participation and compliance.



2022 CO-OP MARKETING PROGRAM

QUALIFIED ADVERTISING

PRINT MEDIA:

- Newspaper, Magazines, Direct Mail
- Wave Armor product and Wave Armor logo must be a prominent part of the message with the Wave Armor logo size comparable to the dealer name.
- There must be at least one clear picture of a Wave Armor product.
- Text must include appropriate description of features, benefits and/or the lifestyle that Wave Armor products represent if text is used.

Submit:

- o Completed Co-op Advertising Claim Form
- o Original full-page tear sheet from each publication date (showing name and date of publication), or affidavit of performance notarized with one copy of an original full-page tear sheet.
- o Invoice for each ad or receipts for direct mail printing and postage. (Invoices listing many different advertisements should have the Wave Armor ads clearly marked.)
- o Full invoice showing net cost, less any discounts (statements are not acceptable). Agency fees, commission, and photography fees are not eligible.

DIGITAL ADVERTISING (SEO PROGRAMS, SOCIAL MEDIA):

*The following media types are eligible for co-op reimbursement ONLY IF THE CAMPAIGNS ARE PRE-APPROVED by the Wave Armor social media department.

SEARCH ENGINE OPTIMIZATION (SEO PROGRAMS):

It is generally a best practice when setting the parameters of your campaign to limit your geographic area. This will help you get the best cost and the best return on your campaign. The display URL (the web address that shows in your ad) cannot feature a competitor name. If your website URL has a competitor name within it, you should consider purchasing a co-op approved URL that you can use in advertising that redirects to your main site. Landing pages for ads should be specific and relevant to each ad. The example of “Wave Armor is the most innovative floating dock brand in the world” is specific to the product and the message that we use to engage with customers.

- **Best** – no competitor information at all, only Wave Armor.
- **Acceptable** – competitor logo in website header as part of dealer name and/or lines carried by dealer, but no mention of competitive product or logos elsewhere on the page.
- **Not approved** – competitor logo anywhere on the Wave Armor landing page of your website that links to another page or any page featuring a competitor’s brands or product.
- When you have planned out all of the above, submit to Wave Armor social media department for co-op pre-approval and include the following:
 - o Copy of each ad
 - o Screen shot of landing page for each ad
- After receiving co-op approval or making changes necessary to meet co-op approval, take your campaign live.
- **Example campaign report for Google AdWords that serves as the third party/vendor invoice or receipt required for filing your co-op claim**
 - o A report showing destination/landing page URL.
 - o Traffic via click per word or link



2022 CO-OP MARKETING PROGRAM

- Tools and Analysis tab within Google AdWords.
- Separate keywords report if they are not included on the invoice/receipt.
- Destination/landing page URL report.
- Copy of pre-approval from the Wave Armor.

Submit:

- Completed Co-op Advertising Claim Form
- Invoice for each ad or receipts for direct Social Media company (i.e., Facebook, Twitter, Instagram)
- Invoice/receipt/report must show the campaign dates, amount spent, and campaign reach (impressions and/or clicks).

SOCIAL MEDIA ADVERTISING (FACEBOOK, INSTAGRAM, TWITTER, ETC.)

- With Facebook ads, your advertising is best suited when it is targeted towards Facebook users that are commonly interactive with products descriptive of a lifestyle activity. The most common and relevant ads for Wave Armor dealers are:
 - **Page Likes** – Builds likes for your dealership Facebook page
 - **Clicks to Website** – Drives traffic to your dealership website
 - **Event Responses** – Promotes and encourages attendance at upcoming events (open houses, demos, etc.)
 - **Offer Claims** – Drives traffic into your store with incentive offers to customers
- You can create custom ads for any ad type, but **MUST** submit them to Wave Armor for pre-approval before beginning your campaign. Facebook ad image sizes and text length will vary somewhat depending on the type of ad you run, but the most common is 1200x450 pixels with 90 characters of text.
- Twitter ads are limited to 140 characters including any links within your post. Custom ads must follow current Wave Armor Co-op guidelines.
- For pre-approval, you will need to submit the Ad Image (for Facebook and Instagram) and Ad Text (Facebook or Twitter) you wish to run. When setting up your ads, make sure that they link directly to the most relevant landing page for your ad type. Page Like ads will go to your Facebook page; event ads should link to an event you have created and Clicks to Website ads should go to a relevant page on your website.

Submit:

- Completed Co-op Advertising Claim Form.
- Third party/vendor invoice or receipt for the media buy.
- Invoice/receipt/report must show the campaign dates, amount spent and campaign reach (impressions)

RADIO AND TELEVISION:

- Radio: Wave Armor must be the prominent part of the message with Wave Armor mentioned at least twice in a 30 second spot or three times in a 60 second spot.
- Television: Wave Armor must be mentioned at least once in a 30 second or twice in a 60 second spot. The Wave Armor Logo with must be superimposed on the screen or shown in the visuals. Ads must include the appropriate explanation of the features and benefits for the product being advertised.
- Co-op reimbursement can be used for TV or radio space only. Production costs will not be reimbursed.

Submit:

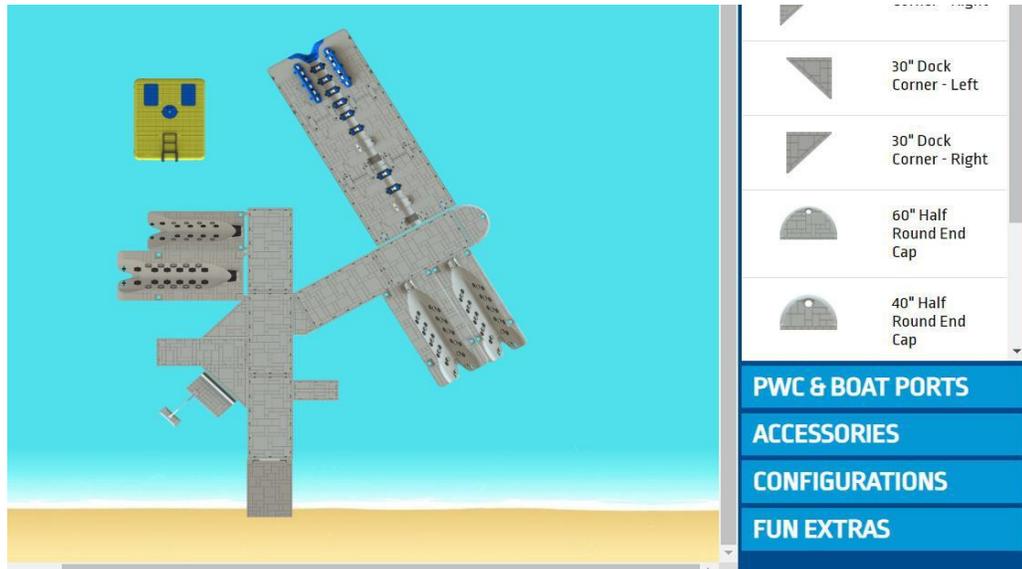
- Completed Co-op Advertising Claim Form.
- Digital copy of ad. Original notarized script for each advertisement, including the audio and visual portions of the script including any superimposed items such as the Wave Armor logo.
- Video tapes, CD's and DVD's will not be accepted.
- List of intended market reach (gender, age, geographical area, etc.)
- Invoices for each ad. (Invoices listing many different advertisements should have the Wave Armor ads clearly marked.) Invoice needs to show net cost of time, including any discounts and agency fees.

SHOWS, EXPO'S AND EVENTS:

- Wave Armor will pay up to 50% of the exhibit space dedicated to Wave Armor, plus rented flooring/carpeting, up to the maximum reimbursement of \$4000 per occasion as shown below.
- Display area must be for Wave Armor products. Accessories can be displayed but cannot make up the entire booth space.
- Set-up, dismantling and operating costs **do not** qualify for co-op. (Ex.: electrical, freight, labor, rentals, etc.)
- Consumer show reimbursement will be determined based on the "Display Reimbursement Schedule" below.
 - o Carpet can be included in the booth co-op reimbursement

Submit:

- o Completed co-op advertising claim form.
- o Copy of contract, invoice, bill, receipt or copy of cancelled check showing proof of payment and/or amount owed. Contract is not proof of payment.
- o Photographs of your entire booth, including all competitive products displayed in it.
- o Detailed diagram of your booth space with all display items clearly labeled
- o "Dock Builder" is available at www.wavearmor.com and can be used to setup a booth display diagram. See example below.



- Partial credit can be given if the accrued or remaining funds are insufficient to cover the full amount requested. Dealers cannot roll expenses or funds from one program year to another.
- If pictures are lost or not clear, claims must be submitted for review by a Territory Sales Manager, verifying that the display is correct.
- DISPLAY REIMBURSEMENT SCHEDULE:
 - o Booths with 100% Wave Armor product will qualify for 50% reimbursement with a maximum of **\$4000** per occasion.
 - Ex., 400 Sq. Ft. Booth space costs \$4500, Wave Armor occupies **400** Sq. Ft, and Carpet cost is \$1000. Reimbursement = **\$2750**
 - Ex., 400 Sq. Ft. Booth space costs \$4500, Wave Armor occupies **200** Sq. Ft, and Carpet cost is \$1000. Reimbursement = **\$1375**
 - o Additional bonus Co-op fund reimbursement can be pre-approved for common area, main isle or special opportunity presentations of Wave Armor product with a Maximum of \$750. *PRE-APPROVAL REQUIRED
 - Ex., Genesis G20 highlighted in the "Main Lobby" with signage and flags surrounding product. "Special Opportunity" Booth space costs \$1250, Reimbursement = \$625



2022 CO-OP MARKETING PROGRAM

APPAREL, BANNERS AND MISC. ITEMS (WAVE ARMOR BRANDED):

- Please refer to your Dealer Handbook and view the “Marketing Resources Order Form”
- Apparel items (incl. keychains, trade show banners) will qualify for 50% reimbursement of the total purchase price.
- Apparel, banners and misc. items are not to be resold in any capacity when purchased under this co-op program.
- **Maximum Reimbursements**
 - Dealer maximum reimbursement:
 - Apparel - \$350 per year.
 - Banners and Signage - **\$1000**
- **TRADE SHOW BANNERS**
 - Here's a great resource for affordable tradeshow banners that come in 10 or 20 ft widths, flat or serpentine shapes.
- | <u>Product</u> | <u>Pricing</u> | <u>Artwork Ends In</u> |
|-------------------------------|---|------------------------|
| 20'X8' FLAT TRU-FIT 3.0 | \$1200-\$2000 | FTF3-20x8F |
| LINK: | https://www.aceexhibits.com/tru-fit-3-0-20ft-flat-tension-fabric-display.html | |
| 10'X8' SERPENTINE TRU-FIT 3.0 | \$600-\$1200 | FTF3-10x8S |
| LINK: | https://www.aceexhibits.com/tru-fit-3-0-10ft-serpentine-tension-fabric-display.html | |
| 10'X8' FLAT TRU-FIT 3.0 | \$600-\$1200 | FTF3-10x8F |
| LINK: | https://www.aceexhibits.com/tru-fit-3-0-10ft-flat-tension-fabric-display.html | |

CLASSIFIED ADVERTISING

- Wave Armor product must be the only item mentioned.
- The Wave Armor logo must appear in the ad or alternatively, the word “Wave Armor” must be shown in bold letters.
- Any pictures used must represent Wave Armor products with the highest level of quality and detail possible.

Submit:

- Completed co-op advertising claim form.
- Original full-page tear sheet from each publication date (showing name and date of publication), or affidavit of performance notarized with one copy of an original full-page tear sheet.
- Invoice for each ad with the ad clearly marked, or notarized proof of publication. (Invoices listing multiple different ads should have the Wave Armor ads clearly outlined.)

PROMOTIONAL PROGRAMS AND PRODUCTS (GIVEAWAYS):

- **** MUST BE PRE-APPROVED BY A TERRITORY SALES MANAGER OR WAVE ARMOR CORPORATE OFFICE ****
- Giveaway unit must be part of an advertising promotion.
- Giveaway cannot be tied to the purchase of any product other than Wave Armor without approval from a Territory Sales Manager.
- Coolers, cups, hats, limited edition, non-standard or custom ordered items etc. are eligible for co-op. Promotional giveaway must be imprinted with the Wave Armor Logo. These items are for advertising and giveaway purposes only and **cannot** be sold or used as retail items. Items must be purchased directly from Wave Armor.



2022 CO-OP MARKETING PROGRAM

DISCLAIMER

Right to Deny Any Claim

- Wave Armor reserves the right to deny any claim for reimbursement that could be considered offensive, unpleasant, or inappropriate in any way and for any reason.
- *Any items purchased from **third party vendors** must contain an approved Wave Armor logo and must be pre- approved.*

Right to Change this Co-op Program

- Wave Armor reserves the right to change this program at any time with or without notice to the dealer.

Interpretation of Any Claim

- Wave Armor reserves the right to interpret any advertising and/or claim for co-op reimbursement at its sole discretion. Any interpretation will be considered final.

Submission of Falsified or Fraudulent Claims

- Wave Armor reserves the right to retract co-op funds if the marketing opportunity is found to be fraudulent or falsified in any way. The Dealer account will then be audited and any existing funds will be suspended until further review.