

Lakeland Distributor Co-op Program

Grow Your Business with Lakeland



Build Your Business with the Lakeland Distributor Co-op Program

The co-op program is designed for Lakeland to invest in joint marketing programs with you to grow your business. Lakeland provides you the opportunity to propose projects or activities that promote the Lakeland brand. Lakeland provides guidance and ideas on how to maximize your investment.

Lakeland Co-op Program Overview

• **Pre-approval is needed for all projects or activities!**

- Distributors must have at least \$50,000 of direct purchases of Lakeland products to request co-op funds.
- Lakeland co-op funds available to a distributor are typically equal to 1% of the previous year's purchases of Lakeland branded products.
- Basis of Funds are invoices of US direct purchases.
- Claims must be submitted 90 days after activity
- All customers need to use a Lakeland Claim Form in order to submit activities for reimbursement.
- Allow 4-6 weeks for processing a co-op credit to your company

Claim Reimbursement

- Need Proof of Performance or Marketing within 90 days of Third Party Invoice date
- Lakeland Claim Form
- Programs must meet all published guidelines.

Examples of Co-op Projects Funded by Lakeland

- Print Advertising
- Catalogs
- Brochures / Flyers
- Direct Marketing (mail, e-mail)
- Trade Shows and Events
- Signage / Banners
- Billboards
- Sales Meetings / Seminars / Training Programs
- Online Advertising
- Promotional Merchandise
- Custom Programs

Lakeland Images, Logos and E-Commerce

Lakeland has all of the resources available to ensure all of our products are properly represented on your website or e-commerce site. Please reach out directly to marketing@lakeland.com for assistance in updating your current offering or adding Lakeland's latest offerings to your platforms.

To access the image gallery, go [here](#):



Requirements	Maximum Reimbursement Rate	Expenses that are Reimbursed	Proof of Performance Needed for Reimbursement by Lakeland	Pre-Approval Required by Lakeland?	Special Notes
Print Advertising					
Lakeland Images, Logo or Hang Tag Front + Credit Line	50%	Ad space cost	<ul style="list-style-type: none"> Ad space third party invoice(s) Tear sheets of each printed ad Claim Form 	Yes	<ul style="list-style-type: none"> Amount reimbursed is for space costs only. Lakeland cannot reimburse for production costs, photography, sales tax, shipping or delivery. Competitive products must not appear on the same ad. Logo size 14 pt. minimum requirement.
Catalogs, Brochures and Flyers					
Lakeland Images, Logo or Hang Tag Front + Credit Line	50%	Printing Cost	<ul style="list-style-type: none"> Printing third party invoice(s) Sample of printed catalog Claim Form 	Yes	<ul style="list-style-type: none"> Lakeland prefers competitive products do not appear on the same page in catalogs and brochures. Logo size 14 pt. minimum. Taxes, shipping, handling not covered.
Direct Marketing (Mail, E-mail)					
Lakeland Images, Logo or Hang Tag Front + Credit Line	50%	Development, production, printing, postage, mailing list costs	<ul style="list-style-type: none"> Direct E-mail: include sdconover@lakeland.com, mtmoncrief@lakeland.com) Direct mail: Printed samples or direct mail package 	Yes	<ul style="list-style-type: none"> Customer must provide postage cost per piece and number of pieces Competitive products must not appear in the direct marketing materials. 3rd party invoice required for Direct Marketing activity Taxes, shipping, handling not covered.
Trade Shows and Events					
Lakeland Images, Logo or Hang Tag Front + Credit Line	50%	Booth space costs	<ul style="list-style-type: none"> Booth space invoice Photo of entire booth Close up photo of Lakeland products or signage on display 	Yes	<ul style="list-style-type: none"> Signage must feature Lakeland product(s) and show the Lakeland logo Exhibit services such as booth cleaning, electrical service, hospitality services, internet/wifi, furniture rental, labor, sign hanging/rigging, etc. are not covered. Taxes, shipping, handling not covered.
Signage/Banners/Billboards					
Lakeland Images, Logo or Hang Tag Front + Credit Line	50%	Development, production and printing costs Billboard ad space cost	<ul style="list-style-type: none"> Development, production and printing third party invoices. E-file or photo of signage or banners 	Yes	
Sales Meetings, Seminars and Training Programs					
Lakeland personnel must be included on the agenda and give a presentation	50%	Expenses incurred on day(s) Lakeland personnel is on agenda only. Cost of venue, hospitality, A/V or communications rental.	<ul style="list-style-type: none"> Third party invoices for venue cost, hospitality, A/V and or communications rental 	Yes	
Online Advertising					
Lakeland Images, Logo or Hang Tag Front + Credit Line	Up to 70%	Ad space cost – 50%. Additional 10% for web metrics. Additional 10% for link to Lakeland web site.	<ul style="list-style-type: none"> Ad space third party invoice and e-file or web screen shot of the ad. Web metrics for additional 10% (# click throughs, referring web sites or # of impressions) Screen shot outlining link to Lakeland web site for additional 10% 	Yes	<ul style="list-style-type: none"> The amount reimbursed is for space costs only. Lakeland cannot reimburse for production costs, photography and sales tax. Competitive products must not appear on the same ad. Logo size 14 pt. minimum requirement.

Requirements	Maximum Reimbursement Rate	Expenses that are Reimbursed	Proof of Performance Needed for Reimbursement by Lakeland	Pre-Approval Required by Lakeland?	Special Notes
Web Sites					
Lakeland Images, Logo or Hang Tag Front + Credit Line. 1. For new web site content development done by a third party. 2. Ongoing web site logo usage.	50%	New web site content development done by a third party, or Flat \$35 per web page.	<ul style="list-style-type: none"> Third party invoices for new web site content development, and screen shots of pages with Lakeland logo Screen shots of each web page with the Lakeland logo 	Yes	<ul style="list-style-type: none"> Customers can submit one claim per year, per web site for the following: Either 50% of development cost on new web site content development done by a third party (third party invoices required) Or be reimbursed \$35 per web page containing the Lakeland logo, flat rate, no invoices required. Credit line must appear at least once per web site. Customers are to submit web screen shots as proof of performance Maximum reimbursement for the activity is \$10,000.
Promotional Merchandise					
Lakeland logo must be 1/2 the size of the host logo	50%	Production costs	<ul style="list-style-type: none"> Production cost third party invoices Sample of promotional material 	Yes	<ul style="list-style-type: none"> Examples: Coffee mugs, t-shirts, trade show giveaways, etc.
Sales Contests					
Sales of Lakeland branded products only	TBD	Cash awards – Review with your Lakeland representative	TBD	Yes	
Custom Programs					
Review with your Lakeland representative	Determined at pre-review (maximum reimbursement TBD)	Determined at pre-review (maximum reimbursement TBD)	<ul style="list-style-type: none"> TBD 	Yes	

Disclaimers

- All promotional activities and final claims must be completed by December 31st of the current year.
- Final claims must be received by Lakeland within 90 days of the promotional activity, and no later than December 15 of the current year.
- Any claims received after the deadline are at risk of being denied and Lakeland co-op funds forfeited.
- Failure to meet all stated requirements may delay processing time of claim or decrease the reimbursement value of your claim.
- Lakeland co-op credits cannot be "carried over" from year to year.
- Lakeland reserves the right to withdraw or revise the program at any time.
- Participants must maintain a satisfactory credit relationship with Lakeland and pay all undisputed invoices within Lakeland payment terms before they can participate in the program.
- Allow 4-6 weeks for processing of claim forms.

Claim Form Submission

You can mail, fax, or email your Claim Form for processing.

Mail to:

Lakeland Industries Inc.
Co-op Claim Form Processing
202 Pride Lane SW
Decatur, AL 35603

Fax to:

256-350-0773

Email to:

co-op@lakeland.com

Questions?

If you have any questions or need further information, contact your Lakeland sales representative, or call Lakeland directly at 800-645-9291.



VISIT
Your Local Distributor

CLICK
lakeland.com

EMAIL
info@lakeland.com

CALL
1-800-645-9291

2021

Lakeland Co-op Program Claim Form



Company Name: _____

Lakeland Representative: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____

Phone Number: _____ Fax Number: _____

Email Address: _____

Available Lakeland Co-op Credits: _____

Type of Co-op Program

- | | | |
|--|---|--|
| <input type="checkbox"/> Advertising | <input type="checkbox"/> Signage/Banner/Billboard | <input type="checkbox"/> Web Sites |
| <input type="checkbox"/> Catalogs, Brochure or Flyer | <input type="checkbox"/> Sales Meeting/Seminar/Training Program | <input type="checkbox"/> Promotional Merchandise |
| <input type="checkbox"/> Direct Marketing | <input type="checkbox"/> Online Advertising | <input type="checkbox"/> Sales Contest |
| <input type="checkbox"/> Trade Show/Event | | <input type="checkbox"/> Custom Program |

Co-op Program Specifics

Program Objective: _____

Timing of Program or Activity: _____

Total Projected Cost: _____ **Lakeland Participation (50%*)** _____ (Requested)

Co-op Credit Mailing and Contact Information

Please complete this payment information section in case it is different than above.

Payment Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____

Phone Number: _____ Fax Number: _____

Email Address: _____

Application By: _____ Date: _____

*Online Advertising reimbursement up to 70%, see Co-op Program Guidelines for details. Allow 4-6 weeks for processing of co-op credits.