



## 2010 McGill Co-op Program FAQ

**Q: Who is eligible?** Any McGill compost reseller in good standing whose product purchases totaled at least \$1,000 FOB in 2009.

**Q: Is participation mandatory?** No. But we hope all of our eligible customers will participate.

**Q: What do I get?** At your request, we will provide a customized kit including signs or banners and a literature rack, up to \$150 value per kit. We'll also keep your location(s) stocked with product brochures throughout the year. If you want more signs or some of our other sales aides, PDF files will be available for you to download from our website and take to your local printer. Most will be designed so you may affix stickers carrying your logo or staple business cards. For those who would prefer us to customize for you and/or print and ship, we can do this for a fee.



**Q: Tell me more about the staff training.** Your trained staff will be one of our best sales tools, so we will consider all reasonable requests for staff training at no charge to you, up to one per season (spring and fall). In fact, as part of your participation in the co-op program, we would expect to meet with your sales and installation/application teams during the first quarter of each year to acquaint them with new products and point-of-purchase materials, answer questions, provide selling tips and tools, and solicit feedback from the folks in the field.

In addition, we will also have available a 1.5 hour training workshop for installation professionals and a time-flexible workshop for your residential customers. You may choose one free professional or consumer workshop per year; additional workshops are possible on a fee basis. All workshops and training must be scheduled at a mutually convenient time and day and are limited to the availability of our marketing staff. If these workshops are of interest to you, contact your McGill sales representative immediately.

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**Q: Any other perks or freebies?** Does a free load of compost to use in an Earth Day promotion interest you? We want to partner with vendors in every market to celebrate Earth Day with a BYOB (Bring Your Own Bucket) compost giveaway between mid-April and the first week in May (the end of International Compost Awareness Week). You must provide an appropriate space to off-load and conduct the giveaway. The number of giveaway events we approve will be limited by staff availability and the ability to accommodate your event in our existing delivery schedule. If you want your event to be considered, contact your McGill sales representative immediately with details about your promotion, especially how you plan to publicize your event.

**Q: How do I sign up?** Sign a Co-op Participation Agreement on or before February 1, 2010. By signing the document, you will agree (at minimum) to prominently display our signs and banners throughout the calendar year and make our handouts available at your checkout or literature rack. In exchange, we will list your location(s) or company on our website and in other non-vendor-specific promotions, like trade shows and conferences. That's it. You don't even need to spend any money if you don't want to, and you still get the free stuff.

## A special offer for our \$10K customers ...

If you participate in our workshop and signage program, up to 2% of your 2009 compost product purchases (transportation is not included) will also be available to you as credits in 2010 -- 25% of that total available each quarter. There's no carryover from quarter to quarter or into 2011 unless you have something *r-e-a-l-l-y* special planned, and we approve it in advance. These credits are applied on the next order following the promotion.

**Q. How does it work?** McGill will reimburse up to 40% of the cost of any pre-approved promotion of McGill products. We will reimburse only that portion dedicated specifically to McGill (using our logos, etc.) and will not reimburse any portion if competing products are included in the same promotion. The exception is signage, banners, and the like for the landscape yard or retail center carrying many types of soil amendments. As long as you're not actively promoting them at the same time as McGill's products, we would still reimburse.

**Example:** Customer A is a retail center and bought \$10,000 worth of products in 2009. His co-op share is 2% of \$10,000 or \$200 ... that's \$50 per quarter. He spends \$200 dollars on a promotion in February. 100% of the promotion is geared toward McGill products, so 40% -- \$80 -- is eligible for reimbursement. But he only has \$50 to spend in the first quarter, so he can only request \$50.

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**Example:** Vendor B is a landscape contractor and bought \$10,000 worth of products in 2009. Her co-op share is also \$50 per quarter. She spends \$1000 in February on new signs to post at job sites throughout the year. 100% of the sign reflects the use of McGill products, so 40% -- \$400 -- is eligible for reimbursement. She can only draw \$200 from the co-op pool in 2009, but this is a long-term project, so she can request and will receive \$50 each quarter to help cover the cost. In this case, we would probably require some sort of placement log and photographs as proof of sign usage, along with the printer's bill.

**Example:** Vendor C is a landscape yard with the same \$50 to spend each quarter. He holds a workshop in February for his commercial customers for which McGill is one of four presenters. His cost for advertising and refreshments is \$400. Provided at least 25% of the advertising was dedicated to McGill without competing products, we would pay up to 40% of \$100 (one-quarter of the \$400) or \$40, leaving him with \$10 of co-op funds to spend before the end of the quarter.

**Q: Did Vendor C have to pay for McGill to do the workshop?** No. As part of this program, our marketing specialists and sales people will be available to you for customer demonstrations, trade shows, workshops, and other appropriate activities for one event each season (spring and fall) as described in the basic co-op program. You may use your co-op dollars to pay for additional hours (@\$150) or schedule more time on a pay-as-you-go basis. However, please know our specialist's time will be scheduled first come, first served, so schedule well in advance. In addition to McGill staff, other resources and specialists can be made available to you at cost.

More questions?

Contact your McGill rep or  
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