

PROGRAM TERMS OF PARTICIPATION

General Terms of Participation

1. ProConnect Marketing Partners will be given the opportunity to participate in the ProConnect and other cooperative marketing initiatives, including advertising, direct marketing, Internet marketing, sales incentives, special events, and other initiatives to be determined.
2. ProConnect is a partnership-based cooperative marketing program and is offered to interested "propane proponents" (propane retailers, appliance manufacturers, and equipment distributors) and factory-built housing manufacturers. ProConnect is free to PERC and PGANE member companies.
3. ProConnect Marketing Partners will be promoted in various communications, including but not limited to the ProConnect program website and promotional materials, as well as specific ProConnect marketing initiatives. In addition, ProConnect Marketing Partners will receive various program benefits as part of their basic membership, including but not limited to access to customizable sales and marketing collateral, direct mail and email development and distribution, and other benefits as they are developed. Additional marketing materials and services will be available at reasonable prices.
4. ProConnect Marketing Partners will provide ProConnect with necessary assets, including electronic versions of brand and product logos, taglines, fonts, photography, and other artwork for use in the ProConnect program. ProConnect Marketing Partners will have the opportunity to approve specific applications of its assets within various ProConnect marketing communications.
5. Access to ProConnect's database of opt-in propane users will be monitored by ProConnect. Marketing communications and other forms of contact to the propane user database will be done through ProConnect program channels.
6. ProConnect will be responsible for developing, executing, and providing final approval on all ProConnect program and marketing communications. Any promotion of the ProConnect program or usage of its program name, logos, or related communications is subject to ProConnect approval.
7. In certain instances, ProConnect Marketing Partners will support marketing initiatives in which they participate through various means, including funding marketing communications and/or media costs; funding rebates, discounts, incentives, or other promotional costs; providing customer, distributor, and/or marketing channel mailing/email lists; and/or providing access to proprietary websites, and marketing and/or sales communications. In these instances, prior to the development of such a marketing initiative, a ProConnect Marketing Partner and ProConnect will agree in writing regarding the ProConnect Marketing Partner's type, degree, and timing of cooperative support, including any pre-payments or contingent liabilities (i.e., rebates).

PROCONNECT RETAILER PARTNERSHIP AUTHORIZATION

_____ agrees to participate in ProConnect as a Retailer Partner for a term of one year.
Company Name

Authorized Representative (Print name)

Signature

Title

Date

Company Information

Address

City

State

Zip

Phone

Fax

Website

Contact Information

Primary Contact

Title

Phone

Email

Secondary Contact

Title

Phone

Email

Additional Contact

Title

Phone

Email