MITSUBISHI ELECTRIC
HEATING & AIR CONDITIONING

# 2026 CO-OP AT-A-GLANCE

## Dates to Remember

**November 20th, 2026**
All preapprovals must be submitted on or before this date

**December 31st, 2026**
All invoices must be dated on or before this date

**January 8th, 2027**
All 2026 co-op credit requests must be submitted on or before this date for reimbursement from 2026 funds

Claims must be submittd within 60 days of invoice
Any unused funds **WILL NOT** be carried over to the next year

## Preapproval Required

Getting approval and submitting online is **EASY!**

Visit Genscocustomer.com
*GenscoCustomer.com > Marketing > Co-Op*

## Have Questions?

Contact Gensco Marketing
253-248-2979
Coop@gensco.com

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**PREAPPROVAL IS REQUIRED FOR ALL CO-OP CLAIMS!**
**Reimbursement is 2/3 up to the amount of available funds**

## Logo Guidelines

MITSUBISHI ELECTRIC HEATING & AIR CONDITIONING

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DIAMOND CONTRACTOR | PREFERRED DIAMOND CONTRACTOR | ELITE DIAMOND CONTRACTOR

*Must use Mitsubishi logo with Diamond logos*

- Black and PMS 485 C
- The Heating & Air Conditioning tagline is required
- The logo cannot be stretched or manipulated in any way
- No other logo used on an ad may be larger than the Mitsubishi Electric logo
- If competing product logos are included in an ad it is NOT eligible for co-op
- Ads that include unitary products, brands or logos may be eligible for partial co-op funding

| Advertising Points |
|---|
| Newspaper & Magazine Ads |
| Billboards/Yard Signs |
| Direct Mail *(including list procurement and postage)* |
| Radio |
| TV |
| Yard Signs |
| Internet Banner Ads |
| Home Show |
| Paid Search Advertising (i.e. Google Adwords) |
| Social Media Advertising (i.e. Facebook Lead Gen Ads & Sponsored Posts) |
| Targeted/Paid Email Campaigns |

| Dealer Support Points | |
|---|---|
| **Standard DC** | **Elite/Preferred** |
| up to $500 | up to $2500 *(unless an exception is approved)* |
| Annual Dealer Meeting *(hotel, tax and self-parking)* | |
| Annual Great Escape trips | |
| Gensco Business Training Classes (excludes 4-day bootcamp) | |

## Co-op Accrual Rates:

***Diamond Contractor***
*Accrue .5% in Advertising Points*

***Diamond Preferred***
*Accrue .5% in Advertising Points and .5% in Dealer Support Points*

***Diamond Elite***
*Accrue 1% in Advertising Points and 1% in Dealer Support Points*

- Dealer Support Points CAN be converted into Advertising Points (request must be made to Gensco Marketing)
- Advertising Points CANNOT be converted into Dealer Support Points

**Items Not Eligible for Co-op**
Sponsorship donations, association dues, all taxes, yellow page listings or ads, catalogs, travel expenses, shipping and/or freight charges, website creation and hosting fees, equipment (except demo units), political and/or religious sponsorships/support, or iPads/iPad accessories.

# ADVERTISING ELIGIBLE ACTIVITIES GUIDELINES

| Eligible Media | Ad Requirements | Documents for Approval Submission |
|---|---|---|
| **Billboards**<br>**Yard Signs**<br>**Mailers**<br>**Printed Ads** | • Current Mitsubishi and/or co-branded messaging and logos<br>• Contractor logo cannot be larger than METUS logo<br>• METUS products/equipment on ad<br>• No competing brands (prorated co-op cost if unitary)<br>• Must mention Mitsubishi Electric Heating and Air Conditioning at least once<br>• Website must have dedicated METUS landing page | • Copy of paid invoice from vendor<br>• Copy of published ad/ product<br>• Media Plan showing ROI, Leads, Viewers, Traffic Count, etc. |
| **Radio** | • No competing brands (prorated co-op cost if unitary)<br>• Must mention Mitsubishi Electric Heating and Air Conditioning at least once and the term "Mitsubishi Electric Heating & Air Conditioning"<br>• Mitsubishi Electric exclusive landing page with form | • Copy of paid invoice from vendor<br>• Final produced ad OR notarized script detailing audio ad components |
| **Tv** | • Current METUS and/or co-branded logo<br>• Contractor logo cannot be larger than ME logo<br>• METUS products/equipment<br>• No competing brands (prorated co-op cost if unitary)<br>• Must mention Mitsubishi Electric Heating and Air Conditioning at least once and the term "Mitsubishi Electric Heating & Air Conditioning" | • Copy of paid invoices<br>• Proof of advertisement<br>• Notorized script |
| **Internet Banner** | • Current Mitsubishi or co-branded logo<br>• Contractor logo cannot be larger than Mitsubishi logo | • Copy of paid invoice from vendor<br>• Copy of digital ad<br>• Destination URL or screen shot of destination URL/landing page if promoting a financing offer |
| **Home Show** | • Must provide photo of whole booth with MECH products displayed).<br>• Booth Display must not have competing brands (prorated co-op cost if unitary) | • Copy of paid invoice or vendor signed contract that includes date of event/show<br>• Photos of event and/or exhibit showing Trane signage and product display |
| **Paid Search Advertising**<br>(i.e. Google Adwords) | • Mitsubishi Electric brand and non-brand keywords<br>• Mitsubishi Electric exclusive landing page with form<br>• Landing Page must have current Mitsubishi Electric logo(s)<br>• Must be a Diamond Contractor/Ductless Pro | • Copy of invoice<br>• List of Keywords<br>• Landing Page URL<br>• Planned Flight Dates |
| **Social Media**<br>(i.e. Facebook Lead Gen Ads & Sponsored posts) | • Active SM business page/account<br>• Mitsubishi Electric exclusive landing page with form<br>• List of keywords or phrases used<br>• No competing brands on ad (prorated co-op cost if unitary)<br>• Must be a Diamond Contractor/Ductless Pro | • Copy of paid invoice from vendor<br>• Landing page URL |

# DEALER SUPPORT ELIGIBLE ACTIVITIES AND GUIDELINES

| Eligible Media | Ad Requirements | Documents for Approval Submission |
|---|---|---|
| **Wearables & Promotional Items** | • Current Mitsubishi messaging and logos<br>• Contractor logo cannot be larger than METUS logo<br>• No competing brands | • Copy of paid invoice<br>• Pictures of finished items |
| **Annual Dealer Meeting**<br>(hotel, tax, and self-parking) | • Attend 2026 Mitsubishi Dealer Meeting | • Receipts from Dealer Meeting for hotel room and self-parking |
| **Gensco Business Training Classes**<br>(Excludes 4-day bootcamp) | • Professional Description of class course | • Paid invoice from vendor<br>• Professional description of class course<br>• Attendee list |