



From field to future

# Grow Your Business

WITH AGI

# 2026





Thank you for being part of the AGI dealer network. Your business is important to us, and we believe that when we work together, we win together!



The AGI dealer network is a group of more than 3,200 dealers across North America who represent AGI products and services.

AGI offers the most complete catalogue of farm equipment anywhere – from storage to handling to conditioning, AGI has you covered. On virtually every farm in North America you can find AGI equipment. Our brands include some of the most well-known in agriculture with over 100 years of farming experience.

AGI's commitment to our dealer network includes a variety of programs and systems to support your success. These include:

- Marketing Co-Pay Program
- Dealer Support Portal
- Dealer Marketing Materials
- Branded Gear Store
- Online Dealer Order and Quoting Tools

In this document, we will review how the Marketing Co-Pay Program works. This program is subject to change at any time without prior notice.

If you have questions, please email [marketing@aggrowth.com](mailto:marketing@aggrowth.com) or talk to your AGI Sales Representative.

# AGI Marketing Co-Pay Program

The Marketing Co-Pay Program is a joint effort between AGI and our dealers to promote AGI brands and products. The AGI co-pay plan divides the marketing costs between AGI and our dealers. By sharing financial resources and using AGI's extensive library of marketing materials everyone benefits:



## 1 Mutual cost savings

By leveraging our mutual resources we create a more efficient marketing operation and deliver considerable cost savings to both AGI and our dealers.

## 2 Increased brand awareness

When we work together our messages reach more people. This means more visibility for both your dealership and AGI, and ultimately more business results.

## 3 Better content quality

As you seek to better connect with your customers one of the best ways to do that is through marketing. Our marketing experts have developed a library of assets including photos, logos and templates to ensure your marketing budget goes as far as it can.

### How do dealers qualify for AGI's Marketing Co-Pay Program?

Dealers qualify for the program by purchasing AGI products in the prior year.

### How does AGI's Marketing Co-Pay Program work?

AGI will reimburse up to 50% of the cost of a qualifying marketing initiative (excluding tax and shipping) to promote AGI products. Dealers will earn co-pay dollars based on the previous year's invoiced purchases of AGI products. These dollars can be used to promote any AGI product dealers sell (excluding digital products) and are not restricted by brand.

### How do I know how much I have available?

AGI tracks the co-pay amounts and reimbursement qualifications for every dealer. Please contact your AGI Sales Representative or email [marketing@aggrowth.com](mailto:marketing@aggrowth.com) for specific information on your dealership. Please inquire about how much co-pay you qualify for before submitting a claim.

# Marketing Initiative Eligibility

## What type of marketing initiatives are eligible for co-pay?

Marketing initiatives include:

- Print publications (magazines, newspapers, etc.)
- Direct mail
- Audio (radio and digital audio)
- Digital advertising (paid social media, web banners, mobile targeting etc.)
- Television advertising
- Billboards
- Signage and assets at dealer locations
- Co-branded swag as customer gifts or to be worn by employees (purchases from the AGI branded gear e-store do not qualify)
- Event assets (such as backdrops and banners) to be used at tradeshow and dealer demo days (equipment on display does not qualify)

## What are the eligibility requirements?

- Materials must contain current brand logos and lockup
- Product photos must be clear and current
- Event photos must show AGI branded assets
- Ad copy must be legible
- Product details must be accurate
- Competitor logos and information cannot be included
- Does not include sale prices

**NOTE:** Costs to design or plan marketing initiatives such as 3rd party agencies or freelance designers are not eligible. Food at events is not covered.

If you have an idea in addition to this list, then please send us an email at [marketing@aggrowth.com](mailto:marketing@aggrowth.com). We're happy to think outside the box on ways to help promote AGI products at your dealership.



## Where can I find assets?

Logos and templated marketing materials can be found through the Dealer Support web portal.

## Will unused co-pay dollars carry over to the following year?

Unused co-pay dollars do not carry over into the following year. Unused co-pay dollars expire on December 31 of each year. Claims must be submitted by December 31 of the same year. Claims submitted after the new year may be rejected.

## Is pre-approval required?

All marketing initiatives eligible for co-pay must be pre-approved by the marketing team prior to the placement or purchase. Email [marketing@aggrowth.com](mailto:marketing@aggrowth.com), to submit a copy of the marketing initiative or plan. You will be contacted by our team within 3 business days with our decision.

### Co- Marketing Guidelines



For full details, refer to the new co-marketing guidelines.



Dealer Support

A screenshot of the AGI Dealer Support website dashboard. The header features the AGI Dealer Support logo and navigation links for 'Submit a request' and 'Sign in'. The main content area is titled 'How can we help you?' and includes a search bar. Below the search bar are several service tiles: '4" Corrugation Resources', 'Product Lead Times', 'Calculators', 'Marketing Assets \*New content added December 2024\*', 'Product Bulletins', 'Customer Support and Sales Reps', 'Preferred Stock List', 'Legacy/Archived Manuals', and 'Portable Handlines Shinner's Guides'.

**AGI DEALER SUPPORT** Submit a request Sign in

### How can we help you?

Let us know if you can't find what you're looking for. We can help by emailing us at: [spdealer@aggrowth.com](mailto:spdealer@aggrowth.com)

Please note - this area is not the full experience of Dealer Support. If you do not see a dashboard that begins with 'Welcome back (your name)' please let us know.

#### 4" Corrugation Resources

Your home for information, marketing assets and much more for 4" corrugation products.

#### Product Lead Times

#### Calculators

We know the importance of knowing the right size product your customer needs. This section will provide tools to assi...

#### Marketing Assets \*New content added December 2024\*

Click on your region to begin

#### Product Bulletins

The latest in all AGI product information

#### Customer Support and Sales Reps

#### Preferred Stock List

#### Legacy/Archived Manuals

#### Portable Handlines Shinner's Guides

# Claim reimbursement

## How are claims submitted and what needs to be included?

Fill out a co-pay claim form and submit to [marketing@aggrowth.com](mailto:marketing@aggrowth.com), along with copies of:

- Marketing approval (ex: screenshot of email)
- Copy or image of marketing material (ex: radio ad, print ad, picture of tradeshow or event, direct mail, billboard)
- Paid invoice including media channel, dates and net cost

## What is the timeframe for submitting claims?

Claims must be submitted within 60 days of the marketing initiative. Claims outside of the required timeframe may be subject to rejection.

## How are you reimbursed?

Dealers will receive a credit to their account for approved claims.

## How can you check the status of a claim?

If you would like to check the status of a claim, email [marketing@aggrowth.com](mailto:marketing@aggrowth.com).

## What happens if a claim is rejected?

If a claim is rejected, an AGI representative will reach out to let you know why. Causes for rejection include improper use of logos/images, price listings on ads, false information, lack of exposure, sharing space with competitors or lack of co-pay funds available. Before running a marketing initiative, please send your marketing materials to [marketing@aggrowth.com](mailto:marketing@aggrowth.com) so we can help you make any necessary changes and ensure approval.

## AGI Marketing Co-Pay checklist

Steps to follow:

1

Confirm your co-pay amount with your AGI Sales Representative or through [marketing@aggrowth.com](mailto:marketing@aggrowth.com)

2

Check Dealer Support for brand guidelines and assets



3

Design your marketing materials

4

Submit to [marketing@aggrowth.com](mailto:marketing@aggrowth.com) for approval

5

Execute your marketing materials

6

Submit co-pay claim form within 60 days to [marketing@aggrowth.com](mailto:marketing@aggrowth.com) to receive your credit

