



Advertising & Promotion Co-Op Program

ADMINISTERED BY



***“We look forward to helping you
build your business!”***

Inside These Guidelines:

Subject	Page
Introduction – Program Overview	2
How to Check on Your Co-Op Account Balance	2
Expiration of Accrued Co-Op Funds	2
Claim Processing – Timelines & Grace Period	2
Top Ten Points To Remember	3
HughesNet Co-Op Program Guidelines	4
Authorized Expenses	4
Expenses Not Authorized	5
Co-Op Advertising Requirements	6
Required Dealer Contact Information	6
Dealer Offers and Incentives	6
Co-Op Reimbursement Guidelines	7
Fraudulent and/or Deceptive Practices	7
The Pre-Approval Process	8
Program Requirements for Specific Media & Events	9
Completing the Claim Form & Required Documentation	15
Reimbursement / Payment	15

Welcome to the RS&I / HughesNet

Advertising & Promotion Co-Op Program!

We are very pleased to make this business-building program available to all RS&I / HughesNet Selling and Installing Dealers. Here is a brief overview of some important program highlights:

Everyone Qualifies

There are no minimum activation or registration requirements for this program. If you are an active RS&I Selling and Installing Dealer for HughesNet Broadband Services, you are in!

Every Install-Complete Order Accrues \$40 in Co-Op Funds

RS&I will maintain your co-op account and post a \$40 accrual for every Install-Complete Order.

Approved Expenses Will Be Reimbursed on a 75% / 25% Basis

Under the terms and conditions of this co-op program, 75% of approved advertising and promotional expenses will be reimbursed, up to the total amount of accrued funds in your co-op account at the time the claim is processed.

How to Check on Your Co-Op Account Balance

Initially, it will be necessary to inquire about your co-op account via email. Send specific information requests to: shana.weinkauff@rsiinc.com In the near future, RS&I will provide a complete Co-Op Summary of your account through your password protected account in the EZ-Trac section of our website. You will be notified when this summary is available.

Expiration of Accrued Co-Op Funds

Funds may be used during the calendar quarter in which they are accrued or the following calendar quarter. Funds that are not expended by the end of the calendar quarter following the quarter in which they were accrued, will expire.

Co-Op Funds Earned During This Period . . .	Will Expire If Not Used* On Or Before This Date
First Quarter / January 1 thru March 31	June 30
Second Quarter / April 1 thru June 30	September 30
Third Quarter / July 1 thru September 30	December 31
Fourth Quarter / October 1 thru December 31	March 31

*Funds Used Date is the Date the ad ran or the date the event or campaign ended.

Claim Processing Timelines & Grace Period

To be eligible for up to 75% reimbursement, RS&I must receive claims within the 45 days following the close of the calendar quarter in which the expenditure took place.

For Pre-Approved Advertising and Promotional Expenses Incurred* During This Period . . .	Complete Claims Must Be Received By RS&I, Postmarked No Later Than This Date
First Quarter / January 1 thru March 31	May 15
Second Quarter / April 1 thru June 30	August 15
Third Quarter / July 1 thru September 30	November 15
Fourth Quarter / October 1 thru December 31	February 15

*Expense Incurred Date is the Date the ad ran or the date the event or campaign ended.

TOP TEN POINTS TO REMEMBER

WHEN USING THE RS&I / HughesNet CO-OP PROGRAM

At RS&I, we are pleased and excited to provide this HughesNet Advertising & Promotion Co-op Program to our valued dealers. We believe it can be a powerful tool to help you build your business! It should be made clear that RS&I does not make the rules for this program, but it is our responsibility to enforce them under specific guidelines and with ongoing direction from our partners at Hughes. RS&I representatives are not in a position to grant exceptions to these rules and guidelines. It is therefore very important that you follow these guidelines to the letter. We are here to help you make the best use of the co-op dollars you accrue. With that objective in mind, here are the Top Ten Points to remember when using the RS&I / HughesNet Co-Op Program.

1. Your HughesNet Co-Op Funds accrue at \$40.00 per Install-Complete Order.
2. This Program provides up to a maximum of 75% reimbursement of pre-approved HughesNet advertising and promotional expenses.
3. All HughesNet advertising and promotion must be pre-approved by Hughes and/or receive a signed Pre-Approval Form from RS&I / Hughes in advance of placement or participation to be eligible for the program.
4. Ads must appear, air or be delivered exactly as pre-approved. Any change other than authorized Dealer Contact Information will negate the pre-approval, and require a new pre-approval process before placement.
5. Ads and Promotional Materials are approved for a specific period of time only. After the expiration date on the Pre-Approval form, ads must be resubmitted for and receive pre-approval to be eligible for this program.
6. Only bona fide media and promotions with verifiable parameters such as circulation, distribution, audience or attendance are eligible for this program.
7. Proof of placement or participation is required for all submitted expenses.
8. This is a Reimbursement Program. Invoices must be paid in full before they are submitted for program reimbursement. Paid status will be verified by phone with involved media. You must pay the entire cost of the approved expenditure before submitting your claim. The HughesNet Co-Op program will reimburse 75% of approved expenses up to the total amount of co-op funds in the account at the time the claim is submitted. (The EZ-Marketing Direct Mail Program is an exception to this rule.)
9. Complete Claims must be submitted with all required documentation and within program timelines to be eligible for reimbursement.
10. If you do not use accrued funds within specified timeframes, those funds expire and are no longer available.

A MORE COMPLETE EXPLANATION OF EACH OF THESE POINTS AND INSTRUCTIONS FOR COMPLETING REQUIRED FORMS AND PROVIDING REQUIRED DOCUMENTATION ARE INCLUDED ELSEWHERE IN THESE GUIDELINES.





Advertising & Promotion Co-Op Program

ADMINISTERED BY



Participation in this Co-op Program is open to all RS&I / HughesNet Selling and Installing Dealers, subject to HughesNet Co-Op Program Guidelines and Restrictions. This Program may be amended, or discontinued at any time by Hughes and/or RS&I.

Advertising & Promotion Co-Op Program Guidelines

Authorized Expenses

RS&I / HughesNet Selling and Installing Dealers may draw upon accrued Co-Op funds to reimburse up to 75% of approved advertising and promotional expenses in the following categories:

- **Co-Op Approved Items Purchased From the Hughes Company Store**
- **Advertising**
 - Print (Newspaper, Magazine and other approved Periodicals)
 - Radio (Commercials, Live Reads and Remotes)
 - Television (Commercials)
 - Outdoor (Billboards)
- **Direct Mail** (RS&I / Hughes Pre-Approved Vendors only)
 - Solo Mailings
 - Shared Mailings
- **Distribution Advertising**
 - Bill Inserts
 - Free Standing Newspaper Inserts
- **Door Hangers & Flyers** (Materials costs only)
- **Events Marketing** (To qualify, events must meet minimum requirements, as explained elsewhere in these guidelines.)
- **Pop-Up Tents** (Requires HughesNet Branding and exclusive HughesNet Promotion)
- **Mall Kiosks** (Within pre-approved expense guidelines)
- **Signage**
 - Pre-Approved In-Store Banners, Signs and Vehicle Graphics

Any exceptions or additions to these Co-Op Program authorized expense items require pre-approval by Hughes and may be granted on a one-time or one-situation only basis.

Expenses Not Authorized

Co-Op Funds Are Specifically Not Authorized For The Following Items / Expenses

- Ads that do not include an authorized HughesNet Logo
- Any advertising that includes HughesNet logos in violation of the HughesNet Trademark Agreement. Violations include, but are not limited to the following examples:
 - Logo Colors
 - Placement within the ad
 - Verbiage other than that approved by Hughes
 - Unauthorized Statements or Tag Lines
- Ads that do not include placing Dealer name and contact information
- Advertising via Internet, Email or Fax
- Ads that deviate from currently authorized HughesNet Promotions
- Website advertising
- Advertising that includes names of any competitive high-speed internet / broadband service or services
- Promotions with lotteries or sweepstakes not conducted or authorized by Hughes
- Free or discounted offers not authorized by Hughes
- Ads containing misleading, illegal, deceptive or pornographic information or images
- Political, religious or other organizational symbols or copy
- Ads in violation or containing information in violation of local, state or federal law
- Peripheral marketing expenses, including creative development, set-up and production
- Portable road signs or yard signs
- Marquee signs, digital signs, rotating letter-board signs
- Restaurant menus or placemats
- Golf course score cards, bulletin board displays and tee box displays
- Area maps and retail locators
- Sponsorships
- Distribution methods that do not employ an authorized vendor and/or U.S. Mail
- Costs of doing business
- Rent or other ongoing facilities expenses
- Telephone Directory advertising (i.e. Yellow Pages advertising)
- Door-to-door sales / distribution expenses (other than the cost of approved flyers / literature)
- Mailing lists and expenses for demographic profiling
- Business cards, stationery items, business forms
- Shipping and Handling charges
- Promotional gifts, merchandise and apparel that have not received specific, co-op program pre-approval

Co-Op Advertising Requirements and Guidelines

- To qualify for this co-op program, all advertising must include a HughesNet logo that is current and authorized by Hughes for use at the time of publication or appearance of the ad.
- Current, pre-approved and appropriate disclaimers must be included with all offers and related information and must be legible / audible to the average consumer. Printed disclaimers must be published in a minimum of 4-point type size.
- Advertisements that include products or services other than HughesNet are only allowed with non-competitive products and / or services. The percentage of Co-op reimbursement will be determined by the percentage of space / time devoted to HughesNet advertising / promotion.
- Ads are approved / pre-approved for a specific period of time as specified on the HughesNet Partners Web site or the Co-op Program Pre-Approval form. Ads placed to appear / air after that expiration date will not be eligible for Co-op reimbursements.
- Competitors may not be referenced by name in HughesNet advertising or promotion unless specifically authorized in the pre-approval process.
- Dealers may use ads provided by HughesNet without the requirement for Co-op Program pre-approval if those ads are not altered in any way and placed within approved timeframes. Dealer may add local contact information only to provided ads.
- Dealers may create advertising using approved HughesNet components, copy and illustrative elements, but those ads will not be eligible for co-op reimbursement unless they receive pre-approval prior to placement. (Costs associated with ad creation are not eligible for Co-Op reimbursement.)

Required Dealer Contact Information:

- Registered Business Name
- (In the case of direct mail advertising in which a shared, toll-free number is used and calls are distributed based upon individual dealer market areas, Registered Business Name is not required.)
- Phone Number(s) and / or Street Address

Optional Dealer Contact Information

- Street address, city and state
- Website address
- Hours of operation
- Appropriate business taglines (i.e. Your Local HughesNet Dealer)
- Directions to Location

Any / All dealer information not specified here requires pre-approval for co-op eligibility.

Dealer Offers and Incentives

Any offers or incentives provided by the Dealer must be stated as “Courtesy Of” or “Provided By” the dealer. (i.e. Free Gift With Purchase, Courtesy of “Dealer Name”)

Co-Op Reimbursement Guidelines

This is strictly a REIMBURSEMENT program. All claims must include PAID invoices from the involved media or event. HughesNet and / or RS&I reserves the right to confirm both invoice amounts and paid status of invoices submitted for reimbursement under this co-op program. Dealers are required to maintain verifiable records of payment. All claims and invoices are subject to audit. (The EZ-Marketing Direct Mail Program is an exception to this requirement.)

- Co-Op Reimbursements will be made to the authorized HughesNet Dealer only. Hughes will not accept invoices from or make reimbursement payments directly to media vendors or advertising agencies.
- All advertising vendors (media) must be bona fide advertising vehicles, verifiable by any means deemed necessary by Hughes, including but not limited to verification of claimed circulation, state registration and current business license.
- All expenses submitted for reimbursement under this co-op program must have been paid in verifiable funds. Cash or trade-out transactions are not acceptable methods of payment for the HughesNet Co-op Program.
- Hughes / RS&I may require Dealers to provide proof of payment for any expenditures submitted for reimbursement under this co-op program. Failure to provide such proof within 10 days of such requests may result in nonpayment or charge-back of any and all co-op claims at the sole discretion of Hughes. Hughes reserves the right to require proof of payment in advance of payment of any co-op reimbursement claim.

Adequate proof may include, but is not limited to:

- Cancelled Checks (front and back) and corresponding bank statements
- Credit Card statements showing payment to the involved vendor in the amount(s) and on the dates reflected in the co-op claim
- Copies of cashier's checks (front and back)
- Vendor Invoice(s) showing account aging.

Fraudulent and/or Deceptive Practices

Reimbursement Claims are reviewed and audited on an ongoing basis to ensure compliance with co-op guidelines and to detect fraudulent, deceptive or misleading practices. Any violation of this program will place the involved dealer in jeopardy of substantial damages, including recapture of past co-op claim payments, loss of "good standing" status and other disciplinary action including termination of their RS&I / HughesNet Dealership status. Hughes reserves the right to decline/charge back any co-op claim at their sole discretion.

The Pre-Approval Process

For a number of branding, legal and promotional reasons, Hughes requires that all ads and promotional efforts intended for use in this co-op program be specifically pre-approved in advance of placement or participation.

Pre-Approved Ads

The best way to ensure that your advertising or promotion is pre-approved by Hughes is to use the ads, commercials, direct mail pieces and other promotional materials they supply. To download current marketing materials, go to <http://partners.hughesnet.com> Log in with your username and password and select Marketing resources. There you can select and download pre-approved radio ad scripts, print advertising and other marketing materials.

Pre-Approved Ads Do Not Require Submission of a Pre-Approval Form

Using HughesNet pre-approved ads is the easiest way to ensure your ad is within Co-Op Program guidelines. However it is very important that you check the pre-approved status and expiration date of an ad on the HughesNet Website each time you place the ad. Ads are approved for placement within a specific timeframe only. Ads that appear or air after that expiration date are not eligible for Co-Op reimbursement.

Custom Production Ads

If you choose to produce your own ads (or have them produced for you) you should use authorized HughesNet advertising elements, offers and materials. These elements are available on the Hughes Website. The finished ad must adhere to all program guidelines and will require pre-approval before placement. To download current marketing materials, go to <http://partners.hughesnet.com> Log in with your username and password and select Marketing resources.

Completing the Pre-Approval Form and Required Attachments

The HughesNet Co-Op Program Pre-Approval Form is available on line through the following link: [RS&I / HughesNet Co-Op Resource Center](#).

Once you have your ad exactly as you intend to place it, complete a HughesNet Co-Op Program Pre-Approval Form and submit it (as directed on the form) with the ad to RS&I for pre-approval. Once pre-approved, an ad cannot be changed in any way, or it will again require completion of the pre-approval process. Be sure the ad you submit is exactly as it will appear / air.

Remember that ads are pre-approved for a specific timeframe only. Once the Pre-Approval expires, the ad is no longer eligible for co-op reimbursement and must be resubmitted and receive pre-approval for the current timeframe before placement.

Although this Co-Op Program is administered by RS&I, actual approval of all ads and promotions requires compliance with strict guidelines that have been set by Hughes. When you submit your Pre-Approval Form to RS&I, we will do a preliminary check on the ad or proposed promotion and contact you immediately to rectify any problems that we know would result in rejection by Hughes. This step is designed to save you time. If the ad is within typical parameters, RS&I will be able to grant pre-approval for placement. However, if the ad contains elements, claims, offers or legal disclaimers outside typical parameters, it will be necessary to submit the ad to Hughes for pre-approval. In those cases, once we have done all we can to help ensure approval, RS&I will submit your request to Hughes.

- I M P O R T A N T R E M I N D E R -

PLAN YOUR ADVERTISING AND PROMOTIONS WELL IN ADVANCE!
ALWAYS SUBMIT YOUR AD / PROMOTION FOR PRE-APPROVAL
AT LEAST 2 TO 3 WEEKS BEFORE DEADLINE!

Pre-Approval Requests Could Take Up To 2 Weeks for a Determination

Pre-Approval of HughesNet advertising is a serious and involved procedure. Ads must pass both marketing and legal review before they can be released for placement. If it is necessary for RS&I to submit your pre-approval request to Hughes, it may take up to 2 weeks to receive a determination. Typically, approval times will be much shorter than two weeks, but it is better to provide plenty of time before placement deadlines to make necessary revisions and, in some cases, resubmit the revised ad for pre-approval.

Retain Your Pre-Approval Form For Submission With Your Claim

Your pre-approval form, signed by an authorized RS&I and / or Hughes representative, will be a required attachment to your claim form when you submit for co-op reimbursement. A copy will be required with each submission for the involved ad for as long as you continue to place it. The pre-approval form will also contain the expiration date for the approval.

Program Requirements for Specific Media and Events

Print Advertising (Newspapers, Magazines & Periodicals)

Eligible Expenses:

This co-op program will reimburse up to 75% of the cost of the ad (or portion of the ad devoted to HughesNet) up to the total amount of accrued funds at the time the claim is processed.

Eligibility Includes:

1. Advertisements in daily, weekly, bi-weekly, monthly and bi-monthly newspapers or magazines with verifiable circulation / distribution information
2. Retailer is responsible for establishing the legitimacy of the publication and providing proof of legitimacy to RS&I / Hughes.
3. Free Standing inserts as part of qualifying newspapers / periodicals

Required Pre-Approval Documentation

1. Completed HughesNet Co-Op Program Pre-approval Form
2. Final proof version of ad layout and copy and dimensions of ad

It is the Retailers responsibility to ensure that legal disclosures are legible to the average consumer. A minimum 4 pt type size is required to receive pre-approval. For some publications, especially those printed on low quality newsprint paper, 4.5 or 5 pt type may be necessary to ensure legibility. If you have doubts, use larger type size.

Required Claim Documentation

1. Completed RS&I / HughesNet Co-op Marketing Claim Form
2. Original invoice marked paid in full
3. One full-page tear sheet per insertion date showing the publication name and date of the edition. In most cases, the publication name, page number and date will appear on each page. If required information is not on the tear sheet, the Dealer must submit a full copy of the publication in which the ad appears. Electronic tear sheets are allowed if signed, dated and notarized by the newspaper or magazine
4. Copy of the Pre-approval Application Form with RS&I / Hughes approval and final proof copy of the pre-approved Ad

Radio Advertising

Eligible Expenses:

1. Up to 75% of the cost of broadcasting advertisements for the portion of the radio ad devoted to HughesNet
2. 15, 30, and 60 second radio spots
3. Live Radio Reads

Required Pre-approval Documentation

1. Completed Pre-approval Application Form
2. Final Radio Ad script or live talking points prior to production. Be sure that legal disclosures are legible on the script submitted for pre-approval.
3. Commercial length (commonly 30 or 60 seconds)

Required Claim Documentation

1. Completed Co-op Marketing Claim Form
2. Final notarized Radio Script on station letterhead
3. Original itemized media invoice detailing air dates, times, lengths, HughesNet ad name, total number of spots and cost of advertising spots
4. Copy of the Pre-Approval Application Form with Hughes approval and copy of the pre-approved Radio Ad script

Television Advertising

Eligible Expenses:

1. Up to 75% of the cost of the portion of the ad devoted to HughesNet
2. Placement costs are eligible for co-op reimbursement. Production costs are not co-op eligible.

Eligibility Requirements:

1. The majority of the TV ad must be devoted to HughesNet.
2. The inclusion of competitive products or services will render the entire ad ineligible.
3. 30-second, 60-second, or 120-second TV Spots

Required Pre-approval Documentation

Pre-approval for television advertising is a two-stage process:

Stage 1 – Submit the following items to RS&I

1. Completed Pre-approval Application Form
2. Proposed, Final Script and either a storyboard or an outline of the audio and visual components of the proposed ad

Stage 2

1. After receiving pre-approval of script and/or storyboard and prior to running the ad, submit a final version of the TV ad to RS&I in one of the following formats: VHS, DVD Windows Media Player (wmv file), or Quicktime
2. Identify the running time (commonly 30, 60 seconds or 120 seconds)
3. Ensure that legal disclosures are audible and understandable enough to receive pre-approval.

Required Claim Documentation

1. Completed Co-op Marketing Claim Form
2. Original notarized TV script on station letterhead
3. Original itemized media invoice detailing exact air dates, times, lengths, total number of spots and cost of the advertising spots. Include clear description of the commercial, matching the pre-approved script and invoice.
4. Copy of the Pre-approval Form with Hughes approval and copy of the pre-approved story board/script.

Direct Mail (and other distribution methods)

Eligible Expenses:

1. Up to 75% of the total distribution costs
2. Reimbursement for printing requires a paid invoice from an outside distribution source
3. Distribution must be verifiable (i.e., U.S. Postal Service, newspaper).

Required Pre-approval Documentation

1. Completed Pre-approval Form
2. Name of vendor set to distribute the piece or conduct the direct mail drop
3. Final copy and art work as it will be distributed on the piece
4. Legible legal disclosures, as they will appear on the piece
5. Number of pieces to be included in the drop / distribution
6. Cost of distribution or direct mail effort

Required Claim Documentation

1. Sample of completed piece, exactly as it was distributed
2. Paid original invoice from vendor itemizing all charges
3. (FORM 3602) Proof of mailing from the U.S. Postal Service
4. Completed Co-op Claim Form
5. Copy of the Pre-approval Form with Hughes approval

Door Hangers & Flyers

Eligible Expenses:

1. Up to 75% of the total cost of items purchased through an approved vendor
2. Cost of Distribution for door hangers and flyers are not eligible for reimbursement
3. Free Standing Inserts distributed through newspapers or other means with verifiable circulation

Required Pre-approval Documentation

1. Completed Pre-approval Form.
2. Final art work and copy of door hanger or flyer
3. Ensure that legal disclosures are legible.

Required Claim Documentation

1. Completed Co-op Claim Form
2. Printed sample of piece exactly as it was delivered, including Retailer's contact information
3. Paid, original invoice with itemization of expenses
4. Copy of the Pre-approval Form with Hughes approval

Outdoor and Indoor Advertising (Billboards)

Eligible Expenses:

1. Up to 75% of the rental cost for approved outdoor advertising
2. Authorized indoor and outdoor advertising includes:
 - Permanent fixture billboards (rented through a verifiable outdoor advertising vendor)
 - Pre-approved design signage on the exterior of buildings
 - Transportation media signage (buses, taxicabs, semi-trucks, etc.)
 - Movie theater screens
 - In-store signage and banners

Required Pre-approval Documentation

1. Completed Pre-approval Application Form
2. Final layout and copy of the ad with dimensions of billboard / signage
3. It is the Retailers responsibility to ensure that the legal disclosures are legible enough to receive pre-approval.

Note: Ads in languages other than English must include an English translation.

Required Claim Documentation

1. Completed HughesNet Co-op Claim Form
2. One photograph of the posted billboard, sign or banner
3. Original itemized invoice from the vendor detailing location(s) and length of time displayed (For ongoing postings that involve monthly charges, paid invoices and other required documentation must be submitted monthly)
4. Copy of the Pre-approval Form with Hughes approval and copy of the pre-approved ad, banner or poster.

Note: If the same ad is used in more than one location, the Retailer must submit a unique photograph for each location.

Events – Trade/Home Shows & Fairs

Eligible Expenses:

1. Up to 75% of the booth and/or space rental fees at trade/home shows, events, and fairs
2. Booth must have a minimum of 50% of space and promotion dedicated to HughesNet
 - Reimbursement percentage will match percentage dedicated to HughesNet.
3. Eligibility includes costs of booth space only.
 - Other expenses, including those for carpeting, electricity, cleaning, construction, union fees, transportation, equipment rental or other associated costs are not eligible for co-op reimbursement.

Required Pre-approval Documentation

Pre-approval for co-op eligibility of Events Marketing and other Promotional Efforts requires that you complete the appropriate section of the HughesNet Co-op Program Pre-Approval Form and submit it to RS&I as directed. Include a complete description of the proposed event, including name, dates, booth or space size, projected attendance and contact information for the event coordinator. Unlike most media advertising, Events Marketing efforts may require further discussion and specific information in advance of approval.

1. Completed Pre-approval Application Form
2. Copy of formal trade show contract (not hand-written agreement) signed by an authorized event representative showing the following:
 - Start and end date of the event / show
 - Event / show location
 - Booth size and fee
 - Description of what fee includes
 - Deposit amount
 - Retailer's signature
 - Event representative's signature
 - Contact phone number for event / show

Hughes is neither a party to nor liable for legal information or commitments contained in the event contract. The contract is obtained for Co-Op Program verification of the event only.

Required Claim Documentation

1. Completed Co-op Marketing Claim Form
2. A comprehensive photograph of the booth at the event.
3. An original, paid and itemized invoice from the trade show company with the location(s) and length of time of the event must be submitted. (Copies are not acceptable).
4. Copy of the Pre-approval Form with Hughes approval.

MALL KIOSKS/ MALL CARTS

Eligible Expenses:

Up to 75% of monthly rental and signage costs only

Kiosk/ Sales Cart Guidelines:

- At least 50 % of Kiosk or Sales Cart must be dedicated to HughesNet.
- Kiosk / Sales Cart cannot be shared with products that compete with HughesNet.
- Kiosk/Cart must be a satellite location from a primary storefront business.
- HughesNet signage must be prominently displayed in the kiosk.
- Retailer's name must be prominently displayed on the kiosk.

Required Pre-approval Documentation

1. Completed Pre-approval Application Form
2. Copy of kiosk/cart contract signed by a mall representative on official letterhead
3. Contract must include:
 - Start and end date of contract and monthly fee
 - Kiosk/cart location and size
 - Itemized monthly fees
 - Deposit amount
 - Retailer's signature
 - Mall representative's signature
 - Mall contact phone number

Required Claim Documentation

1. Completed Co-op Marketing Claim Form
2. One unique photograph of the set-up kiosk
3. Original itemized invoice from the onsite company renting space detailing location(s) and length of time. (Copies are not acceptable.)
4. Copy of the Pre-approval Form with Hughes approval

The HughesNet Dealer Store

Eligible Expenses:

Up to 75% on eligible items in the HughesNet Partners website / Marketing Resources, on-line Dealer Store.

Required Pre-Approval Documentation

Co-op Pre-approval is not required on specified items.

Required Claim Documentation

1. Completed Co-op Marketing Claim Form
3. HughesNet Dealer / Company Store itemized, paid invoice identifying items eligible for co-op payment.

Completing the Claim Form and Required Documentation

The HughesNet Co-Op Program Claim Form is available on line through the following Link: [RS&I / HughesNet Co-Op Resource Center](#)

Once your pre-approved ad or promotion has run, it is time to assemble required forms and documentation and submit your co-op claim for reimbursement of up to 75% of qualifying expenses.

The Claim Submission Process

Complete the HughesNet Co-Op Claim Form for each original, paid invoice that includes eligible Co-Op expenses. Fill each form out completely, attach required documentation (as outlined for specific media elsewhere in these guidelines) and submit it to RS&I at hnscoop@rsiinc.com

Your claim will be processed for reimbursement of 75% of approved expenditures up to your total accrued funds at the time of the claim submission.

As an added service to you, RS&I will hold claims for which adequate funds for full 75% reimbursement have not been accrued until adequate funds have accrued for full 75% reimbursement (or until existing funds would otherwise expire) before submitting your claim.

Reimbursement / Payment

Reimbursement payments under the HughesNet Co-Op Program are posted directly to your account and are included in each Friday's payables from RS&I to HughesNet Dealers.

Use the RS&I / EZ-Marketing Program and the Powerful Advertising Medium of Direct Mail to take full advantage of this Co-Op Program!

- No Pre-Approval forms or documentation required
- No Claim Form or placement documentation to compile
- No need to pre-pay and submit for reimbursement
- We will take care of everything and bill you for just 25%* of approved costs . . . After The Drop!

Ask your RS&I Account Executive for all the details!

*Requires adequate accrued funds in your co-op account to cover the remaining 75% of costs.



“We look forward to helping you build your business!”