



2026 CO-OP ADVERTISING

RULES & GUIDELINES

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Please read these rules and policies carefully. Noncompliance may result in the rejection of co-op advertising claims by AGCO at its sole discretion. AGCO reserves the right to deny any otherwise eligible co-op advertising claims that, in its opinion, may depict an undesirable or adverse impression of the AGCO brands, including, but not limited to, unsafe and inappropriate use of any AGCO equipment, representation of weapons or alcohol, or inclusion of religious or political statements.

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Key Reminders

Wholegoods Funding

- **NEW:** Co-op funding will be earned as a percentage of your 2026 FY Dealer Allocation tied to your 2026 Dealer Sales Forecast. Your 2026 load amount can be viewed in your Funds by selecting “Funds All.”
- Earn rates are as follows: FT, MF, HS, GL, SF and TG are all standardized at 0.3%.
- Reimbursement rates are 60/40 for dealer activity through AGCO Direct and 50/50 for all dealer-executed activities unless noted otherwise.
- **Update:** Maximum wholegoods co-op reimbursement for used equipment print advertising in trade equipment publications is 25% of dealers’ 2026 wholegoods and parts starting funds. Used Pool-eligible dealers may claim used equipment advertising through that program as well. Advertising in trade equipment publications such as TractorHouse, Fastline, MarketBook, AgDealer, etc. must utilize approved AGCO templates for reimbursement and are to be focused on used equipment. These templates are available through AGCO Direct and can be found on the AGCO Direct portal. Please contact ads@agcodirect.com or call 866-256-0025 for assistance with a custom template.
- **NEW:** Maximum wholegoods co-op reimbursement for traditional print advertising (magazine, newspaper, newsletter) is 25% of dealers’ 2026 wholegoods and parts starting funds. This change aligns with our corporate strategy to focus on digital advertising and other tactics that provide a better ROI.
- Group Advertising Billing: Media partner must bill each dealer individually for their portion of the group activity, and dealer will pay billing and submit for co-op reimbursement through normal co-op filing procedure for 50% reimbursement rates.
- Marketing Value Program (MVP) is eligible for 60% reimbursement at the Starter and Standard tiers, and 70% reimbursement for Pro within the participating campaigns. Contact AGCO Direct with questions.
- Dealer totems, dealer uniforms and dealer truck wraps are considered a cost of doing business and therefore not eligible for co-op reimbursement.
- Paid social media ads (Facebook, Instagram, X, TikTok, Snapchat) are eligible as dealer-submitted activities. If your ad performance falls below a 0.5% click-through rate and/or is above \$1 cost per click, your claims may be denied.
- **REMINDER:** AGCO Direct will only pay media invoices for media they have planned and placed. If vendors submit invoices to AGCO Direct for media they are not managing, invoices will be returned to the vendor and dealer to pay and submit for co-op.
- **REMINDER:** Promotional items, including apparel, toys, hats and other branded merchandise, will now be processed for co-op at a 20% reimbursement rate. Promotional items must be for customer giveaways, and proof of giveaway may be required at AGCO Co-Op’s discretion. Must use approved vendors or request pre-approval to use outside vendors.

Utilization Gates

Two utilization gates will be in place. All dealers will be audited June 1, 2026. Dealers utilizing less than 25% of their wholegoods budget will forfeit the following amounts from their remaining balance to the pool:

- 0%-10% utilization: 100% of their remaining balance will be forfeited.
- 11%-25% utilization: 50% of their remaining balance will be forfeited.

All dealers will be audited again on October 1, 2026. Dealers utilizing less than 50% of their wholegoods budget will forfeit the following amounts from their remaining balance to the pool:

- **NEW:** 0%-25% utilization: 100% of their remaining balance will be forfeited.
- 26%-50% utilization: 50% of their remaining balance will be forfeited.

Requirements and Restrictions

Mandatory Requirements for Co-Op Eligibility

All marketing and advertising material must adhere to the following mandatory items listed below. For specific co-op claim requirements by each eligible media type, refer to pages 12-14.

- Must include AGCO brand(s) logo (e.g. Fendt, Massey Ferguson), mention and imagery. The AGCO Corp or PTx logos can only be used in addition to brand logos and must be placed in the footer with the copyright.
- No competitive brands, logos or equipment may be included.
- Claims must be submitted within 60 calendar days of invoice date or event/show.
- Promotion of the outright price of new AGCO equipment is prohibited.
- Advertising may not imply distress or include representation of weapons, alcohol, religion, or politics.

Used Equipment Requirements

Advertising in trade equipment publications such as TractorHouse, Fastline, MarketBook, AgDealer, etc. must follow these requirements:

- 25% of your total wholegoods fund can be used toward used equipment print ads in trade publications, including TractorHouse, Fastline, MarketBook, AgDealer.
- 10% of your total parts fund can be used toward used equipment print ads in trade publications, including TractorHouse, Fastline, MarketBook, AgDealer.
- **Print ads must use approved templates, available from AGCO Direct. See page 9 and the back cover.**
- When submitting the claim, you must use equipment type **Used** and media type **TractorHouse/Fastline/MarketBook/AgDealer**.
- Print ad must include at least **one AGCO machine** and **cannot** include new equipment.

Limits and Restrictions

Claim submissions must be brand compliant and meet all criteria and supporting documentation required, as set forth in the 2026 Co-Op Advertising Guidelines. Thus, an available co-op fund balance does not guarantee a claim will be approved and reimbursement paid. AGCO reserves the right to ask for additional documentation as requested. Claims must be submitted online within 60 days of invoice date or event/show. See page 10 for more information on submitting claims.

Important Dates
























June 1, 2026	Dealers utilizing less than 25% of their wholegoods starting fund balance will forfeit 50%-100% of their remaining balance. See page 3. Claims must be submitted by May 25 to ensure they get processed prior to the utilization gate.
October 1, 2026	Dealers utilizing less than 50% of their wholegoods starting fund balance will forfeit 50%-100% of their remaining balance. See page 3. Claims must be submitted by September 25, to ensure they get processed prior to the utilization gate.
December 31, 2026	All 2026 advertising must be in market.
February 28, 2027	All 2026 claims for November and December must be submitted for reimbursement. 2026 co-op closes.

Approved Brands

Wholegoods Brands

The following brands qualify for co-op. To download all the variations of these brand logos, visit the AGCO Direct portal via Marketing Tools > Marketing Assets > Launch the AGCO Direct application, and look for Brand Identity under each Wholegoods Brand.

Also note that in your marketing materials, logos must be clearly visible and adhere to published brand guidelines. If they are not, AGCO and Co-Op may ask you to increase the size of the logo or increase white space around the logo to fit within the guidelines.

PRIMARY LOGO	ALTERNATE LOGOS		
			
		 	
			<p>Use of Dieselross logo must be in conjunction with Fendt but not side by side. For example, Fendt logo on left chest with Dieselross on the upper arm.</p>
			
			<p>NOTE: Precision Planting and PTx Trimble may only be used in conjunction with another wholegoods brand in order to be eligible for AGCO Co-Op.</p>
			
			
			
			

Funds Key Reminders

NEW! How Funds Are Earned

Dollars in your 2026 parts pool may be used to promote AGCO Parts products only.

- In 2026, pool funds for all AGCO Parts will be earned based on 2026 forecasted net sales target at the following:
 - 1.0% of forecasted net loyalty purchases.
 - 0.75% of forecasted net other purchases.
- Pool funds for new dealers are calculated at the following:
 - 2% of initial stock order (ISO) or \$1,000, whichever is greater.
- Pool funds for dealers who add a brand are calculated at the following:
 - 1% of initial stock order.

Have multiple store locations? Funds will be populated by dealer store location (i.e., dealer code). However, funds may be transferred from one store location to another or combined under one central or parent location. Please send requests via email to the AGCO Co-Op Team at NA_Coop@agcocorp.com. We encourage dealers to treat wholegoods and parts funds the same in this regard. New dealer and new location programs do not apply.

Eligibility Requirements

- All activity executed by AGCO Direct is eligible for 60% reimbursement.
- All activity executed by the dealer is eligible for 50% reimbursement with the exception of branded merchandise/promotional items, which are eligible for 20% reimbursement.
- The following rules must be followed for your material to be eligible for parts co-op. We understand — and encourage — that often AGCO Parts is cross-promoted with wholegoods and/or used equipment. With that in mind, you may use AGCO Parts co-op dollars for material with cross-promotions if the following guidelines are followed:
 - AGCO Parts logo must be displayed.
 - Include at least one complete sentence to support and promote AGCO Parts products or programs.
 - Feature at least one image (not including the logo) to promote AGCO Parts products or programs.
 - At least 25% of ad must be dedicated to AGCO Parts.
 - Cannot display competitive brand logos (equipment may be shown on used material as long as AGCO brands are included).
 - See examples on page 9 for co-op-eligible and non-co-op-eligible examples of ads featuring both parts and wholegoods products.
- Maximum used equipment advertising dollars reimbursed through parts co-op for all dealers is 10% of dealers' 2026 parts starting funds.
- Advertising in trade equipment publications such as TractorHouse, Fastline, MarketBook, AgDealer, etc. must utilize approved AGCO templates for reimbursement. These templates are available through AGCO Direct and can be found on the AGCO Direct Portal. Please contact ads@agcodirect.com or call 866-256-0025 for assistance.

Funds Key Reminders

NEW! Parts Co-Op Utilization Gates

Two utilization gates will be in place. All dealers will be audited June 1, 2026. Dealers utilizing less than 25% of their parts budget will forfeit the following amounts from their remaining balance to the pool:

- 0%-10% utilization: 100% of their remaining balance will be forfeited.
- 11%-25% utilization: 50% of their remaining balance will be forfeited.

All dealers will be audited again on October 1, 2026. Dealers utilizing less than 50% of their parts budget will forfeit the following amounts from their remaining balance to the pool:

- 0%-25% utilization: 100% of their remaining balance will be forfeited.
- 26%-50% utilization: 50% of their remaining balance will be forfeited.

Important Dates

June 1, 2026	Dealers utilizing less than 25% of their parts starting fund balance will forfeit 50%-100% of their remaining balance.
October 1, 2026	Dealers utilizing less than 50% of their parts starting fund balance will forfeit 50%-100% of their remaining balance.
December 31, 2026	All 2026 advertising must be in market.
February 28, 2027	All 2026 claims for November and December 2026 must be submitted for reimbursement. 2026 co-op closes.

Funds Key Reminders

Featured Programs

AGCO Parts provides you with the following resources to help you promote products and commercial programs throughout the year. All items are eligible for 60% reimbursement if executed through AGCO Direct, or 50% if executed on your own. Resources include:

- Aftersales Marketing Program (AMP)
- eStore
- Custom support through AGCO Direct

Eligible Parts Brands and Programs

The following brands qualify for AGCO Parts co-op. You may also include third-party vendors affiliated with AGCO Parts (e.g., TeeJet, Raven) as secondary logos. All logos must be clearly visible, sized large enough to read with adequate free space around the logo.



Cross-Promotion

Cross-Promotion Eligibility

Dealers can leverage parts funds when cross-promoting wholegoods and parts messaging, provided the following requirements are followed:

CORRECT

INCORRECT

CORRECT

INCORRECT

Cross-Promotion With Used Equipment

Maximum used equipment advertising dollars reimbursed through parts co-op for all dealers is 10% of dealers' 2026 parts starting funds.

Advertising in trade equipment publications such as TractorHouse, Fastline, MarketBook, AgDealer, etc. must utilize approved AGCO templates for reimbursement. These templates are available through AGCO Direct and can be found on the AGCO Direct portal.

Please contact ads@agcodirect.com or call 866-256-0025 for assistance.

Cross-Promotion With Wholegoods

- AGCO Parts logo must be displayed.
- Include at least one complete sentence to support and promote AGCO Parts products or programs.
- Feature at least one image (not including the logo) to promote AGCO Parts products or programs.
- At least 25% of ad must be dedicated to AGCO Parts.

Co-Op Claim Submission

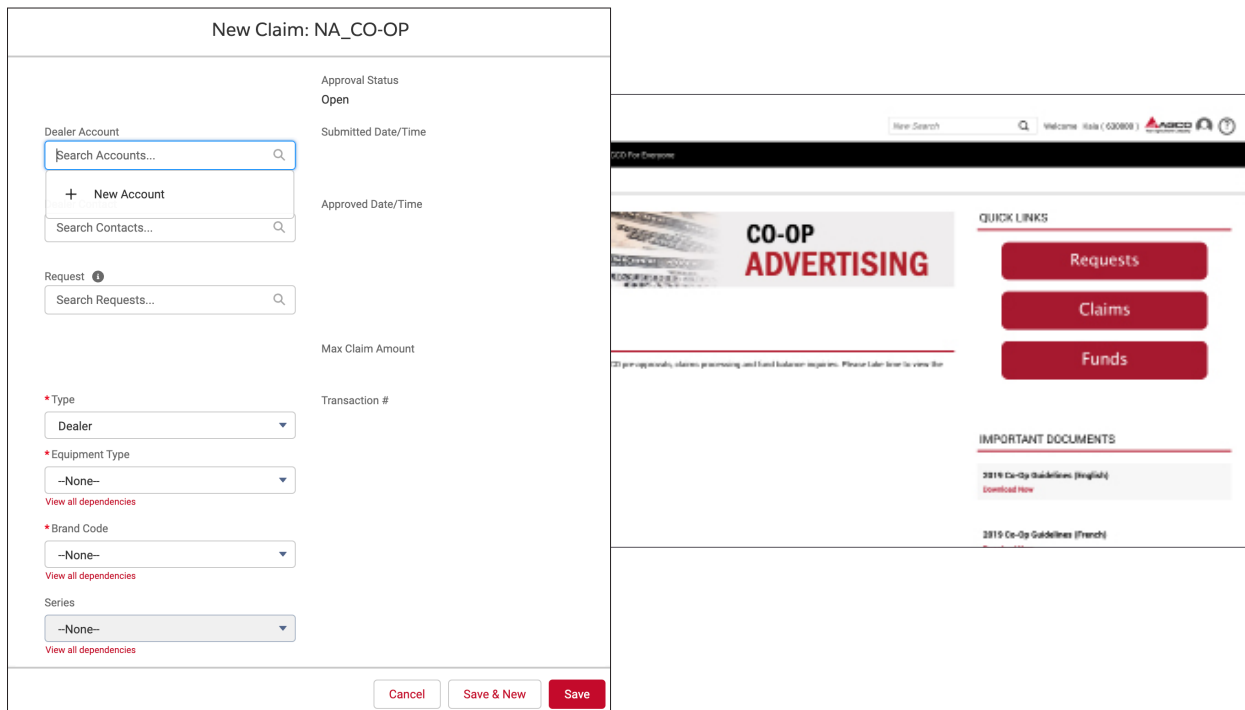
Submitting a Claim

All requests for co-op reimbursement must be submitted online via the Co-Op Portal:

- Claims must be submitted online within 60 calendar days of invoice date, event or show.
- Submit your claim online through the AGCO Co-Op portal, which can be accessed via my.oneagco.com > Marketing > Marketing Tools > Co-op Advertising > Claims.

How to Submit a Claim

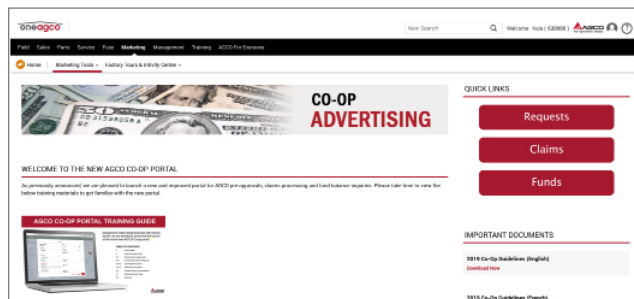
1. Access the Co-Op Portal: my.oneagco.com > Marketing > Marketing Tools > Co-op Advertising.
2. Select **CLAIMS**.
3. In the claims section, click on the **NEW** button to start a new claim submission.
4. Input details as noted in the form. Ensure you have input an end date for the 2026 calendar year and provided complete and accurate information for all fields. Then hit **SAVE**.
5. Next, you must upload reference files (invoices/artwork/documentation). Click on the **RELATED** tab and upload related files.
6. Once all information is input and files are attached, you must click on **SUBMIT FOR APPROVAL** in the top right corner of the page. If you do not click on **SUBMIT FOR APPROVAL**, your claim will remain in open status and will not be processed.
7. Co-op claims will be processed within five business days of receipt. If the claim needs corrections or is denied, an email from chatter/Salesforce will be sent advising the dealer. Claims are reviewed daily.



Co-Op Claim Submission

Submitting a Co-Op Request (Pre-Approval)

Requests, or pre-approvals, can be submitted for any ad/activities that **have not yet occurred**, including events and sponsorship. It is recommended that advertising created by you or your local media be pre-approved by the AGCO Co-Op team to ensure that the activity meets all requirements to qualify for reimbursement. Pre-approval is not required for all tactics. See pages 12-14 for details.



1. To submit a request, click on **REQUEST** on the Co-Op Advertising page within the my.oneAGCO.com dealer portal.
2. In the requests section, click on the **NEW** button to start a new request.
3. Input details, then click **SAVE**.
4. Next, click on **RELATED** to upload reference files that support your pre-approval request. This may include a sponsorship summary, event outline or proposed creative.

Claim Processing Tips and Tricks

When submitting claims via the online portal, the following tips will help you navigate the system and ensure prompt and accurate claim processing:

- If you cannot see your claims or funds, it's likely that you are viewing the default list of "recently viewed." Select the down arrow and select "all" to change the view.



- If you get an error that reads "No applicable approval process was found," your submission is incomplete. Most often it means you have not included the required attachments, or you have insufficient funds.
- If your max claim amount shows as \$0 but you believe you have available funds, verify that your end date is listed as 2026, not 2027.
- Verify the dealer code has been entered with the dealer name. The dealer name alone will not show available funds.
- To communicate with the AGCO Co-Op team within the portal, please type @NA_Coop in the Share and Update area in the top right corner of the page.
 - **IMPORTANT:** If you do not type @NA_Coop, the team will not be notified that the comment has been made.
 - Chat messages are used for clarification/requests for additional information. If no response is received within one week of chat date, the claims will be rejected with a status of Corrections Needed. **If no response is received within 30 days, the claim will be rejected with a status of Rejected.**
 - You may also send an email to NA_Coop@agcocorp.com; however, the communication will not be reflected in the chatter feed for historical communication.

Eligible Advertising

Mandatory Requirements for Co-Op Eligibility

As a reminder, all marketing and advertising material must adhere to the following mandatory items listed below. Specific co-op claim requirements by each eligible media type are included on the following pages.

- Must include AGCO brand(s) logo (e.g. Fendt, Massey Ferguson), mention and imagery. The AGCO Corp and PTx logos can only be used in addition to brand logos and must be placed in the footer with the copyright.
- No competitive brands, logos or equipment may be included.
- Claims must be submitted within 60 calendar days of invoice date or event/show.
- Promotion of the outright price of new AGCO equipment is prohibited.
- Advertising may not imply distress or include representation of weapons, alcohol, religion or politics.

Reimbursement Rates

- 60% if executed by AGCO Direct.
- 50% if executed by dealer or other partner.
- Some exclusions apply as noted in following charts.

Media Type	Special Requirements/Exclusions	Required Documentation
Print Advertising	Maximum 25% reimbursement of wholegoods co-op budget, and 25% of parts co-op budget, may be used toward print advertising.	<ul style="list-style-type: none"> • Dated tearsheet (print or digital) • Invoice • Magazine ads require rate sheet • AGCO may require certificate of mailing and/or subscriber list
Direct Mail	Associated mailing lists are eligible for co-op.	<ul style="list-style-type: none"> • Invoice for printing and postage • Distribution list (excluding EDDM) • Invoice for list (if applicable) • Sample of mailer
Used Equipment Marketing	Maximum of 25% of wholegoods co-op budget, and 10% of parts co-op budget, may be used toward used equipment print advertising. See page 4 and back cover for details.	<ul style="list-style-type: none"> • Dated tearsheet (print or digital) • Invoice • Select media type: TractorHouse/Fastline/MarketBook/AgDealer • Select equipment type: Used
Radio/TV (traditional broadcast)	:15 requires one brand mention :30 requires two brand mentions :60 requires three brand mentions	<ul style="list-style-type: none"> • Station invoice and affidavit from station with spot length, airtimes and script/creative that ran • Script bearing the notarized ANA/RAB, ANA/TVB or ANA/CAB certification
OTT/CTV (connected TV)	:15 requires one brand mention :30 requires two brand mentions :60 requires three brand mentions	<ul style="list-style-type: none"> • Station invoice and affidavit from station with impression and view rate details • Link to video that was used for OTT/CTV spot

Co-Op Rules

Media Type	Special Requirements/Exclusions	Required Documentation
Digital Media	<p>AGCO Direct (60/40 split) or Dealer Spike (50/50 split).</p> <p>Includes display ads, paid search, video, digital radio and other digital media. Excludes paid social media and OTT/CTV. See page 14 for Dealer Spike information.</p>	Digital Media through Dealer Spike, dealers must submit their own claims.
Facebook, Instagram, X, TikTok, LinkedIn (organic)	Creative and community management is eligible as long as mandatory requirements for co-op eligibility are followed.	<ul style="list-style-type: none"> • Screenshots of all posts • Invoice
Facebook, Instagram, X, TikTok, LinkedIn (paid ads)	Paid ads are now eligible as dealer-submitted activities. If your ad performance falls below a .50% click-through rate and/or is above \$1 cost per click, your claims may be denied.	<ul style="list-style-type: none"> • Screenshots of all ads • Click-through rate and cost-per-click performance metrics • Invoice
Website Development and Maintenance	Only websites built by AGCO Direct or Dealer Spike are eligible for 60% co-op reimbursement. Pages that feature non-AGCO equipment can be included in the build but are not eligible. See page 14 for Dealer Spike information.	AGCO Direct will file a submission on your behalf. For Digital Media through Dealer Spike, dealers must submit their own claims.
Billboards	Building or dealership signage (totem signs) are not eligible.	<ul style="list-style-type: none"> • Photo of actual billboard • Invoice • Copy of contract with notarized affidavit from media company, including cost, location and posting date
Events/Shows	Includes costs of staging, executing and promoting of events, shows and fairs. Freight, employee time, lodging, entertainment and food/beverage are not co-op eligible.	<ul style="list-style-type: none"> • Show/event contract • Invoice • Photos of promotion materials • Photos showing the entire booth space with signage
Factory Tours	**MUST BE PRE-APPROVED** AGCO-sponsored factory trips to Jackson, Minnesota; France; and Germany are eligible. See page 17 for details.	<ul style="list-style-type: none"> • Invoices for transportation, lodging and travel itinerary • Customer attendee list
Brand Calendars	Must be purchased through approved AGCO vendors. Eligible for 50% reimbursement.	<ul style="list-style-type: none"> • Proof of creative • Invoice

Co-Op Rules

Media Type	Special Requirements/Exclusions	Required Documentation
Promotional Items, Toys and Branded Merchandise	Includes cost of toys, apparel and other promotional items given away to customers in conjunction with events, sponsorships or promotions. Merchandise must not be resold or given to employees. Uniforms are not eligible. See page 15 for approved vendors.	<ul style="list-style-type: none"> • Proof of creative/logos on items • Proof of giveaway usage • Invoice
Video/DVD Presentations	*MUST BE PRE-APPROVED* Co-op may be available for presentations that support AGCO wholegoods or parts.	<ul style="list-style-type: none"> • Invoice • Final copy of video/DVD
Spectrio	Passive and interactive displays are eligible and will be billed directly to dealer, eligible for 50% reimbursement.	<ul style="list-style-type: none"> • Invoice
Sponsorships	*MUST BE PRE-APPROVED* Includes cost of sponsorship events and organizations. Does not include cost of food, beverage or entertainment. Must secure brand and/or product placement. Cost of memberships not included unless approved logo is featured in membership listing.	<ul style="list-style-type: none"> • Invoice • Copies of promotion materials • Photo of product placement • Copy of sponsorship agreement, i.e., letter, email, flyer. etc.
Newsletters	Magazines, mailers or other printed material that is personalized by dealer is classified as a newsletter. The maximum you can claim per calendar year for newsletters is \$5,000. Creative development is not eligible. No competitive brands are allowed.	<ul style="list-style-type: none"> • Invoice for printing and postage • Distribution list (excluding EDDM) • Invoice for list (if applicable) • Sample of mailer

Dealer Spike Eligible Offerings

AGCO has worked with Dealer Spike (also DBA Lead Venture) to provide an additional co-op eligible website program. We have worked with Dealer Spike to make other services and coverage available as part of our partnership. Services and reimbursement rates below. Pre-approval required for services not listed below.

60/40 Co-Op Reimbursement	50/50 Co-Op Reimbursement
<ul style="list-style-type: none"> • Website Development and Maintenance • SEO • Reputation Management • AEM (Automated Email Marketing) 	<ul style="list-style-type: none"> • Digital Media • Google Search Ads • Google Display Ads • Bing Ads • Facebook Ads • Youtube Ads • Other Social Ads • Targeted Digital Ads • Ad Management Fees

Contact Info: Sales@dealerspike.com • (541) 982-4030 direct • (971) 285-7306 mobile

Merchandise Rules

Merchandise Eligibility Requirements

Dealers can order all toys, collectibles and stocked branded merchandise items through AGCO Parts Solutions Online using promo 227-1. These items can be viewed on ShopAGCOdealer.creativemerch.com for the United States and ShopAGCOdealerCA.creativemerch.com for Canada.

ShopAGCO.com will only be utilized for retail sales to the general public, and orders placed through this site are not eligible for co-op reimbursement.

REMINDER: 20% reimbursement rate

Merchandise and other promotional items are eligible for 20% co-op reimbursement for wholegoods and parts.

AGCO has carefully chosen vendors approved to supply our dealers with branded toys and merchandise. The products coming from these vendors are co-op eligible, if used for a giveaway. No other vendors are guaranteed eligibility for reimbursement.

Specific vendors include:

Logoed shirts, hats and other promotional merchandise (United States and Canada)

Stock Items

- Order through AGCO Solutions Online
- Reference material available on the AGCO Dealer Portal AGCO for Everyone Branded Merchandise page

Custom Orders (US)

- Order through HALO
- Alisha Thompson
E: alisha.thompson@HALO.com
P: 734-356-6732

Custom Orders (Canada)

- Order through ID Apparel
- Jordan Stewart
E: jordan@idapparel.com
P: 877-485-5979

Merchandise must not be resold or given to employees, and is only eligible for co-op if used as giveaways to customers through events or other promotions. Employee uniforms are not eligible.

For more information about the branded merchandise, ordering process or for any questions about branded merchandise, please contact Andrew Birns at Andrew.Birns@agcocorp.com.

Additional Info

Creative Fees

- When you work with AGCO Direct, creative fees will be covered at 60%. This includes artwork for items such as print ads, direct mail, circulars, invitations and digital media. Creative fees for using vendors other than AGCO Direct are not reimbursable.

Preventing Claims From Being Denied

- **Competitive names and/or logos.** New or used equipment ads that include another manufacturer's company or brand logo(s) are not eligible for reimbursement. Competitive logos within the dealer signature (e.g., Smith Kubota Sales) are permissible. Competitive brand mentions or logos may appear as part of the used equipment being advertised.
- **Current logos only please.** Only logos for brands depicted on page 5. Consult current brand guidelines on the AGCO Direct portal (see WG Marketing > Brand > Brand Identity) for logos and design elements. Logos should be a minimum of .85 in. or 22 mm in size for print and adhere to required white space. Use of the AGCO Your Agriculture Company logo in lieu of equipment brands is not permitted.
- **No contract?** Claims (new equipment portion) for advertising or other marketing involving brands that a dealer is not contracted to sell will be rejected.
- **Unreadable advertisements.** We require that ads be legible. As such, we recommend a minimum point (font) size for copy of 8.5. Also, avoid reducing ads designed for a full page down to fractional page sizes.
- **New equipment advertising featuring wholegoods package deal.** Package deal ads or direct mail may include up to three implements/attachments plus the tractor being featured. Non-AGCO-branded equipment that is part of the package deal can be included in the photo and may be mentioned in copy for reference but not by brand name.
- **Additional fees,** including handling, GST tax, other taxes, shipping, service charges, parking fees, staff labor, lodging, entertainment and late fees, are not eligible for co-op reimbursement.
- **Costs related to the following** are ineligible for reimbursement:
 - Classified ads (those that are words only within classified section).
 - Any advertising placed in media outside the USA or Canada (e.g., Mexico).
- **If promoting offers or pricing, advertising of any new AGCO equipment** must promote monthly payments or financing offers. Promoting the outright price of new AGCO equipment at less than dealer net pricing in any form of media is strictly prohibited. This includes internet pricing on sites such as but not limited to: eBay, Craigslist, dealer websites, auction sites and publication sites.
- **New equipment online advertising** (TractorHouse, Fastline, MarketBook, AgDealer, Craigslist, eBay, etc.) must include, at a minimum, the last four digits of the equipment serial number.
- **Advertising messages that imply distress.** Messages implying a distress-type sale are not consistent with AGCO brand messaging and are prohibited. Dealer advertising must not include language that implies a distress sale, including but not limited to any of the following words and phrases: bailout, blowout, liquidation, wholesale, distress, factory outlet, factory authorized, manufacturer/factory challenged, below/under invoice, and buy one, get one.
- **Advertising featuring weapons, alcohol or political/religious references** will be denied.
- **Claims including internal invoices/billing** will be denied.
- **Respond to chat questions with missing claim information promptly.** If no response is received by AGCO Co-Op within 30 days, the claim will be rejected with a status of Rejected.

Additional Info

Pre-Approval, Budgeting and Planning

- **Pre-Approval:** Many of the initiatives in these guidelines recommend pre-approval. Working with AGCO Direct can help ensure that materials comply with the guidelines. If working with a local vendor, it is highly recommended that artwork be submitted for pre-approval.
- **Budgeting:** Dealers can see their available and used funds through the co-op portal, which can be accessed via my.oneAGCO.com. It is recommended that funds be checked at least once per month. Submitting claims without fund approval or once approved funds have been exhausted will result in claims being denied.
- **Denied Claims:** Should a claim be denied for either lack of funds or unapproved items, dealers will receive an email notification.
- **Planning:** Creating a marketing/advertising plan leveraging the Aftersales Marketing Program (AMP) and the Marketing Value Program (MVP) and using AGCO Direct to help implement can make pre-approvals and budgeting easier.

Group Co-Op Guidelines

A group co-op program is advertising that involves multiple dealer entities sharing the cost, in proportion to the number of locations tagged for each dealer entity, of a common advertisement. This approach offers dealers an opportunity to lower out-of-pocket costs for advertising. To ensure that we project an image of dealer and brand strength, eligible group co-op ads must feature at least four dealers or six locations (in cases where fewer than four dealers participate).

Billing for group activity must be billed directly to dealers. Media partner must bill each dealer individually for their portion of the group activity and dealer will pay billing and submit for co-op reimbursement through normal co-op filing procedure for 50% reimbursement rates.

Factory Tour Eligibility (Wholegoods Co-Op Only)

Jackson, Minnesota

Customer factory tours booked through the Fendt Lodge in Jackson, Minnesota, are co-op eligible using your wholegoods funds.*

- Secure your tour dates by calling 888-434-2426 or request a tour by visiting the my.oneAGCO.com Dealer Portal > Marketing tab > Marketing Tools> Fendt > Factory Tours.
- Allowance of \$250 USD per customer toward airfare, transportation or lodging.
- Maximum dealer allowance of \$10,000 USD per year (40 customers).
- Submission documents for reimbursement must include proper transportation and/or lodging invoices including travel itinerary with customer name(s).

France or Germany

AGCO-sponsored factory trips to France and Germany are co-op eligible using your wholegoods funds* for customer attendees. Must sign up through the registration link(s) provided by AGCO.

- Allowance of \$750 USD per customer toward airfare, transportation or lodging.
- Maximum dealer allowance of \$15,000 USD per year (20 customers).
- Submission documents for reimbursement must include proper transportation and/or lodging invoices, including travel itinerary with customer name(s).

*Factory tours are not eligible for parts co-op reimbursement.

Co-Op FAQs

Who is my AGCO team?

To contact AGCO Co-Op:

Phone: 1-800-205-9004
NA_Coop@agcocorp.com

Hours: 8 a.m. – 5 p.m. Central

How do I access the co-op advertising portal?

Visit the co-op advertising portal by logging in to my.oneagco.com. Then select Marketing > Marketing Tools > Co-Op Advertising and select Claims, Requests or Funds.

How do I submit a claim?

See page 10 for full instructions.

Where do I find advertising materials?

All marketing assets including print ads, direct mail, photography and videography, brochures, in-store posters, and DMM store items are now all in one place by brand and series within the AGCO Direct portal. Go to my.oneAGCO.com portal > Marketing tab > Marketing Tools > Marketing Assets > Quick Launch application.

Why must I submit claims within 60 days?

There are several reasons we require submission within 60 days. Most importantly, the 60-day rule helps you, the dealer. If you are running ads that are not in compliance with the co-op rules, it is best to know right away. The sooner you know there is a problem, the sooner you can modify the advertisement. Rather than have a whole year's worth (or similar time frame) of claims rejected and not receive co-op credit, you can correct the problem and receive co-op from that point on.

Claims must be submitted online by you within 60 days of the invoice date or event/show. For example, if you run an ad in your local paper on March 14, it must be submitted online on or before May 14. If you submit a claim and something was forgotten, we give you 30 days after the website notification to resubmit any missing information.

Please notify your local media that you require timely invoices or they may jeopardize your co-op reimbursement.

Can I advertise used equipment in my ad?

Yes, see pages 4, 6 and 12 for details.

Can I use my own vendor for search engine marketing and digital banner ads?

Digital advertising is only co-op eligible through our agency partner, AGCO Direct, unless a special exemption is granted. Please reach out to them at ads@agcodirect.com or call 866-256-0025 for more information.

Can I use my own vendor to redo my website? What if I also sell competing brands?

AGCO Direct and Dealer Spike are the only approved website vendors that are co-op eligible. Please see page 18 for more information on this turnkey solution. AGCO Direct will also build your competitive brand pages; however, those pages will not be eligible for co-op reimbursement.

Co-Op FAQs

Are my funds guaranteed?

Funds loaded in 2026 are guaranteed, provided you meet all utilization check-in and guideline requirements.

If I sell several AGCO Corporation brands, can I use the AGCO Corporate logo in my ads?

The AGCO Corporate logo is not intended to be used in lieu of equipment brand logos (e.g., Massey Ferguson). It may be incorporated into an ad so as to support the branded product being advertised. For example, “Massey Ferguson is a worldwide brand of AGCO Corporation.” In these cases, the corporate logo and accompanying copy should be placed at the bottom of the product section of the ad. This strategy minimizes brand confusion and allows the corporate brand to serve the role of endorser to the product documentation submission and other guidelines.

Can I submit for co-op reimbursement for fairs and shows?

Yes, AGCO allows for co-op funds to be used for event marketing. This may include shows, demo days, customer appreciation events, FFA events, fairs, etc. You are strongly encouraged to request pre-approval from the AGCO Co-Op team to avoid denial. Some expenses may not be eligible for co-op reimbursement.

Events must be 100% dedicated to promotion of AGCO Corporation brands.

Can I include non-AGCO products in my advertising?

Other than used equipment advertising, no non-AGCO manufactured equipment may appear unless:

- They are part of a package deal (e.g., tractor, rotary cutter and trailer) and the type of equipment in question is not offered by AGCO Corporation. In these cases, non-AGCO manufactured equipment can be included in the photo and referenced (not by brand) in copy only.
- The non-AGCO manufactured equipment appears only to provide context (e.g., grain cart in a combine ad) for the piece of AGCO equipment being advertised and is not of a type available from AGCO Corporation.

Are factory tours eligible for co-op?

AGCO-sponsored factory trips to Jackson, Minnesota; France; and Germany are co-op eligible for customer attendees. See full eligibility requirements on page 17.

Are all claims processed in local currency (USD or CAD)?

Claim activity will be billed in the currency used in the vendor invoice. If the invoice is in USD, the claim will be submitted and processed in USD. The CAD exchange will be converted to your parts statement using the current monthly exchange rate as set forth by AGCO. Dealers do have the option to submit a USD invoice claim in CAD as long as you provide a copy of the remittance proof of the CAD amount paid.

Can I use brand logos in headlines or other graphic elements?

No, AGCO brand logos cannot be included in headlines and must be used in accordance with brand guidelines. This includes displaying at a readable size, showing complete logos in accurate colors, and including appropriate white space around the logos as shown below. Failure to follow brand guidelines may result in your claim being denied.



Key Reminders

Mandatory Requirements for Co-Op Eligibility

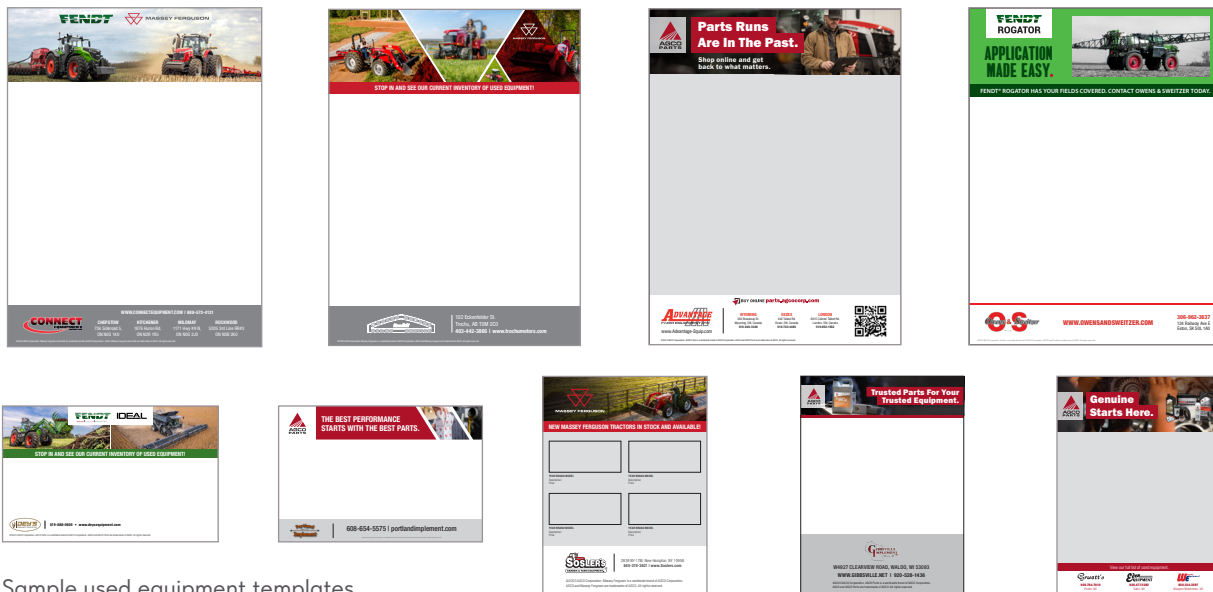
All marketing and advertising material must adhere to the following mandatory items listed below. For specific co-op claim requirements by each eligible media type, refer to pages 12-14.

- Must include AGCO brand(s) logo (e.g. Fendt, Massey Ferguson), mention and imagery. The AGCO Corp logo can only be used in addition to brand logos and must be placed in the footer with the copyright.
- No competitive brands, logos or equipment may be included.
- Claims must be submitted within 60 calendar days of invoice date or event/show.
- Promotion of the outright price of new AGCO equipment is prohibited.
- Advertising may not imply distress or include representation of weapons, alcohol, religion or politics.

Used Equipment Requirements

Advertising in trade equipment publications such as TractorHouse, Fastline, MarketBook, AgDealer, etc. must follow these requirements:

- 25% of your total WG Fund can be used toward used equipment print ads in trade publication, including TractorHouse, Fastline, MarketBook, AgDealer, and any other trade publication focused on used equipment advertising.
- 10% of your total parts fund can be used toward used equipment print ads in trade publication, including TractorHouse, Fastline, MarketBook, AgDealer, and any other trade publication focused on used equipment advertising.
- Print ad must include at least one AGCO machine.
- When submitting the claim, you must use equipment type **Used** and media type **TractorHouse/Fastline/MarketBook/AgDealer**.
- **Print ads must use approved templates, available from AGCO Direct (ads@agcodirect.com).**



Sample used equipment templates.

