

REQUEST FOR CO-OP ADVERTISING ALLOWANCE  
ON TRADE AND CONSUMER SHOWS

1. Name of Dealer \_\_\_\_\_  
Address \_\_\_\_\_

2. Show Information:  
Name of Show \_\_\_\_\_  
Location \_\_\_\_\_  
Date \_\_\_\_\_

Previous Year's Attendance \_\_\_\_\_

Total space cost for booth \_\_\_\_\_

Booth Size \_\_\_\_\_

3. Will booth be entire GE? \_\_\_\_\_

4. Have GE personnel agreed to be in attendance? \_\_\_\_\_

5. Has GE personnel agreed to be in attendance? \_\_\_\_\_

Who? \_\_\_\_\_

6. If information is available, list competitive lines to be displayed elsewhere.

\_\_\_\_\_  
\_\_\_\_\_

7. GE equipment to be displayed  
\_\_\_\_\_

This request must be received by General Electric Company four weeks prior to show date. Co-op credit will be issued upon receipt of paid space contract and suitable picture of entire booth.

Approved by:

Request submitted by:

\_\_\_\_\_  
GE Mgr. Market Communications

\_\_\_\_\_  
Date: \_\_\_\_\_

This form to be filled out and submitted in duplicate to Mgr. Market Communications, General Electric Company, Outdoor Power Equipment Operation, Schenectady, New York.