

THE THREE STEP BTL EMSELLA® ENTICEMENT REIMBURSEMENT PROCESS

WHO IS ELIGIBLE?

Any BTL EMSELLA client that received reimbursable marketing dollars at the time of sale.

GUIDELINES

- You may use a BTL generated or custom creative. Regardless of the creative origin, it must adhere to the BTL EMSELLA logo usage policy and approved messaging.
- Creative must feature only BTL EMSELLA and your practice. Only exception is open house creative that does not include other body devices.
- Creative must include the BTL EMSELLA logo.
- Reimbursement for open houses not EMSELLA exclusive will be partially reimbursed based on share of voice. Submit pre-authorization to determine allowable amount.

THE 3 STEP PROCESS - SIMPLIFIED

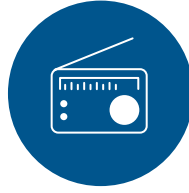
1. **Pre-Authorization:** Consult with your Customer Experience Concierge (CEC) about your marketing plan. Submit the creative proof to the concierge for pre-authorization. Please allow 3 to 5 business days for feedback.
2. **Submission:** Submit proof of completed work along with a copy of the paid invoice to your CEC. Please note: only 1 submission per month will be accepted.
3. **Reimbursement:** Payment will be made within 30 days upon submission of all the documents. Keep in mind submissions must occur prior to 180 days post shipment of your BTL EMSELLA.



PROOFS THAT WILL BE CONSIDERED:



TV – video file for each unique segment



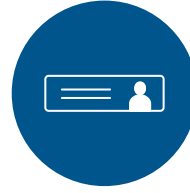
Radio



Pre-Recorded - script for each unique piece and accompanying audio file



Live – audio file



Billboards – creative proof with location of billboard identified



Newspaper – creative proof and photo/screenshot of ad in paper



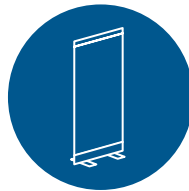
Magazine – creative proof and photo/screenshot of ad including page number and date of magazine



Influencers – creative proof and photo/screenshot of the article including date of release



Mall Kiosks - creative proof with photo at location



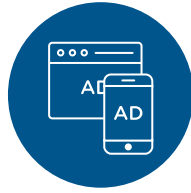
Gym or Movie Theater Advertising – creative proof and photo at location



Subscription Service, i.e. – consistent writing throughout the document



Waiting Room Education Services -
i.e Touch MD and Friend Media - creative copy of presentation



PPC/Banner Ads/ Facebook & Instagram Advertising - creative proof of ad, as well as online report, date range for the period and screenshot of the display ad on a given site.



Landing Page - creative proof and completed url



Eblasts - creative proof of eblast as well as stats



BTL EMESELLA Swag - creative proof of swag along with photo of swag in use



Open Houses - photos of reimbursable items

PROOFS THAT WILL BE DENIED



SEO Services



Websites beyond BTL EMESELLA landing page

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SUBMITTING FOR REIMBURSEMENT

Complete the BTL EMSELLA Enticement Reimbursement Claim Form and submit to your CEC along with supporting proof and copy of invoices.

LOGO USAGE:

SEE THE END OF THE DOCUMENT FOR DETAILS

MESSAGING GUIDELINES:

1. Do not set unrealistic expectations such as “no pain”.
2. Do not provide absolutes such as, “forever or permanent”.
3. Do not promote off-label usage.
4. Do not promise unrealistic outcomes.

REIMBURSEMENT DO'S AND DONT'S

Always:

1. Use the appropriate BTL EMSELLA Logo
2. Add the registered trademark symbol (®) after the first instance of the brand name.
3. Be honest and only advertise the FDA cleared indications.
4. Advertise BTL EMSELLA and the practice only (with an exception of Open-house events).



Under No Circumstances:

1. Set unrealistic expectations
2. Misspell BTL EMSELLA (All the letter must be capitalized: BTL EMSELLA)

Remember failure to comply with the above guidelines will result in denial of your reimbursement claim

HAVE QUESTIONS?

Contact:

* Name:

* Email address:

* Cell number:

REIMBURSEMENT CLAIM FORM
SEE THE END OF THE DOCUMENT

Version, date (from QA)



PROVIDE YOUR INFORMATION

Company Name Device
Purchased Under:

Medical Director
/Owner:

Marketing Account
Consultant:

Email:

Mailing
Address:

Amount Requested:

Date Submitted:

Amount requested will be reimbursed via a check with proper documentation and approval. You are not authorized to deduct this amount from payments. Unutilized funds six months post installation are forfeited. Checks will be written out to Company Name Device Purchased Under.

TACTIC CATEGORY

Billboard

Airline Magazine Ad

Newspaper, Magazine, Insert Ads

Open House

Radio/TV Ad

Other Category (explain)

Tactic is for: (explain in detail - 1000 characters)

PROOF OF EXPENSE/ITEM

A proof of expenses is required to receive reimbursement. Submit copy of invoice. Also, when applicable, a sample of what you spent it on (ie: photo of an ad, billboard sample).

Copy of invoice

Tear-sheet/photo-copy/photo/sample

Proof of Expenses

Email:



LOGO USAGE



The **minimum** clear space around BTL EMSELLA logotype is equal to the width of the letter "B" in the BTL EMSELLA logotype. Always give the logo the breathing room it needs for maximum readability and impact.

The BTL EMSELLA name is federally registered trademark.

PRIMARY LOGO



The primary 2-color logo on a white background is preferred.

SECONDARY LOGO



The white logo is intended for usage on color background.



The black logo is intended for embossing an etching.



All logos should consistently maintain maximum legibility and contrast.

NEVER CREATE NEW LOGOS



Do not use the logo without registration marks



Do not place the logo on background images



Do not distort the logo



Do not rotate the logo

LOGO USAGE

For legibility, the full, horizontal logomark should be used in a minimum width of **9.055 inches / 23 mm**. For web application the minimum width is **65 px @ 72dpi**.

The **minimum size** of the logotype is 23 mm.

BTL EMSELLA®

9.055 inches (65 px)

STANDARD AD SIZES EXAMPLES:

BTL EMSELLA®

Leaderboard Small Banners - 468 x 60 px

BTL EMSELLA®

Mobile Banner - 320 x 50 px

BTL EMSELLA®

Large Mobile Banner - 320 x 50 px

BTL EMSELLA®

Inline Rectangle -
300 x 250 px

BTL EMSELLA®

Wide skyscraper
Vertical rectangle
160 x 600 px



LOGO USAGE

The BTL EMSELLA logomark should be 1/3 of the width on large scale printed pieces and digital billboards.



BTL EMSELLA[®]

Digital Bulletin - 1400 x 400 px



BTL EMSELLA[®]

Bulletin - 48'w x 14'h



BTL EMSELLA[®]

Jr. Poster - 12'w x 6'h

