



Purpose:

To help ClimateMaster dealers generate business and acquire customers for ClimateMaster products

Eligibility:

- Must be a signed ClimateMaster dealer with HVAC Distributors
- Must have purchased at least \$25,000 in qualifying purchases from HVAC Distributors within the program period.

Program Dates:

Accrual Period: January 1 – December 31 (current year)

Reimbursement Period: January 1 – December 31 (current year)

Qualifying Purchases:

- Residential ClimateMaster serialized equipment

Accrual: Up to 2% of customer's program-to-date purchases in ClimateMaster

Fund Reimbursement:

- 50% reimbursement for direct mail, print media, radio and TV, bill stuffers, door hangers and fleet lettering if ClimateMaster supplies the artwork used. If independent artwork is used, the reimbursement is 25%.
- All other marketing materials, including apparel, are reimbursed at 50%.
- Trade shows are eligible for 50% reimbursement when ClimateMaster is the sole manufacturer displayed. Displays with additional manufacturers are reimbursed at 25%.
- ClimateMaster requires pre-approval of programs before funds are committed to them. Requests must be for promotional activities with a specific start and end date. HVAC Distributors will provide notification of approval or decline of request following review of the activity. Requests can be submitted to HVAC Marketing [here](#).
- Within 30 days of the completion of approved activity, dealer must submit a valid invoice and documentation (ie photos, samples) of acceptable fund usage to marketing@hvacdists.com, referencing the pre-approved program.
- HVAC Distributors will submit the documentation to ClimateMaster for reimbursement based on submission requirements.
- The dealer will receive an accrual credit within 6 – 8 weeks following submission of a completed reimbursement information packet to ClimateMaster and ClimateMaster approval.
- All submissions must be provided to HVAC Distributors by January 15 of the year following the program year, dated no later than December 31 of the program year.

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Fund Usage Requirements:

General: ClimateMaster brand must be primary brand in the communication. Must adhere to advertising standards and requirements set forth by ClimateMaster.

Approved Marketing/Training Uses	Required Substantiation for Reimbursement
Direct mail marketing (printing fees, postage and mailing list rental)	Scanned copies of ad & invoice
Radio/TV advertising or Billboards	Scanned or electronic copies of ad & invoice
Newspaper/Magazine or Yellow Pages	Scanned copies of tear sheets with publication name and date & invoice
Door Hangers	Scanned or electronic copies of item & invoice
Site Signs	Photo & invoice
Truck/Van logos & wraps	Photo & invoice
Trade Show	Photo & invoice
Dealer personnel uniforms displaying the ClimateMaster brand logo	Photo or electronic proof & invoice
Promotional Items (trade show & event giveaways)	Photo or electronic proof & invoice
Logo-ed merchandise sent to consumers to promote ClimateMaster brand products	Photo or electronic proof & invoice
Other items on request	