



Purpose:

To help LG Excellence Program dealers generate business and acquire customers for LG products

Eligibility:

- Must be an LG Excellence Program participant and a purchasing customer of HVAC Distributors, Inc., dba HVAC Distributors Group (“HVAC Distributors”).
- Must have purchased at least \$25,000 in qualifying purchases from HVAC Distributors within the program period.

Program Dates:

January 1 – October 31 of the current year

Qualifying Purchases: Residential LG serialized equipment (non-PTAC)

Accrual: Up to 2% of customer’s program-to-date purchases in LG

Fund Reimbursement:

- 50% reimbursement for approved use that prominently features LG with no competing brands. Other usage will have lesser reimbursement. LG-approved marketing materials are available.
- 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 LG 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 LG and LG approval.
- All submissions must be provided to HVAC Distributors by November 14 of the current year, dated no later than October 31 of the current year.

Fund Usage Requirements:

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

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
Promotional Items (trade show & event giveaways)	Photo or electronic proof & invoice
Other items on request	