



**Purpose:**

To help dealers generate business and acquire customers for Daikin brand products

**Eligibility:**

- Must be a Daikin Ductless dealer with HVAC Distributors, Inc., dba HVAC Distributors Group, Inc. (“HVAC Distributors”)
- Cannot be a One Hour or ARS dealer
- Must be registered for Daikin 3D with HVAC Distributors; can’t be registered for program with another distributor. If you are an Amana Advantage participant, you are enrolled in Daikin 3D.
- Requires \$25,000 in qualifying purchases from HVAC Distributors within accrual period before accrued funds become available for reimbursement

**Program Dates:**

**Accrual Period:** January 1 – December 31\*

**Reimbursement Period:** January 1 (current year) – March 31 (following year)

**Qualifying Purchases:**

- Daikin Ductless serialized equipment

**Accrual:** 2% of qualifying Daikin purchases:

- For full accrual period, if registered for Daikin 3D between January 1 and March 31
- From month of registration through end of accrual period, if registered for Daikin 3D between April 1 and August 31
- After September 1 – no accrual earned in the current year

**Fund Reimbursement:**

- Reimbursement is 100%, up to available accrual, for approved marketing/training uses. Daikin-approved marketing materials are available. Custom materials can be reviewed by HVAC Marketing using the review form located [here](#).
- Dealer must submit a valid invoice and appropriate documentation of fund usage to [marketing@hvacdistrib.com](mailto:marketing@hvacdistrib.com) within 30 days of the advertising/program date. All claims must show proof of payment.
- HVAC Distributors will submit the documentation to Daikin 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 Daikin and Daikin approval.
- All submissions must be provided to HVAC Distributors by May 31 of the following year, dated no later than March 31 of the following year.

\* Full accrual period. Actual accrual period is determined by date of enrollment. See ACCRUAL section for details.

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**Fund Usage Requirements:**

**General:** Daikin must be the only brand advertised – competitor brands can’t be mentioned. Daikin must be present in the ad unless the dealer has a signed Private Label agreement. Must adhere to advertising standards and requirements set forth in dealer manual.

<b>Approved Marketing/Training Uses</b>	<b>Required Substantiation for Reimbursement<sup>1</sup></b>
Newspaper/Magazine	Tear sheets with publication name and date, invoice of charges & proof of payment
Direct Mail	Samples, invoice of charges & proof of payment
Radio	Scripts, invoice of charges & proof of payment
Television/videos	Scripts, invoice of charges & proof of payment
Internet advertising, SEO & SEM, web sites, Google Adwords, Review software	Printed copy of advertisement, URL, invoice of charges & proof of payment
Dealer Signage	Photo of signage, invoice of charges & proof of payment
Home Shows	Photo of booth, invoice of charges & proof of payment
Yellow Pages	Tear sheets with book name & date, invoice of charges & proof of payment
Electronic selling tools (Wrightsoft, Payzer, FieldLocate, Field Aware, Grow My HVAC) <sup>2</sup>	Invoice of charges & proof of payment
Daikin, Distributor, or key vendor sponsored training (technical, sales & business) (covers the cost of training, travel & hotel)	Proof of attendance/roster from distributor, copy of training event or URL & proof of payment
Daikin brand clothing, accessories etc (maximum of 25% of accrual total can be used on promotional items)	Photo or samples of branded items, invoice of charges & proof of payment
Membership fees for ACCA, HRAI, BBB or any Strategic Alliance group (maximum \$1,000 annually)	Membership receipt, invoice of charges & proof of payment
Other items on request	

<sup>1</sup>Examples of “Proof of Payment” include: a copy of the check or credit card statement/receipt, copy of the cash receipt or a paid invoice from the vendor showing the paid amount.

<sup>2</sup>An iPad/tablet is an approved expenditure ONLY if purchased for use with Daikin brand specific software to be installed on the device for in-home selling use. iPad/tablet device and Daikin brand specific in-home software must be purchased within a 7-day window of each other AND invoices must be claimed for both Amana/Daikin brand specific in-home software and the iPad/tablet at the same time.