

Purpose:

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

Eligibility:

- Must be an Amana or EverRest brand dealer with HVAC Distributors, Inc.
- Must be registered for Amana Advantage with HVAC Distributors; can't be registered for program with another distributor
- Requires \$40,000 in qualifying Amana and Daikin purchases from HVAC Distributors within accrual period before accrued funds become available for reimbursement

Program Dates:

Accrual Period: January 1, 2020 – December 31, 2020*

Reimbursement Period: January 1, 2020 – March 31, 2021

Claim Deadline: May 31, 2021

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

Qualifying Purchases:

Product Description	Accrual Rate
Amana brand serialized equipment	3%
Select A/H and modular blowers; AVPVC, AVPTC, AVPEC, ASPT, MBVC	3%
Daikin ductless serialized equipment	2%

Accrual:

Program Start Date	Accrual Period
Before March 31	Full accrual period
April 1 – August 31	From month of registration to end of accrual period
After September 1	No accrual

Fund Reimbursement:

- Reimbursement is 100%, up to available accrual, for approved marketing/training uses (See Page 2). It is recommended that dealers submit marketing plans for pre-approval through the [Co-Op Request Form](#) on HVAC Distributors' website. Amana and Daikin-approved marketing materials are available through [Partnerlink](#).
- Dealer must submit a valid invoice, proof of payment, and proof of advertisement through the [Co-Op Request Form](#) on HVAC Distributors' website.
- HVAC Distributors will submit the documentation to Amana for reimbursement based on submission requirements.
- The dealer will receive a reimbursement check from the manufacturer within 4 – 6 weeks following submission and approval of a claim.

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Fund Usage Requirements:

General: Amana or Daikin must be the only brand advertised; competitor brands can't be mentioned. Amana or 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 Amana graphic standards.

Approved Marketing/Training Uses	Required Substantiation for Reimbursement ¹
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, Service Titan) ²	Invoice of charges & proof of payment
Amana/Daikin, Distributor, or key vendor sponsored training (technical, sales & business) Covers training cost, travel & hotel.	Proof of attendance/roster from distributor, copy of training event or URL & proof of payment
Amana/Daikin brand clothing and merchandise (maximum of 25% of accrual total can be used on these items)	Photo or samples of branded items, invoice of charges & proof of payment
Membership fees for Strategic Alliance groups ³	Membership receipt, invoice of charges & proof of payment
Other items on request	

¹Examples 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.

²Up to \$2,500 per year may be claimed with available accrual funds for approved in-home selling tools and business operation software.

³Up to \$4,000 reimbursement for optional annual membership dues for Strategic Alliance groups can be claimed annually with available accrual funds. Please contact your distributor sales representative for more details on our Strategic Alliance group programs.

Questions? Contact HVAC Distributors Marketing Department:

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