

Purpose:

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

Eligibility:

- Must be an Daikin brand dealer with HVAC Distributors, Inc.
- Must be registered for Daikin Ductless Design Pro with HVAC Distributors; can't be registered for program with another distributor
- Requires \$25,000 in qualifying Daikin ductless 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
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. 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 Daikin 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: 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 Daikin 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, websites, Google Adwords	Printed copy of advertisement, URL, invoice of charges & proof of payment
Reputation Management/Review Software offered by iMarket Solution and Mediagistic, other companies approved by exception	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 (Pricebook Digital, Service Titan) and/or Daikin Diagnostic Tools (Torque Wrenches, Service Checker, D Checker, Inverter Analyzer, Motor Analyzer, Expansion Valve Tool, Daikin Tool Kit) ²	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 these items)	Photo or samples of branded items, invoice of charges & proof of payment
Membership fees for ACCA, HRAI, BBB, ASHRAE, PHCC, DBIA, and NITC (maximum of \$1000 annually)	Membership receipt, invoice of charges & proof of payment

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.

²An iPad/tablet is an approved expenditure ONLY if purchased for use with Daikin specific software to be installed on the device for in-home selling use. The iPad/tablet device and software must be purchased at the same time.

Questions? Contact HVAC Distributors Marketing Department:

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