

**Purpose:**

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

**Eligibility:**

- Must be an Amana or EverRest dealer with HVAC Distributors, Inc., dba HVAC Distributors Group, Inc., dba GBG, Inc. (“HVAC Distributors”)
- Cannot be a One Hour or ARS dealer
- 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 – December 31, 2016\*

**Reimbursement Period:** January 1, 2016 – March 31, 2017

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

**Qualifying Purchases:**

- All Amana® brand A-series serialized equipment (excluding PTAC)]
- AVPTCs
- ASPTs
- ASUFs
- MBVCs
- Daikin Ductless serialized equipment

**Accrual:** 3% of qualifying Amana purchases and 2% of qualifying Daikin purchases:

| <b>Program Start Date</b> | <b>Accrual Period</b>                               |
|---------------------------|-----------------------------------------------------|
| 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 [www.hvacdist.com/marketing.asp](http://www.hvacdist.com/marketing.asp). Amana and Daikin-approved marketing materials are available.
- Dealer must submit a valid invoice and appropriate documentation of fund usage to [marketing@hvacdist.com](mailto:marketing@hvacdist.com) within 30 days of the advertising/program date. All claims require proof of payment.
- HVAC Distributors will submit the documentation to Amana for reimbursement based on submission requirements.
- The dealer will receive an accrual credit within 3 – 4 weeks following submission of a completed reimbursement information packet to Amana and Amana approval.
- All submissions must be provided to HVAC Distributors by May 31, 2017, dated no later than March 31, 2017.

***Continued on the next page***

**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 dealer manual.

| <b>Approved Marketing/Training Uses</b>                                                               | <b>Required Substantiation for Reimbursement**</b>                          |
|-------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|
| Direct mail marketing                                                                                 | Scanned copies of ad & paid invoice                                         |
| Radio/ TV advertising/billboards                                                                      | Scanned or electronic copies of ad & paid invoice                           |
| Newspaper/Magazine or Yellow Pages                                                                    | Scanned copies of tear sheets with publication name and date & paid invoice |
| Internet Advertising (Search Engine Optimization (SEO)/Search Engine Marketing (SEM), Web Site build) | URL & paid invoice                                                          |
| Dealer Signage                                                                                        | Photo & paid invoice                                                        |
| Home Shows                                                                                            | Photo & paid invoice                                                        |
| ACCA/EGIA Membership Dues                                                                             | Paid invoice                                                                |
| Training <sup>+</sup> (technical training, business literacy training, sales training)                | Course Description & paid invoice                                           |
| NATE Testing                                                                                          | Paid invoice                                                                |
| Approved Software (Wrightsoft, Amana Add2Cart, FieldLocate)                                           | Paid invoice                                                                |
| Promotional Items (apparel and giveaways) - <i>limited to 25% of available funds</i>                  | Photo or electronic proof & paid invoice                                    |
| Customized Amana Retail Price Book <sup>#</sup>                                                       | Paid invoice                                                                |
| Other items on request                                                                                |                                                                             |

\*\* Requests require submission of invoices that include proof of payment.

<sup>+</sup> Includes HVAC Distributors, HVAC Distributors Group and GBG training on relevant Amana or Daikin technical topics.

<sup>#</sup> See HVAC Distributors, HVAC Distributors Group and GBG Account Manager for ordering details.

**Questions:**

Contact HVAC Distributors Marketing

**Email:** [marketing@hvacdist.com](mailto:marketing@hvacdist.com)

**Phone:**

Elise Fasnacht – (717) 653-6674 x1119

Bridget Hudacs – (717) 653-6674 x1012