

CO-OP REIMBURSEMENT

Allied Air[®] DEALER MARKETING CO-OP PROGRAM

Registered Allied Air[®] Dealers have access to promotional funding. Funding may be utilized for qualifying marketing and promotional campaigns as outlined in the following pages. The co-op funding is offered to assist Allied Air Dealers build brand awareness in local markets as well as assist in growing a greater customer base for your reputable HVAC-R company.

Any advertising or promotional campaign requires prior approval before campaign launch to ensure funding is available. Dealers earn a percentage of their residential equipment purchases based on the dealer tier level to use towards approved co-op expenses. Each campaign has a maximum reimbursement rate of 50% per claim.

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Prior to reimbursement of the approved percentage, documentation must be submitted, including but not limited to: Proof of campaign or marketing program, invoices showing total expenditure, proof of payment such as a cancelled check or credit card receipt, and proof of Allied Air approved logo inclusion in the campaign. Hercules Industries and Allied Air will not reimburse for campaigns advertising other brands of equipment or products. All approved Allied Air logos may be provided via Hercules Industries. Your Hercules account must be in good standing to participate in any co-op program.

YOU HAVE CO-OP FUNDS AVAILABLE!

ProTeam: 5% ComforTeam: 4% Armstrong: 3% Concord: 2%

Get reimbursed 50% for qualifying expenses!

CO-OP CATEGORY	
LITERATURE:	Technical and Consumer Sales Sheets
ADVERTISING:	eLeads Programs, Truck Wraps, Newspaper, Television, Radio, Billboards, Web Advertising, Direct Mail, Social Media Management
IDENTIFICATION:	Clothing (Uniforms), Signage, Vehicle and Window Decals
PROMOTIONAL:	Showroom Equipment, Home Show Booth Rental Fee, Trade Shows, Consumer Newsletters
EDUCATION:	NATE [®] Certification, Service/Technical Training