

Accrual Program

Usage of Accrual Funds

The money you earn in your Daikin *Ductless Design Pro* accrual fund can be used in many ways to promote and strengthen your business according to these guidelines. Your Distributor Sales Representative will assist you in filing claims for reimbursement of your expenditures.

**Daikin must be the only brand advertised.
No other competitive brands can be included in
any of the usages listed.**

All contractors advertising must adhere to the standards and requirements set forth in the Advertising Standards section of this manual and must have prior approval by a Daikin Distributor Sales Representative before funding.

Each Daikin *Ductless Design Pro* Contractor will receive regular monthly accrual recaps of purchases and accruals from their Daikin Distributor.

Claims submitted that do not meet the requirements as set forth in this manual may be rejected.

2021 USAGE OF ACCRUAL FUNDS

APPROPRIATE USAGE	BACK-UP NEEDED FOR CLAIMING FUNDS
Newspaper/Magazine	Tear sheets with publication name/date, invoice of charges, & proof of payment. [†]
Direct Mail	Samples, invoice of charges and proof of payment.
Radio	Scripts, invoice of charges and proof of payment.
Television/Videos	
Internet advertising, SEO/SEM, websites, Google Adwords	
Reputation Management/Review Software offered by iMarket Solution and Mediagistic, other companies approved by exception	Printed copy of advertisement, URL, invoice of charges and proof of payment.
Dealer Signage	Photo of signage, invoice of charges, and proof of payment.
Home Shows	Photo of booth, invoice of charges, and proof of payment.
Yellow Pages	Tear sheets with book name and date, invoices of charges, and 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)	Invoice of charges and proof of payment.
Daikin sponsored and key vendor training (technical, sales and business) (Covers cost of training, travel and hotel.)	Proof of attendance/roster from distributor. Copy of training event or URL and proof of payment.
Daikin brand clothing, accessories, etc. (A maximum of 25% of accrual total eligible for promotional items annually.)	Photo or samples of branded items, invoice of charges, and proof of payment.
Membership fees for ACCA, HRAI, BBB, ASHRAE, PHCC, DBIA, and NITC (A maximum of \$1000 annually for Daikin <i>Ductless Design Pro</i> contractors)	Membership receipt, invoice of charges and proof of payment.

[†] Examples of "Proof of Payment" are: copy of check, copy of credit card statement or receipt, copy of cash receipt, or paid invoice from the vendor.

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

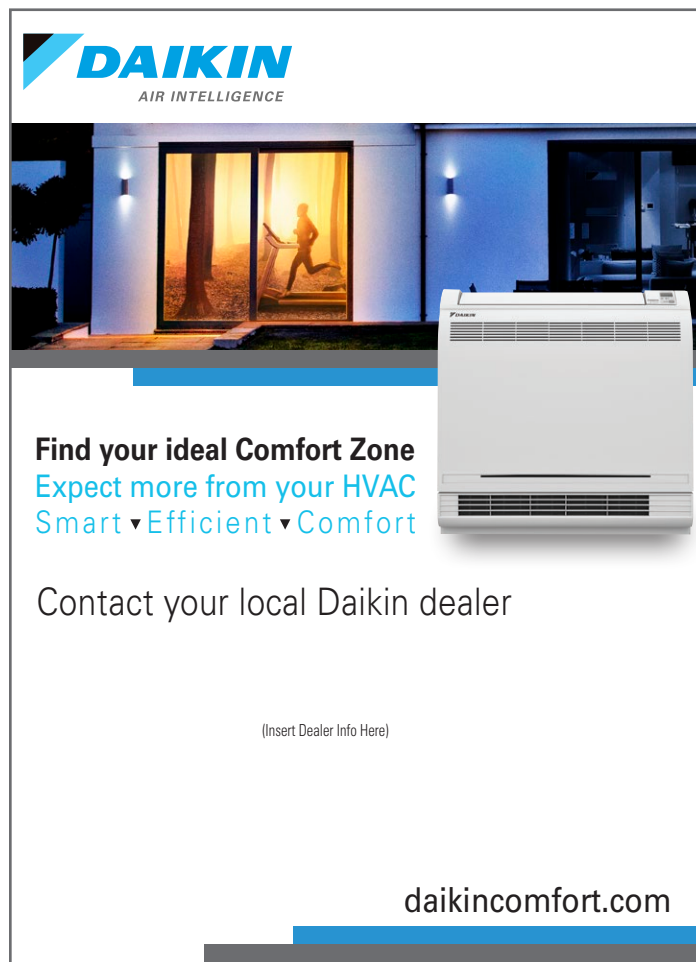
Advertising Standards

General

- » All advertising must present an honest and professional image of Daikin brand product, the Daikin Pro Program, and the products and services of the participating dealer.
- » Advertising that does not comply with national, regional, state, or local regulations, or FTC or FCC guidelines will be denied accrual.
- » All dealers advertising must have the prior approval of the Distributor Sales Representative.
- » Daikin brand advertised only. No competitive brands can be mentioned by either name and/or logo.
- » The Daikin brand name and/or logo must be present in the ad.

Print Advertising

- » Dealer name and contact information must be prominently displayed throughout the ad.
- » Daikin brand only. No other competitive manufacturer can be mentioned either by name or by logo.
- » The Daikin logo must be conspicuously placed in the ad.



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(Insert Dealer Info Here)

daikincomfort.com

- » Dealer ads that proclaim special factory or distributor “deals” without prior approval from the Distributor Sales Representative will not receive accrual funds.

Radio, TV, and Internet Advertising

- » Dealer name and contact information must be mentioned.
- » Daikin brand only. No other competitive manufacturer can be mentioned or shown either by name, logo, or inference.
- » Daikin must be mentioned in the ad by either name or logo.

Vehicle Wraps and Billboards

- » The Daikin logo should be at least 1/3 the size of company logos and should contain Daikin product images when possible.
- » All Daikin logos must remain legible.



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Daikin marketing materials can be found via the
Daikin Marketing Toolkit at:

www.DaikinPartnerLink.com

Toolkits > Daikin Dealer Toolkit > Marketing Toolkit
(Note: You cannot access the toolkit outside of PartnerLink)



Our continuing commitment to quality products may mean a change in specifications without notice.

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