

2022

GEM/IRE DISTRIBUTORS AND AMERICAN STANDARD

CO-OP ADVERTISING HANDBOOK



Gemaire Distributors

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Dear Gemaire Valued Customer,

Welcome to Gemaire Distributors 2022 American Standard Dealer Co-op Advertising Program. The purpose of the program is to financially assist Dealers with planning and executing effective advertising campaigns by sharing a portion of the dealers overall Marketing Investment.

2022 PROGRAM

- Uniforms, T-shirts and other Promotional Items will be fully cooped (up to 50% of cost of expense) with UP TO 30% of your annual co-op accrual
- All claims must be submitted by the earliest of Nov 1 and within 60 days from invoice date to be eligible for co-op.
- All Claim submissions should be submitted through Gemaire.com Dealer COOP Portal.
- Credit will be processed to your Gemaire account only. No check refunds will be issued for co-op advertisement. Cash accounts may use co-op credit at any Gemaire branches for future purchases.

ACCRUALS

1. To be eligible for Co-op funding, qualifying purchases must exceed \$35,000. Once the \$35,000 threshold is met, your co-op accruals will be activated onto your American Standard purchases.
 - a. *Qualifying purchases: All American Standard Residential Equipment NOT including Ameristar, Commercial, or 3 Phase.*
 - b. *Co-op accrual is calculated by multiplying your 2022 qualifying American Standard purchases by 2.0% (Logon to GAME Portal to keep track of your coop available funds) **Co-op accrual period runs Dec 1, 2021 - Nov 30, 2022.***
2. All pre-approved co-op advertising claims are split 50/50 between Gemaire and Dealer.
3. Refund of 50% of approved claim will come in the form of a credit towards your Gemaire account.

Example:

You purchase \$40,000 in qualifying American Standard equipment. Co-op accrual calculates as follows: $\$40,000 \times 2.0\% = \800 co-op accrual. You submit a \$400 pre-approved advertising claim (invoice & corresponding supporting paperwork). Air Systems credits your account \$200 (50% of the claim), your remaining co-op accrual available = \$600.00.

GEMAIRE CO-OP GUIDELINES

- All advertisement projects must be submitted for pre-approval through the Gemaire.com Dealer COOP Portal to obtain a pre-approval every year. the case number will be the pre-approval number.
- Claim must be submitted within 60 days from invoice date or event date whichever is the latter.
- The deadline to submit co-op pre-approvals is September 15, 2022
- The deadline for co-op claims submissions is November 1, 2022
- Complete claim packet (based on advertisement type-see cover form) must be submitted in order to obtain co-op credit. Incomplete claim packets will be placed in the pending status.
- No account deductions can be taken from a dealer's invoice payment until a copy of the credit memo from Gemaire is received.
- All advertising must be product oriented. Service ads will not be accepted unless main objective is devoted to product sales.
- All accounts with Gemaire must remain current, without delinquency, throughout the term of this program. Current is defined as: the satisfaction of invoices by the due date noted on each invoice.
- 2022 co-op accruals cannot be carried over to 2023.

FOUR SIMPLE STEPS TO USE AMERICAN STANDARD CO-OP

1. Visit gemaire.com Dealer COOP Portal to check your co-op accrual balance and claim status. As a reminder, all dealers must meet a minimum requirement of \$35,000 in American Standard (equipment only) purchases from Gemaire to be approved for the American Standard co-op advertising program.
2. Obtain a pre-approval code by submitting your advertising project through the Gemaire Dealer coop portal. As American Standard requires vendor approval you should expect a response in 1-2 weeks.
3. Once pre-approved and your claims is in "vendor approved Status", complete you final submission by finding the active claim in Dealer Coop portal and select "Update" to add invoice and final proof of event. All claims must be made within 60 days of the invoice date.
4. Pending available funds a credit will be issued to your Gemaire account. Allow 3-4 weeks for credit to be applied to your account.

REQUIRED DOCUMENTS:

1. Image/mock up or quote with cost estimate (for pre-approval)
2. Invoice
3. Proof of Performance:

- **Billboard:** copy of invoice and photo of installed sign.
- **Print Ad:** copy of invoice and corresponding tear sheet (actual ad with Newspaper/Magazine name and date that matches the invoice) *If magazine doesn't list the name and date on the ad page, include the cover of the magazine.*
- **Postcards/Letter/Forms:** photo of the actual printed mailer
- **Vehicle Wrap:** clear pictures of each side of the vehicle including license plate
- **Radio:** notarized affidavit of performance and copy of script
- **TV:** notarized affidavit of performance and copy of video script, and link to the final video
- **Website development:** Link to the website
- **SEO:** analytics reports
- **Uniforms and Branded Apparel:** picture of actual items
- **Promotional items:** picture of actual items

ELIGIBLE CLAIM EXAMPLES

- Print, Radio and TV Ads that promote American Standard according to American Standard Brand Guidelines
- Vehicle wraps with the American Standard logo and tagline
- All digital advertising must link to a site that does not contain competitor brands or products – this includes digital display and website development.
- Signage with the American Standard logo and tagline
- Uniforms with the American Standard logo and tagline
- Websites featuring the American Standard logo and tagline, as well as a link to the American Standard consumer brand website
- Agency fees of preferred agency partners only

INELIGIBLE CLAIM EXAMPLES

Inclusion of the following will make claims ineligible:

- Freight and tax charges
- Any portion of political or congratulatory ads such as those in school programs, yearbooks, theatrical programs, church bulletins.
- Office supplies such as memo forms, invoices, service order forms, letterhead and business cards.
- Multi-Product advertising (mentioning of competing vendors).
- Refrain from including any prices in your ad. American Standard will not co-op anything with listed prices.

Consumer Marketing and Advertising

- Any ad showing obsolete American Standard equipment
- Any ad that does not solely promote American Standard according to American Standard Brand Guidelines
- Any ad featuring competitor or non-competitor brands
- Any ad materials from previous years
- Signage without the American Standard Logo
- Uniforms without the American Standard Logo

Contractor Recruiting & Retention

- Beverage/meal expenses
- Entertainment Expenses

Publications – Product, Training & Sales Literature

- Contractor Designed Literature

Miscellaneous Items

- Electronics such as tablet, iPad etc.
- Taxes
- Shipping or freight charges
- Association or Membership Dues
- Any agency service fees or account management fees
- Cost of Extended Service Agreements
- HVAC-related/business software solutions
- Business equipment/tools, in addition to office supplies and computers
- Search Engine Optimization (SEO)
- Yellow Pages
- Fees for individual dealer creative development
- Online business listing fees such as Angie's List, Yelp and BBB

As a representative of the American Standard Heating & Air Conditioning product line, you the dealer, have agreed to use the American Standard brand logo, tagline and to position the product according to the criteria outlined in these guidelines.

All American Standard-branded materials not developed by American Standard must be pre-approved by both Gemaire Marketing department and American Standard PRIOR to public release. Failure to do so may result in loss of promotion funding from Gemaire and American Standard.

Logo Usage Requirements

When advertising the American Standard Heating & Air Conditioning brand, you must adhere to the following logo, tagline, and usage requirements.

BUILT TO A
HIGHER STANDARD™

*American
Standard*®

HEATING & AIR
CONDITIONING

BUILT TO A HIGHER STANDARD™

American Standard®

HEATING & AIR CONDITIONING

- The logo and tagline must always be used as a complete unit, never independently.
- No other graphic should be designed or attached to the logo.
- The logo can be presented in varying sizes but must not be changed, redrawn or distorted in any way.
- The logo can never be reduced to a size that would cause the tagline to be less than eight points.
- The letter spacing of the tagline and its size and position relative to the logo should never be altered.
- When the words “American Standard Heating & Air Conditioning” are used in headlines or text, do not use the logo.
- The trademark ® logo must be used along with the American Standard logo and Heating & Air Conditioning tagline

Logo Specifications:

- **Logo approved colors:**
 - Pantone 293 Blue
 - Black
 - Reversed to white
- **Tagline:**
 - Font: Gill Sans
 - Cannot be produced in Pantone 293 blue
 - Print in black unless white version of logo is used, then print in white.

To download graphics, logos, and ad samples, visit www.asdealernet.com

2022 American Standard Advertising Guidelines – Exhibit A

Eligible Media	Ad Requirements (must include all elements which shall be at American Standard’s sole discretion)	Claim Requirements (must submit all items)
Television / Cinema	<ul style="list-style-type: none"> ● American Standard logo with Heating and Air Conditioning tagline (equal mention/space to dealer logo) ● At least one American Standard visual element not including the logo (product, American Standard creative or promotional offer) ● At least one American Standard mention in the audio/voiceover 	<p>Proof of Cost:</p> <ul style="list-style-type: none"> ● Copy of invoice <p>Proof of Performance*:</p> <ul style="list-style-type: none"> ● Final produced ad OR Notarized script
Radio	<ul style="list-style-type: none"> ● Mention American Standard in acceptable form at least 1 time ● Must use one of the following: <ul style="list-style-type: none"> • “American Standard Heating and Air Conditioning” • “American Standard Heating and Air” • “American Standard Air • Other mentions need only use “American Standard” 	<p>Proof of Cost:</p> <ul style="list-style-type: none"> ● Copy of invoice <p>Proof of Performance:</p> <ul style="list-style-type: none"> ● Final produced ad OR Notarized script detailing audio ad components
Newspaper or Magazine	<ul style="list-style-type: none"> ● American Standard logo with Heating and Air Conditioning tagline must be as prominent as the dealer logo (no less than 80% of the size of the dealer’s logo) ● See brand guidelines for logo size requirements 	<p>Proof of Cost:</p> <ul style="list-style-type: none"> ● Copy of invoice <p>Proof of Performance:</p> <ul style="list-style-type: none"> ● Copy of tearsheet (actual ad) with name & date of publication for each insertion. ● If invoice clearly names ads, one tearsheet per invoice is acceptable. ● If magazine does not list name and date on page, then include the cover of the magazine.
Direct Mail or Door-hangers	<ul style="list-style-type: none"> ● American Standard logo with Heating and Air Conditioning tagline must be as prominent as the dealer logo (no less than 80% of the size of the dealer’s logo) ● See brand guidelines for logo size requirements 	<p>Proof of Cost:</p> <ul style="list-style-type: none"> ● Copy of invoice indicating quantity printed & net cost <p>Proof of Performance:</p> <ul style="list-style-type: none"> ● Final produced ad, including both sides
Printed Newsletter	<ul style="list-style-type: none"> ● American Standard logo with Heating and Air Conditioning tagline must be prominent ● At least 1 American Standard mention or image (product or promotional offer) for every other page, minimum 2 ● Example: 6 page newsletter requires at least 3, a 2 or 4 page newsletter requires at least 2) 	<p>Proof of Cost:</p> <ul style="list-style-type: none"> ● Copy of invoice indicating net cost <p>Proof of Performance:</p> <ul style="list-style-type: none"> ● Final produced ad
Billboards	<ul style="list-style-type: none"> ● American Standard logo with Heating and Air Conditioning tagline must be as prominent as the dealer logo (no less than 80% of the size of the dealer’s logo) ● Use high resolution creative ● Can be static or electronic 	<p>Proof of Cost:</p> <ul style="list-style-type: none"> ● Copy of invoice <p>Proof of Performance:</p> <ul style="list-style-type: none"> ● Photograph of billboard

2022 American Standard Advertising Guidelines – Exhibit A

Eligible Media	Ad Requirements (must include all elements which shall be at American Standard’s sole discretion)	Claim Requirements (must submit all items)
Yard Signs	<ul style="list-style-type: none"> American Standard logo with Heating and Air Conditioning tagline (equal in size to Dealer logo) 	<p>Proof of Cost: Copy of invoice</p> <p>Proof of Performance:</p> <ul style="list-style-type: none"> Photo of Sign
Online Banner/Display Ads	<ul style="list-style-type: none"> American Standard logo with Heating and Air Conditioning tagline must be as prominent as the dealer logo (no less than 80% of the size of the dealer’s logo) If click through, link must direct to page exclusive to American Standard products If promoting financing, click through must direct to page with full financing disclaimer Includes Facebook advertising 	<p>Proof of Cost:</p> <ul style="list-style-type: none"> Copy of invoice <p>Proof of Performance:</p> <ul style="list-style-type: none"> Screen shot of destination URL or landing page Screen shot of display ad
"Keyword Search Advertising (aka Pay Per Click)"	<p><i>Also known as Pay Per Click advertising, sponsored links, or search engine marketing (SEM) not organic search or SEO</i></p> <ul style="list-style-type: none"> Only non-American Standard branded HVAC related keywords are eligible (examples; AC repair, furnace maintenance, heating and air dealer, ac installation) Search engine ad should include American Standard mention. Click through link must direct to page exclusive to American Standard products 	<p>Proof of Cost:</p> <ul style="list-style-type: none"> Copy of invoice <p>Proof of Performance:</p> <ul style="list-style-type: none"> List of keywords Screen shot of pay-per-click ad within the search engine Screen shot of destination URL or landing page Report showing run dates & number of impressions (can be included in invoice)
Email Marketing	<ul style="list-style-type: none"> American Standard logo with Heating and Air Conditioning tagline must be prominent At least one American Standard visual element not including the logo (product, American Standard creative or promotional offer) See brand guidelines for logo size requirements 	<p>Proof of Cost:</p> <ul style="list-style-type: none"> Copy of invoice indicating cost of email list, number of names, date(s) of email <p>Proof of Performance:</p> <ul style="list-style-type: none"> Copy of email
Website Development	<ul style="list-style-type: none"> American Standard logo with tagline on home page above the scroll (near top of page) Feature American Standard products within website content – including product photography and product benefits 	<p>Proof of Cost: Copy of invoice</p> <p>Proof of Performance: Website URL</p> <p>Limitations:</p> <ul style="list-style-type: none"> Amount reimbursed will be prorated based on % of website dedicated to HVAC Website hosting fees aren’t eligible American Standard reserves the right to audit website to validate ongoing compliance
Digital Video Ads	<ul style="list-style-type: none"> American Standard logo with Heating and Air Conditioning tagline (equal mention/space to dealer logo) At least one American Standard visual element not including the logo (product, American Standard creative or promotional offer) At least one American Standard mention in the audio/voiceover 	<p>Proof of Cost: Copy of Invoice</p> <p>Proof of Performance:</p> <ul style="list-style-type: none"> Screen shot of designation URL or landing page. Final produced ad

2022 American Standard Advertising Guidelines – Exhibit A

Eligible Media	Ad Requirements (must include all elements which shall be at American Standard’s sole discretion)	Claim Requirements (must submit all items)
Dealer outdoor building signs	<ul style="list-style-type: none"> ● Permanent American Standard logo with Heating and Air Conditioning tagline ● Federal Health preferred vendor ● Electronic (Digital) signs are not eligible for reimbursement. 	<p>Proof of Cost: Copy of invoice</p> <p>Proof of Performance:</p> <ul style="list-style-type: none"> ● Photo of installed sign
"Vehicle logo decals (Cost of American Standard and/or Customer Care Logo decal)"	<ul style="list-style-type: none"> ● Only costs associated with decals for American Standard logo with tagline and/or CC logo will be reimbursed. 	<p>Proof of Cost: Copy of invoice with American Standard/CC decal itemized separately</p> <p>Proof of Performance:</p> <ul style="list-style-type: none"> ● Picture of truck or van with decals
Vehicle Wraps/ Full Designs	<ul style="list-style-type: none"> ● American Standard logo w/tagline &/or CC logo ● Logo must be on at least 3 sides ● American Standard must be prominent and a minimum of 30% of the available space ● Signature Graphics is the preferred vendor ● Pre-approval is strongly recommended 	<p>Proof of Cost:</p> <ul style="list-style-type: none"> ● Copy of invoice <p>Proof of Performance:</p> <ul style="list-style-type: none"> ● Picture of truck or van with wrap or decals (showing both sides and rear)
Sponsorships	<ul style="list-style-type: none"> ● Must include media (TV, Radio, Direct Mail, Signage) element ● Follow media ad guideline requirements ● If event sponsorship, include American Standard signage with logo and tagline. American Standard product display is encouraged. ● <i>Local sports team sponsorships (little league, high school, etc) do not qualify</i> ● <i>Benefits (tickets, suite access, parking passes, VIP passes, etc) are not eligible for reimbursement.</i> 	<ul style="list-style-type: none"> ● Proof of Cost: ● Copy of invoice ● Proof of Performance: ● Copy of Sponsorship contract ● Final Produced Media Element ● Limitations ● Sponsorships must be pre-approved prior to committing to participation
Events , Shows & Exhibits	<ul style="list-style-type: none"> ● American Standard signage with logo and tagline (equal in size to Dealer logo) ● American Standard product must be on display (cost of product is not eligible) ● <i>Eligible Expenses; entry fee, booth display purchase or rental, booth structure (i.e. electrical or wi-fi)</i> 	<p>Proof of Cost: Copy of paid invoice or vendor signed contract that includes date or event/show.</p> <p>Proof of Performance:</p> <ul style="list-style-type: none"> ● Photos of event and/or exhibit showing American Standard signage and product display.