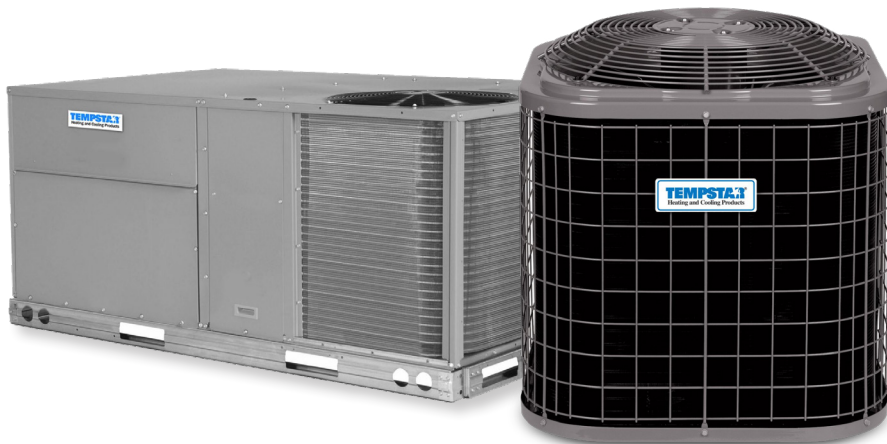


2022
GEM/IRE AND ICP
CO-OP ADVERTISING HANDBOOK



Gemaire Distributors

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Dear Gemaire Valued Customer,

Welcome to Gemaire's 2022 Tempstar 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.

COOP 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 within 60 days from invoice date to be eligible for co-op and prior to Nov 1, 2022 which ever is earlier.
- 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 Tempstar purchases.
 - a. *Qualifying purchases: All Tempstar Residential Equipment (MBUs) NOT including Tempstar Commercial, 3 Phase, Ecotemp and Builder model. National Accounts to not qualify for coop*
 - b. *Co-op accrual is calculated by multiplying your 2022 qualifying Tempstar purchases by 2.0% (Logon to GAME Portal to keep track of your coop available funds). **Accrual run dates: 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 Tempstar 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). Gemaire 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 15th 2022.
- The deadline for co-op claims submissions is November 1, 2022.
- Final invoice and proof of advertising will need to be submitted through the dealer Coop portal.
- No account deductions can be taken from a dealer's invoice payment until a copy of the credit memo from Air systems 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 Group 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 ICP 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 ICP (equipment only) purchases from Gemaire to be approved for the ICP co-op advertising program.
2. Obtain a preapproval by entering a new claim on the Gemaire.com dealer coop portal. Include images and back up (PDF) and estimated cost. As the vendor needs to approve expect 1-2 weeks for a approval.
3. Once you are pre-approved and the status is "Vendor Approved," find the active claim and select update. upload the final invoice and proof of performance. Claims must be entered within 60 days of event.
4. Pending available funds a credit will be issued to your Gemaire account. Allow 2-3 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
 - **Uniforms and Branded Apparel:** picture of actual items
 - **Promotional items:** picture of actual items
 - **Digital Advertisement:**
 - List of keywords or phrases used (SEO and/or PPC)
 - Corresponding creative artwork (display or banner ads, landing page creative, etc.)
 - Landing page website URL
 - Campaign Analytics Screenshot from original measurement and/or tracking tool (Facebook, Google Adwords, Google Analytics, HubSpot, Pardot, Marketo, Constant Contact, Mail Chimp, etc.)

INELIGIBLE CLAIM EXAMPLES

Inclusion of the following will make claims ineligible:

- Freight & 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 & business cards.
- Multi-Product advertising (mentioning of competing vendors)
- Agency fees of preferred agency partners only
- Paid search engine marketing (also managed through a preferred partner).
- Refrain from including any prices in your ad. Tempstar will not coop anything with listed prices.

Consumer Marketing and Advertising

- Any ad showing obsolete Tempstar equipment
- Any ad that does not solely promote Tempstar according to Tempstar Brand Guidelines
- Any ad featuring competitor or non-competitor brands
- Any ad materials from previous years
- Signage without the Tempstar Logo
- Uniforms without the Tempstar Logo
- Yellow Pages, Dex Knows

Contractor Recruiting & Retention

- Beverage/meal expenses
- Entertainment Expenses

Publications – Product, Training & Sales Literature

- Contractor Designed Literature
- Any calendars nor produced by Tempstar

Miscellaneous Items

- Electronics such as iPad, tablet, laptop, 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

Logo Usage Requirements

When advertising the Tempstar brand, please adhere to the following logo, tagline, and usage requirements.



- The Tempstar logo and tagline must always be used as a complete unit, never independently.
- No other graphic should be designed or attached to the Tempstar logo.
- The Tempstar logo can be presented in varying sizes but must not be changed, redrawn or distorted in any way.
- There is a 3/16" minimum height requirement for the Tempstar logo.
- The letter spacing of the tagline and its size and position relative to the Tempstar logo cannot be altered.

Logo Specifications:

- **Logo approved colors:**
 - The Tempstar logotype should be printed in blue whenever possible.
 - The specific shade of blue matches number 285 in the Pantone Matching System (PMS) Most printers can match Tempstar blue perfectly when you specify this PMS number.
 - Many printed pieces are reproduced using only one color, and it is not always practical to use Tempstar blue. In this instance, any ink color is permissible, but the following graphics rules apply:
 1. When the logotype is used in positive form, it should be printed using the color in full strength. Do not "screen" the color.
 2. There will be times when you will want the background to be a color, so it will be necessary to "reverse" the logotype. In these cases, the word "Tempstar" will be blank (will not print) and the background will print in color. Remember: Do not screen the color.
- **Tagline:**
 - Font: "Helvetica Neue Black" or "Helvetica Compressed"
 - Both typefaces are available in a full family of weights and sizes, including "Regular," "Italic," and "Bold." The "Regular" weight should be used for body copy, addresses and telephone numbers, and most other general information. The "Bold" should be used on signs and for headings and subheads.

The Tempstar logo and dealer logo must receive equitable treatment in all ads. They should be comparable in size for printed advertising materials. For broadcast materials such as radio and TV, the Tempstar brand name and the dealer company name should receive the same number of spoken mentions. In either case, the dealer company name should be positioned so that a consumer clearly understands the dealer's company is the advertiser and the one to call.

Visit www.gotempstar.com, in the "Business Building Tools" section under the tab "Advertise to be seen in your Neighborhood" for tools for an effective ad campaign. All of the ready-to-use advertising materials on the Go! Website are pre-approved; if you use these materials properly, you do not need to check further.