

2022

GEMAIRE AND RHEEM PRO PARTNERS

CO-OP ADVERTISING HANDBOOK



Gemaire Distributors

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GEMAIRE.COM

Dear Gemaire Valued Customer,

Welcome to Gemaire's 2022 Rheem Pro Partner 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 2022

- Uniforms, T-shirts and other Promotional Items are coopable up to the greater of 30% of the total value of your COOP accrual or \$1000. *For example: if you have 10,000 in COOP you can use \$3,000 on Promo/Uniform. If you have \$1200 in COOP accrual for the year you can use up to \$1000.*
- **On Call Air is coopable** – in order to receive reimbursement you must submit your monthly invoice along with one example of a Proposal featuring Rheem Product. **Pro Partner BONUS** – If you submit invoice and proposals three months in a row you will receive a one-time \$500 bonus in your COOP! *(please note in your email if this is your third month)*
- **Gem-University** – Trainings focused on Rheem Product will be coopable for Pro Partners.
- **COOP to be paid at up to 100%**

COOP REMINDERS

- All claims must be submitted within 60 days from invoice date to be eligible for co-op. Pre-approvals are due September 15, 2022 and final invoices will be due November 1, 2022.
- All pre-approvals and claims need to be submitted through the Gemaire.com Dealer Coop Portal.
- All Final Claim submissions should be submitted through Gemaire.com Dealer COOP Portal
- Credit will be processed to your Gemaire account only. No checks will be issued for co-op advertisement. Cash accounts may use co-op credit at any Gemaire branches for future purchases.

ACCRUALS

1. The Pro Partner Co-op program is an accrual-based program. Funding can be used at 100% up to \$50,000 per year and accrues as Rheem qualifying equipment (Rheem Residential MBUs, excluding Weatherking, Rheem Select, Commercial, 3 Phase, Builder Model. Home Depot and National Accounts do not qualify for Co-op) purchases are made. COOP accrual percent is based on your 2021 purchases. **Accrual dates: Dec 1, 2021 - Nov 30, 2022.**
2. In order to provide you with advertising funds to start the year, Gemaire is making 25% of your projected 2022 co-op available, as a draw.

Example:

Your 2021 purchases qualified you for a 3% accrual rate. In 2022, you purchase \$200,000 in qualified Rheem HVAC Equipment so have accrued \$12,000 in Coop. You submit a \$10,000 pre-approved advertising claim (invoice and documentation). Gemaire credits your account \$10,000. Your remaining coop accrual balance is \$2000.

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 the earliest of Nov 1, 2022 and 60 days following the expense.
- Final invoice and proof of payment and activity will be required to received COOP Credit.
- 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 RHEEM CO-OP

1. Visit gemaire.com Dealer COOP Portal to check your co-op accrual balance and claim status.
2. Obtain a pre-approval code by submitting a new claim to the Gemaire.com Dealer Coop portal. Include images or other attachments(PDF), description and estimated cost. Following submission the COOP team will review and approve or return for corrections. Turnaround for reviews is 1-2 business days.
3. Once approved, when the claim is in “Vendor Approved” status in Coop portal, submit final invoices and proof of event and payment by selecting the claim and clicking on “update”. following review from COOP team and available balance, your credit will be issued in 3-5 business days.
4. Pre-approvals need to be submitted by Sept 15, 2022 and final invoices and proof need to be submitted by Nov 1, 2022.

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
 - **Gem-U Rheem training –** copy of receipt from CVENT
 - **On Call Air -** copy of invoice and one example of a proposal featuring Rheem Product.
 - **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:

Mention of Competitors: Any claim that is submitted under the Rheem Marketing Co-op Program that mentions or features any name or logo, of a competitor of Rheem or any competing product, will be ineligible for reimbursement. Only the Rheem brand can be promoted in any media.

Product Price Promotion: Any claim, for any media, for advertising that features product price will not be eligible for reimbursement.

Outdated Rheem Advertising Materials & Assets: Any claim that features outdated advertising materials, logos, equipment or collateral will not be eligible for reimbursement.

Distributor or Contractor Hired Spokesperson: Any fees associated with a spokesperson, who is hired by the Distributor or Contractor, will require pre-approval by Rheem.

Consumer Marketing and Advertising

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

Contractor Recruiting & Retention

- Beverage/meal expenses
- Entertainment Expenses

Publications – Product, Training & Sales Literature

- Contractor Designed Literature

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

Rheem Pro Partner Logo Usage Requirements

When advertising Rheem Pro Partner, please adhere to the following logo requirements.



- The Rheem Pro Partner Logo does **not** require use of a separate Rheem logo.
- The Rheem Pro Partner Logo replaces the Rheem Team logo, which is no longer approved
- The Rheem Pro Partner Logo must not be altered
- The Rheem Pro Partner Logo should remain proportionate and not skewed or distorted in any manner
- The minimum size in width for the Rheem Pro Partner Logo is 1.0 inch

To download graphics, all available Rheem Pro Partner logos, and ad samples, visit <http://www.myrheem.com> then click, Marketing/Advertising/Brand Assets. If you do not have login credentials, click on Request Account.

Clear Space:

The clear space refers to the minimum distances from the Pro Partner logo to any other graphic element or edge of a given design. Clear space dimensions are equal to the width/height of the Rheem logo on all sides of the Pro Partner logo, as shown in the diagram below:

