

2022

GEMAIRE AND RHEEM

CO-OP ADVERTISING HANDBOOK



Gemaire Distributors

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GEMAIRE.COM

Dear Gemaire Valued Customer,

Welcome to Gemaire's 2022 Rheem 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.

PROGRAM FOR 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 in COOP. If you have \$1200 in COOP accrual for the year you can use up to \$1000.*
- All claims must be submitted 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 Rheem purchases. 2022 Coop Accrual period runs **Dec 1 2021 - Nov 30 2022**.
 - a. Qualifying purchases: All Rheem Residential Equipment (MBUs) NOT including Rheem Commercial, Rheem Select, 3 Phase, Weatherking and Builder model. National Accounts and Home Depot do not qualify for coop.
 - b. Co-op is calculated based on 2% on qualified equipment purchases.
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 \$100,000 in qualified Rheem HVAC Equipment, you earn 2% or \$2000. You submit a \$3000 pre-approved advertising claim (invoice and documentation). Gemaire credits your account \$1500 (50% of the total claim). Your remaining coop accrual available is \$500.

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 by the earliest of Nov 1, 2022 or 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
- Following coop pre-approval (in the "Vendor approved" status, submit the final invoice and proof of activity through the Gemaire.com Dealer COOP Portal by finding the Pre-approval claim and clicking on "Update". add the PDFs and any comments to submit the update.
- 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. As a reminder, all dealers must meet a minimum requirement of \$35,000 in Rheem(equipment only) purchases from Gemaire to be approved for the Rheem co-op advertising program.
2. Obtain a pre-approval code by submitting a new claim to Gemaire.com dealer coop portal. Include images or other attachments (PDF Format), description of the activity and estimated cost. Following submission the COOP Team will review and approve or return for corrections. Turnaround for review is 1-2 business days.
3. Once approved, when claim is in "Vendor Approved" status in Gemaire.com dealer Coop Portal, submit final invoices, proof of event and proof of 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 September 15, 2022 and final invoice and proof need to be submitted by November 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
 - **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

Consumer Flat Logo Usage Requirements

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



The new degree of comfort.™

- The Rheem Consumer Logo must always include the tagline, “The new degree of comfort.™”.
- The tagline font color should always be PMS 185 or white.
- The Rheem Consumer Logo and tagline cannot be edited or altered in any way.
- The Rheem Consumer Logo must remain proportionate and not skewed or distorted in any manner.
- The Rheem Consumer Logo must stand alone and not overlap any background, equipment etc.
- No other graphic can be used with or as part of the logo; it cannot be a part of a dealer’s name or logo.
- The Rheem Consumer Logo must be placed on a solid, preferably white, background.
- The Rheem Consumer Logo should never be used on a red gradient background.
- The minimum size in width is .5 inch for the Rheem logo.
- Never place the Rheem Consumer Logo on a photo, illustration, or background where legibility will be compromised.
- Do not use old versions of the logos or taglines.

Logo Specifications:

- **Font:** Classic Rheem Sans Serif
- **One color:**
 - Black
 - White-To be Reversed Out
 - Red-PMS-185
- **For 4 color process match use:**
 - 76% Yellow / 91% Magenta
 - Dark Red: 32%C /94%M / 100%Y / 39%K



To download graphics, all Rheem logos, and ad samples, visit <http://www.myrheem.com> then click, Contractor Support/Tools & Services/Advertising Media Templates/Rheem Contractor Marketing Support. If you do not have login credentials, click on Request Account.

Clear Space:

The clear space refers to the minimum distances from the Rheem logo to any other graphic element or edge of a printed piece. The minimum clear space (X) is the height of the lower case “eem” as shown in the diagram above: