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## PURPOSE

To help dealers generate leads, new business, and acquire customers for AireForce products.

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## PROGRAM DATES

### **Accrual Period:**

January 1 – December 31 (current year)

### **Reimbursement Period:**

January 1 (current year) – February 28 (following year)

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## QUALIFYING PURCHASES

- AireForce Residential & Light Commercial Equipment
  - AireForce Parts Program Purchases
  - AireForce Aftermarket Products

### **DISQUALIFIED PURCHASES**

- IAQ Products
  - SPQ (Discretionary)
  - Freight Costs
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## ACCRUAL

- 1.5% of qualifying purchases during the above accrual period
  - Co-op will only be accrued on invoices kept current.
  - Past due invoices will not accrue Co-op monies.

## FUND REIMBURSEMENT

- Reimbursement is 50%, up to available accrual, for approved marketing/training uses.
    - Dealer must submit a valid invoice and appropriate documentation of fund usage.
  - Dealer will receive within 1-2 weeks following submission of a completed reimbursement information.
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## FUND USAGE REQUIREMENTS

- AireForce must be the only brand advertised. Competitor brands can't be mentioned.
- Ancillary products and/or services must clearly be separated from the area devoted to the AireForce brand.
- The AireForce logo must be used without alteration and must include the tagline "Your Trusted HVAC Source"
  - Registration mark (®) or trademark (™) should be visible

ALL COOP CLAIMS ARE TO BE SUBMITTED AT: <https://aireforce.com/coop/>

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