HVAC SOLUTIONS

# 2026 Bryant Co-op Advertising Policy

## Digital Advertising, Web Platform, Promotional, Traditional Media

bryant®
Heating & Cooling Systems

Updated: May, 2026

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## Bryant Co-op Advertising Policy

The Bryant brand represents what people think of us. It is the image, words, feelings associated with Bryant. Very successful companies all have very distinct brands that are highly recognizable. Keeping the brand consistent is just as important as developing the brand itself. The more consistent the brand is across all consumer touch points, the more the brand will have an impression on people and will be easily recognizable.

Bryant's advertising materials are designed to build awareness for both you and the brand. The use of consistent imagery and themes support the Bryant brand promise and are found throughout the ad kit found on **www.hvacpartners.com**.

## What is a Co-op Fund?

A Co-op fund is funded by Carrier Enterprise Canada (CE Canada) for the purpose of assisting Bryant dealers in local promotion, advertising of Bryant products and brand heritage in accordance with the policies outlined in this manual.

## Who can use Co-op Funds?

Bryant dealers who meet minimum annual purchase requirements of Bryant equipment and who are in good standing with CE Canada are eligible to accrue Bryant Co-op funds for the calendar year. Your Co-op funds accrual summary can be found on your CE Canada business statement, your account manager can provide this to you and review with you. **If the funds are not used by December 31 within that calendar year, the Co-op funds are lost.**

**Please Note: This can also be found on www.cehvac.ca under CE Rewards sections.**

## How do I earn Co-op Funds? UPDATED!

| Channel | Net Purchases | Standard Dealer Co-op% | Co-op% for BFAD |
|---|---|---|---|
| Residential | $50,000+* | 1.5% | 2.0% |
| **Incremental % on Evolution Products** | | | |
| Air Conditioners and Heat Pumps | 191VAN, 291VAN, 293VAN, 290VAN, 186CNV, 189BNV, 284ANV, 288BNV | | 1.0% |
| Gas Furnaces | 987MC, 986TD | | 2.0% |
| Ductless | Bryant purchases the Ductless (DLS) Infinity only | | 0.5% |
| Fan Coils | FE | | 0.5% |

*Min Net Purchases of $50,000 for first time dealers. After achievement starts at first $1.

## What products qualify for Co-op?

All Bryant branded equipment. Payne products are not included.

## Co-op Submissions and Deadlines

**The submission process is now digital. Please refer to the next section for quick and easy steps to submit your Co-op claims online. Physical packages will not be accepted.**

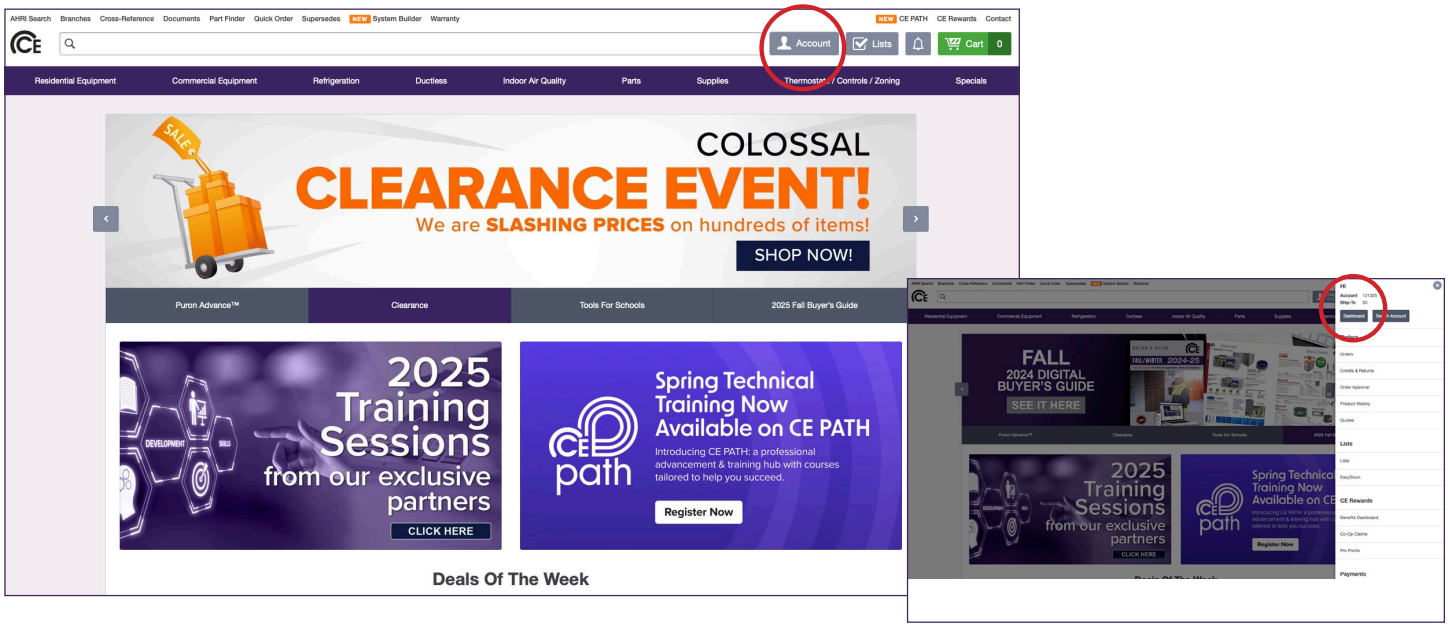
**All requests for Co-op must be received by CE Canada within 60 days of the invoice date by the media vendor. All claims must be submitted by December 15, 2026. Claims outside of these time frames will be declined for Co-op participation. No exceptions.**

*For any Co-op advertising activity occurring in December that will invoice after the December 15 deadline, you may submit the purchase order or estimate statement along with the required pre-approved creative for the claim by December 15 2026. Please ensure you email your Co-op administrator to advise when they can expect to receive your invoice. You will then need to submit your invoice and proof of activity by January 15, 2027 to close the claim. If an invoice is not received by January 15, 2027 the Co-op credit will be reversed from your CE account.

## Submission Process

Submit your claim by going to www.cehvac.ca. Log in and follow the steps in the CE Digital Co-op Process Guide.

**Please Note: FAD's looking to claim 100% Co-op rate vs the standard 50% please ensure this is noted at time of submission. If no note is provided claims will be processed at the standard 50% rate.**




## Co-op Credit Receipt Process

Once a request for Co-op has been approved and verified (based on the policy requirements), credit will be issued to the dealer's Co-op account.

## Regional Contacts for Co-op UPDATED!

| | |
|---|---|
| **Western Region - BC, AB, SK, MB & Eastern Region- QC** | Carrier Enterprise Canada<br>**Attn: Tammy Romman**<br>Phone: 587-355-7292<br>Email: Tammy.Romman@carrierenterprise.com |
| **Central Region - ON & Atlantic** | Carrier Enterprise Canada, L.P.<br>**Attn: Alia Syed**<br>Phone: 905-405-3525<br>Email: alia.syed@carrierenterprise.com |

## Where Can I Use the Bryant Logo?

All consumer media and point of sale must include the approved hi-resolution Bryant logo visually and audibly as applicable. **Not acceptable are 'grainy' low-resolution Bryant logos**, see **Bryant Logo Guidelines** for appropriate logo usage.

You may use the Bryant logo in the following **Consumer Media** that identifies the Bryant dealer with the Bryant brand but is not limited to:

| Consumer Media Category | Examples | |
|---|---|---|
| Digital | Website Construction / Rebuild<br>SEO (Search Engine Optimization)<br>PPC (Pay Per Click) Banner Ad Campaigns | Social Media Advertising<br>Digital Flyer Advertising<br>Digital Classified Advertising |
| Print | Newspaper/Magazine Advertising / inserts<br>Direct mail – including postage, Literature | |
| OOH (Out of Home) | Billboards / Outdoor Digital Boards<br>Public bus billboards and ads | Public bench ads<br>Stadium / Arena signage |
| Television | Broadcast Television Advertising | |
| Radio | Radio advertising | |
| Dealer Group Advertising (DGA) – Various Mediums | CE Canada sponsored | |

**NOTE:** Media commissions are allowable on media planning, placement, and other activities directly related to media execution. Media commissions must be on invoices from the media vendor and listed as a separate line item. Creative development and production fees cannot be funded with media commissions. **Media commissions shouldn't exceed 17% of total media cost for Co-op reimbursement.**

All consumer media and point of sale must include the approved hi-resolution Bryant logo visually and audibly as applicable. Not acceptable are 'grainy' low-resolution Bryant logos, see Bryant Logo Guidelines for appropriate logo usage.

| Point of Sale Category | Examples | |
|---|---|---|
| Promotional | Dealer truck decals<br>Lawn signs | Store signage<br>Door hangers |
| Apparel | Bryant branded casual wear | Dealer uniforms |
| Events & Sponsorships | Dealer home shows<br>Retail store displays | Shopping mall displays<br>Local 'Little League' sports events |

For pre-approvals on Co-op materials, please email a .pdf or .jpg proof to your regional contact identified on Page 5 of this handbook.

## How do I use the Bryant Logo?

**If the dealer chooses to create their own ads or marketing materials, the following minimum guidelines must be followed in order to be considered for Co-op funds.** All advertising created on your own must receive prior approval of CE Canada to be considered for Co-op: See "Qualifying Media for Co-op Funds" on page 9 for detailed conditions.

- Incorporate a high resolution Bryant logo (Shield) or Whatever It Takes. Always include the service mark symbol (SM) at the end of the tag line.
- In print and TV advertising, the Bryant logo or Whatever It Takes must be at **a minimum a half size of the dealer's company logo.**
- In radio advertising, the Bryant name must be **mentioned at least two times with the current tagline on 30 second commercials.**
- Ads must be dedicated to the promotion of Bryant products and its heritage.
- No competitive HVAC brand logos or products can appear in the ad or marketing material.

## The Bryant Consumer Promise

Dealer ads must also meet legal and corporate requirements. To be eligible for Co-op funds, follow these guidelines, always be truthful, and avoid miscommunication.

## Advertising Ethics

When creating your Bryant advertising, you must always display good business ethics—t**he disparagement of competitors will not be tolerated.** Your communications must meet regulations set forth by provincial and local laws. **A discount is an additional cost to promote a sale. When advertising discounts and rebates, you cannot raise your price to cover an advertised discount or rebate.** Local authorities may elect to prosecute misleading advertising of this nature. Dealers should promote their businesses in a straightforward, factual fashion just as they would expect from other businesses. The HVAC industry can benefit from such practices.

## Warranties

All references to warranties must be accompanied by detailed federal, provincial and local regulations. **When a dealer creates its own warranty, it must be clearly stated that warranty responsibility lies with the dealer, not the manufacturer.** Because many areas now regulate the sale of third-party warranties and because of the tremendous financial liabilities associated with dealer or third-party issued warranties, CE Canada strongly discourages this practice.

## Professional Claims

Only dealers who have fully met the requirements for Bryant Factory Authorized Dealer (BFAD) status and have been confirmed through Bryant Factory /CE Canada may claim to be "Factory Authorized". Claiming to be "Factory Authorized" if not fully recognized by Bryant Factory/CE Canada is misleading to consumers and may become a serious deterrent to building trust with consumers when they realize the dealership is not listed on the Bryant locator as Factory Authorized. Bryant Factory/CE Canada is required to pursue any false claims in the interest of providing consumers with factual information.

## "Free" Offers

The word "free" should be used with extreme caution. Many provinces regulate or prohibit "free" offers in connection with the sale of goods or services. When "free" or "bonus" or an equivalent are permitted and are used in conjunction with a bonus offer for purchasing equipment, the bonus price cannot be passed on or incorporated into the consumer purchase price.

## Special Price Offers

Each Bryant system is unique to every consumer's home and therefore priced uniquely. Advertised price suggests that a consumer will receive the exact cost, which is not probable in the case of HVAC products. To this end, Dealers are not permitted to advertise pricing with the Bryant brand.

Dealers may elect to feature a financing offer (with appropriate disclaimers and conditions), but an equipment or package price cannot be featured. Co-op funds will not be paid for advertising in breach of this requirement. Dealers will be notified if pricing is featured and will risk the loss of all accumulated Co-op funds and further action, if required.

## Financing

When offering purchasers credit options, ads must disclose all terms of credit, including contract length.

The following are undesirable when advertising credit:

- Stating payments in dollars per month without revealing how many months
- Promoting "no money down" offers without stating that purchases need to qualify
- Advertising a finance charge without indicating the annual percentage rate
- Raising the price for customers using a credit card is prohibited by law. You can, however, discount for cash

**Note:** Advertising not specifically covered by this policy must have prior approval of CE Canada to be eligible for Co-op funds. Claims for advertising Co-op which violate the qualifications contained within this policy will be declined.

## Bryant Logo and Brand Guidelines

Logos are a great way to identify specific products or product features. They act as a quick reference for the reader and help them recognize and remember your ad. Use these Bryant proprietary logos to help increase the effectiveness of your advertising. **You may NOT distort, alter or modify the Bryant logo for any reason. Any alteration of the logo is prohibited and will, among other things, disqualify the ad from Co-op funding and loss of all Co-op funds for the year.**

bryant®
Heating & Cooling Systems

Whatever it takes.SM
bryant®
Heating & Cooling Systems

WHATEVER IT TAKES SM

Whatever it takes.SM bryant®
Heating & Cooling Systems

## Use of the Bryant Logo – Size and Colour

The Bryant logo must be at a minimum a 1/2 size to the dealer logo when producing custom marketing materials. The dealer logo may be slightly larger in pre-approved ad kit materials. When using Bryant logos and proprietary names, it is important to use them properly. This chart identifies the proper designation for the intellectual property, as well as the proper colors when using spot color versions of the logos.

| Logo | Trademark | Colour Breakdown |
|---|---|---|
| Bryant | ® | Pantone Red 485 |
| Whatever It TakesSM | SM | Pantone Red 485, Black |
| Puron® Refrigerant | ® | Pantone Green 349, Pantone Blue 285, Black |
| HYBRID HEAT®<br>Dual Fuel System | ® Text<br>® Logo | Pantone Green 362, Pantone Light Green 376, Black |
| Evolution® System | ® Text TM Logo | Pantone Red 208 |
| Preferred™ Series | TM | Pantone Blue 286 |
| Legacy™ Line | TM | Pantone Green 343 |

## Factory Authorized Dealer (FAD) logo

Bryant dealer must be Factory Authorized Dealer (FAD) in order to use the Bryant FAD logo and qualify with FAD requirements from CE Canada and Bryant.

bryant® Factory Authorized Dealer
Heating & Cooling Systems

## Qualifying Media for Co-op Funds

| Online | Qualification for Co-op | Claiming Process | Co-op Rate Bryant Dealer |
|---|---|---|---|
| Websites | • Websites with non-competing products would be eligible for Co-op, subject to audits on an on-going basis for the next 12 months.<br>• If the website being claimed for Co-op funds does not maintain a Bryant exclusive presence, previously paid Co-op funds will be invoiced back to a dealers account. | • Submit a web address along with invoices for website creation costs.<br>• URL, hosting, and maintenance fees are not eligible for Co-op claiming.<br>• If non-competing products are included (i.e. fireplaces), % rebate willbe proportionate to Bryant branded content. | 50-50% |
| Online advertising | • Internet banner ads must prominently display Bryant brand logo with tagline<br>• Pre-approval required | • Vendor invoices (such as production, ad media buy, agency and management fees)<br>• Print out of advertisement<br>• URLs of landing pages/website<br>• Pre-approval confirmation<br>• FADs may opt to claim 50% instead if they want to save some Co-op funds to spend on other items. | 50-50%<br>**For FADs only, 100%** |
| **SEM** Search Engine Marketing | • Internet banner ads must prominently display brand logo with tagline<br>• Copy-only based ads must include the use of Bryant brand name<br>• Keywords can include the use of Bryant brand name<br>** Exception for BFADs – non-Branded search terms are permissible since BFAD websites are not allowed to display competitive advertising<br>• Pre-approval required | • Vendor invoices (such as production, ad media buy, agency and management fees)<br>• Invoice must be detailed with cost for each campaign with Bryant brand name<br>• Print out of advertisement (banner ads,copy-only ads)<br>• Print out of Google AdWords account pages: “Keywords” tab and “Ads” tab (column “cost” must appear)<br>• List of Keywords used<br>• URLs of landing pages/website<br>• Pre-approval confirmation<br>• FADs may opt to claim 50% instead if they want to save some Co-op funds to spend on other items. | 50-50%<br>**For FADs only, 100%** |
| **SEO** Search Engine Optimization | • Dealer’s website requirements prior to SEO approval:<br>-must prominently feature Bryant logo on homepage<br>-list and show Bryant search terms exclusively (Exception: website may note by name(no logo) all brands serviced)<br>** Exception for BFADs – non- Branded search terms are permissible since BFAD websites are not allowed to display competitive advertising Website pre-approval required<br>• SEO plan, cost and initiatives must be submitted for COOP approval prior to any implementation | • Vendor invoice must contain adetailed description of SEO services/initiatives<br>• Print out of SEO initiatives (blogs written, links to directories, linksearned...)<br>• Pre-approval confirmation<br>• FADs may opt to claim 50% instead if they want to save some Co-op funds to spend on other items. | 50-50%<br>**For FADs only, 100%** |

## Qualifying Media for Co-op Funds, Continued

| Online | Qualification for Co-op | Claiming Process | Co-op Rate Bryant Dealer |
|---|---|---|---|
| **Social Media and SMO** Social Media Optimization | • Videos limited to a local production that focuses on dealer's services and Bryantbranded products (pre- approval of script and storyboard required)<br>• X and like feeds mustmention Bryant name<br>• Videos and social media pages must feature Bryant logo with tagline<br>• Social Media campaigns mustfocus on Bryant brand and products<br>• No competitive brands or products promoted | • Vendor invoices (such as agency management fees, production)<br>• Printout of Meta or other landingsite/ visuals of the social media campaign<br>• Pre-approval confirmation<br>• FADs may opt to claim 50% instead if theywant to save some Co-op funds to spend onother items. | 50-50%<br>**For FADs only, 100%** |
| **Email Marketing** | • It covers direct marketing emails generated by the dealership<br>• The content of the email marketing must promote the Bryant brand and products.<br>• Covered costs includeproduction, mailing list costs, distributions cost, agency fees<br>• Prior approval is required on email marketing campaigns for both content and cost. | • Vendor invoice<br>• Printout of the email template<br>• Pre-approval confirmation | 50-50% |

**Note: Websites** - Co-op would be at the rate of 50-50% if only Bryant branded products are featured. If non-competing products are included (i.e. fireplaces), % rebate will be proportionate to Bryant branded content.

| Print Media | Qualification for Co-op | Claiming Process | Co-op Rate Bryant Dealer |
|---|---|---|---|
| **Newspapers/ Magazines / Print Media**<br>• Sunday, Weekly, Penny-saver type newspapers qualify, provided they circulate in the dealer's trade area.<br>• Rates and circulation can be verified through independent audit.<br>• For other kinds of newspapers, magazines, and printmedia prior approval is required. | • Current registered Bryant logo prominentlydisplayed.<br>• Bryant logo must be at least 1/2 size of the dealer's signature or logo. Or multiple use of the Bryant name in the body is sufficient.<br>• The Bryant logo must be ofsufficient size in comparison to the rest of the advertisement.<br>• A Bryant logo must appear independently on the ad's signature. | • Vendor's dated invoice, noting items being submitted for Co-op with a check mark.<br>• Attach tear sheets in chronological order of invoice.<br>• A tear sheet is the entire page on which the ad appeared (the date of the newspaper and the name ofthe paper should be located somewhere on the tear sheet).<br>• Only original, dated, full page tear sheets will be accepted. | 50-50% |

## Qualifying Media for Co-op Funds, Continued

| Print Media | Qualification for Co-op | Claiming Process | Co-op Rate Bryant Dealer |
|---|---|---|---|
| **Print Media Templates** (Corporate) | • Bryant generated print templates<br>• No modifications to template except for dealers name and details | • Same as above | 50-50% |
| **Direct Mail** | • Covers mailers like Val-Pak, Advo-Systems, Money Mailer, Flyers & Postcards<br>• It covers direct mail generated by the dealership (i.e. flyers,coupons, newsletters, etc.).<br>• The content of the mailer must promote the Bryant brand and products.<br>• Covered costs include production, printing, collating, stuffing, mailing list costs, distribution and/or postage costs.<br>• Prior approval is required on direct mail for both content and cost. | • Send an actual mailer (photocopies are not acceptable).<br>• Verification of all costs including list cost (if used) and postal receipts for the quantity mailed.<br>• For other methods of distribution, include a paid invoice stating the cost and quantity distributed. | 50-50% |
| **Direct Mail** (Corporate) | • Covers Bryant generated flyers and other mass produced and mail-distributed media.<br>• No modifications to template except for dealer's name and details | • CE Canada will invoice the dealer<br>• Dealer can claim Co-op if funds are available | 50-50% |
| **Billboards** | • Dealers who create their own billboards or painted signs must have prior a | • Submit a photograph of each billboard poster, along with a copy of the billboard vendor's invoice (the invoice should identify which board was used at each location).<br>• If you submit invoices from a billboard company for boards which remain unchanged, you do not have to take a new picture monthly.<br>• Simply notify CE Canada and we will keep a picture of the billboard on file to submit with your monthly invoice. | 50-50% |
| **Dealer Brochures** | • All artwork must be prior approved and must adhere to the guidelines presented in the front of this manual.<br>• No illustrations or references to competitive equipment are allowed. | • Submit copies of necessary invoices for the costs incurred in producing the brochure along with an actual brochure.<br>• Covered costs include the creative charges, production and printing expenses. | 50-50% |

## Qualifying Media for Co-op Funds, Continued

| Radio Media | Qualification for Co-op | Claiming Process | Co-op Rate Bryant Dealer |
|---|---|---|---|
| **Radio Broadcast** | • All radio broadcast scripts must mention Bryant at least two times and include the tag line.<br>• Only pre-recorded scripts are Co-op-eligible (live 'reads' are not Co-op-eligible).<br>• Must be approved by CECanada in advance | • One copy of the paid station invoice supported by the corresponding notarized script(s)<br>• One copy of each script broadcast must be attached to the invoice.<br>• The station invoice must reflect the length, date, time and rate of each commercial.<br>• The scripts must be notarized, indicating the correct number of times that script was run at what rate per spot, and these figures must match the invoice total. | 50-50% |
| **Radio Broadcast** (Corporate) | • Commercials produced by the Bryant factory qualify for Co-op participation.<br>• Bryant produced material may not be severely edited orotherwise altered in a manner that could dilute the tone and spirit intended for the communication. | • Same as above.<br>• When using Bryant-supplied commercials, refer to the catalogand spot number on the notarized documentation (example Tape #CAC-411-378, spot 3). | 50-50% |

| Television | Qualification for Co-op | Claiming Process | Co-op Rate Bryant Dealer |
|---|---|---|---|
| **Television Broadcast** | • All television broadcast scripts must mention Bryant at leasttwo times and include the tagline.<br>• Television ads must visually feature the Bryant logo.<br>• Only pre-recorded scripts are Co-op-eligible (live 'reads' are not Co-op-eligible).<br>• Must be approved by CE Canada in advance | • One copy of the paid station invoice supported by the corresponding notarized script(s)<br>• One copy of each script broadcast must be attached to the invoice.<br>• The station invoice must reflect the length, date, time and rate of each commercial.<br>• The scripts must be notarized, indicating the correct number of timesthat script was run at what rate per spot, and these figures must match the invoice total. | 50-50% |
| **Television Broadcast** (Corporate) | • Commercials produced by the Bryant factory qualify for Co-op participation.<br>• Bryant produced material may not be severely edited orotherwise altered in a manner that could dilute the tone and spirit intended for the communication. | • Same as above.<br>• When using Bryant-supplied commercials, refer to the catalogand spot number on the notarized documentation (example Tape #CAC-411-378, spot 3). | 50-50% |

## Qualifying Media for Co-op Funds, Continued

| Other Medias | Qualification for Co-op | Claiming Process | Co-op Rate Bryant Dealer |
|---|---|---|---|
| **Vehicle Identification Kits** | • Vehicle identification kits and Bryant decals are available from our supplier TKO.<br>• Dealers who create their own identification kits must have prior approval to guarantee Co-op participation.<br>• Customized decal kits ordered through CE Canada cannot be returned. | • Kits ordered through CE Canada will be net billed to the dealer's account.<br>• For locally created materials that were previously approved by CE Canada, submit a copy of a vendor's itemized invoice and a photograph of each vehicle described on the invoice.<br>• Vehicle painting and application of locally done lettering or application of Bryant lettering kits is 50% Co-op-eligible<br>• No Co-op is available for vehicle repairs, parts, or maintenance. | 50-50% |
| **Apparel** | • Dealers are encouraged to purchase their apparel requirements through a reputable apparel company.<br>• Apparel includes shirts, hats and jackets for Co-op or those that are visible to the consumer. Pants and/or socks are not Co-op-eligible.<br>• The Bryant logo is required on apparel to be eligible for Co-op.<br>• The Bryant embroidery file is available to use and can be downloaded from HVACPartners.com<br>• Cleaning services for apparel is not eligible for Co-op claiming. | • Once you receive the invoice for your apparel, pay the invoice.<br>• Send a copy of the invoice to CE Canada for credit on your account.<br>• A cap per dealer of 25% of their funds available can be used on apparel per year.<br>• Pictures or mock-ups of apparel is to be provided. | 50-50% |

## Qualifying Media for Co-op Funds, Continued

| Other Medias | Qualification for Co-op | Claiming Process | Co-op Rate Bryant Dealer |
|---|---|---|---|
| **Home & Mall Shows/ Fairs** | • Dealers are encouraged to participate in local or virtual home and builder shows and displays.<br>• In order to get Co-op assistance, a dealer's booth/display must be dedicated to the promotion of Bryant products and must visually display his association with the Bryant brand.<br>• Dealers must advise CE Canada of their intentions to participate in a show prior to the event taking place.<br><br>**Co-op eligible:**<br>• Contract for the booth or space.<br>• Signs (featuring Bryant) made specifically for the show.<br>• Miscellaneous expenses ie. Electrician fees, carpet rentals.<br><br>**Not Eligible for Co-op:**<br>• Hostess fees<br>• Travel and personal expenses of exhibitors (room & board)<br>• Dealer/distributor personnel expenses<br>• Equipment exhibited in the booth<br>• Freight charges for equipment.<br>• Pictures of the booth | • All expenses must be itemized and invoiced.<br>• Submit all invoices pertaining to the show along with documentation supporting each invoice (i.e. photograph of banners/ signs, sample flyer/ handout, etc.).<br>• Attach a photograph of the finished booth to the invoices.<br>• If non-competing products are included i.e. Fireplaces, rebate will be paid proportionate to visibility of the Bryant brand. | 50-50% |
| **Technical & Promotional Literature** | • Bryant factory creates, produces and distributes product and brand literature.<br>• CE Canada with our vendor Dare Marketing* will provide a reasonable amount of literature to dealers at no charge.<br>• CE Canada reserves the right to invoice the dealer if it is felt that the dealer is requesting an inordinate amount of Bryant literature.<br>• Bryant generated print literature. resources available on HVACpartners.com<br>• No modifications to template | • Not Applicable.<br>• Vendor's dated invoice broken down, noting items being submitted for Co-op<br>• Attach Documents in chronological order of invoice.<br>• FADs may opt to claim 50% instead if they want to save some Co-op funds to spend on other items | 50-50%<br><br>**For FADs only, 100%** |

* Dare Literature site will be closing as CE moves to a more digital format.

## Qualifying Media for Co-op Funds, Continued

| Other Medias | Qualification for Co-op | Claiming Process | Co-op Rate Bryant Dealer |
|---|---|---|---|
| **Training Expenses** | • Tuition for the Bryant- sponsored regional training schools can be claimed by the dealer for Co-op funds.<br>• Travel and accommodation expenses are not eligible forCo-op. | • Submit a copy of the confirmation letter each student receives fromthe Bryant factory.<br>• A copy of the company cheque that paid for the student's tuition. | 50-50% |
| **Retail Store Associate Training Seminars** | • Cost of conducting brand- neutral lead generation classroom training for Store Associates for retail settings.<br>• Includes lunch, refreshments & classroom materials, handouts,etc. | • Submit image of classroom session(s) taking place<br>• Submit a copy of invoice. | 50-50% |
| **Local Sponsorship** | • Pre-approval required.<br>• Outline of sponsorship in local community. (i.e. Little Leagues)<br>• Detailing cause.<br>• Who would benefit.<br>• Dealer's role in participation.<br>• Time frames & Cost of program.<br>• Branded Golf Tournament Sponsorship<br>• Clear use of the Bryant logo on all signage | • Submit a copy of invoice and photograph with date. | 50-50% |

## OnCall Air & Housecall Pro

**OnCall Air Free Demo: CLICK HERE**

**Housecall Pro Free Trial: CLICK HERE**

Co-op Eligible Funds are available for your usage & promotion of the Bryant brand via the OnCallAir Professional Proposal App or Housecall Pro Business Operations App. Available Funds can be used to cover up to 50% of costs to promote the Bryant brand via these Watsco Ventures-sponsored support tool applications. Sufficient proof of Bryant sales opportunities via the apps must be provided for reimbursements. This must include sceenshots, and you must attach monthly reports from provider. Equivalent screenshot proofs would also be accepted for Service Titan app usage for Bryant product promotion.

**Please note, you may feel free to hide/black out pricing in your proof of usage screenshot support images.**

Housecall Pro Example 1 of 1:



The air conditioning technicians install, inspect, maintain, and repair air conditioner. They ventilate equipment and controls making sure they operate efficiently and continuously. They perform regular maintenance work on cooling units. ... They install, replace, or repair equipment that has been damaged.

| Services | Quantity | Unit price | Amount |
|---|---|---|---|
| Diagnose a problem<br>Have a leak or other plumbing problem? Have an expert come over to diagnose what is going on. | 1 | $ | $ |
| Premier Platinum maint. plan | 1 | $ | $ |

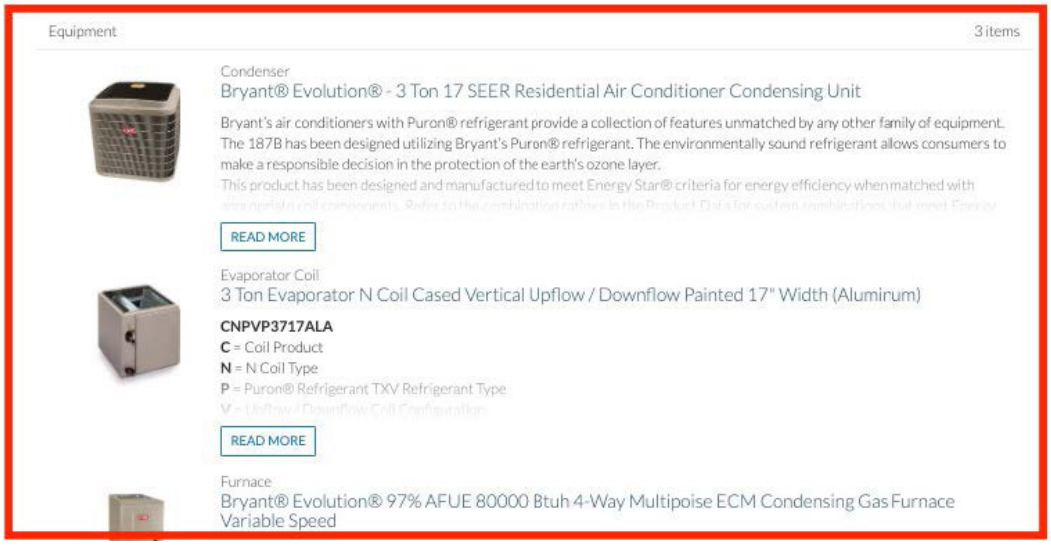
| Materials | Quantity | Unit price | Amount |
|---|---|---|---|
| Bryant® Legacy™ - 2 Ton 14 SEER Residential Heat Pump Condensing Unit<br>model # 214DNA024P00<br>Bryant® heat pumps with Puron® refrigerant provide a collection of features unmatched by any other family of equipment. The 214D has been designed utilizing Bryant's Puron® refrigerant. The environmentally sound refrigerant allows consumers to make a responsible decision in the protection of the earth's ozone layer. | 1 | $ | $ |

**Please note, you may feel free to hide/black out pricing in your proof of usage screenshot support images.**

OnCall Air Example 1 of 2:




OnCall Air Example 1 of 2:



## Podium

# Podium

### Watch Podium Free Demo: CLICK HERE

Podium's all-in-one lead management and communication platform delivers a seamless customer experience across all channels. **Below are 3 ways they can provide documentation.**

**1. Tagged Lead Reporting:**

Contractors can use Podium's Lead Reporting features to track where leads originate. Can Require contractors to use custom "Tags" in the **Podium Inbox** for any conversation or lead specifically interested in the Bryant brand.

**Proof:** A monthly export of the Lead Source Report filtered by these brand-specific tags shows you exactly how many leads for your products were handled through the app.

**2. Text-To-Pay feature:**

Brand name or specific model numbers that indicate Bryant models in the "Description" field of every **Podium Payment** request.

This will enable you to be able to pull a **Payment Transaction Report** from the dashboard that will show a line-item history of completed sales, allowing CE to verify Bryant was sold.

**3. CRM:**

If you integrate Podium with a CRM (like *Housecall Pro, Service Titan or FieldEdge*), the data often syncs automatically. Or would **Require** a screenshot or export from their **Contact Profiles** that shows the "Status" or "Job Type" associated with your Bryant brand.

## Terms and Conditions

**Advertising not specifically covered by this policy must have prior approval of CE Canada to be eligible for Co-op. Claims for advertising Co-op which violate the qualifications contained within this policy will be declined. Media not specifically covered by this Co-op policy must receive prior approval in order to qualify for Co-op credit.**

**Submission for Co-op claims must be within the 60 days of the invoice date by the media vendor.**
*CE Canada will NOT honour claims made outside of this claiming period.*

CE Canada reserves the right to decline any Co-op claim deemed not to follow the guidelines outlined in this manual. CE Canada also reserves the right to audit at its discretion dealer activity where Co-op claims have been made.

**CE Canada reserves the right to reject any request for Co-op advertising if that expenditure would overdraw a dealer's Co-op fund account at year-end. Should we discover that a dealer's Co-op account has been overdrawn at year-end; the negative balance will be billed back to the dealer to bring the account to a zero balance. Funds that remain unspent at the end of the year may not be carried over into the following year.**

## Expenses that cannot be submitted for Co-op

- Advertising agency service fees.
- Advertising claims submitted with photocopies of newspaper tear sheets (Only original whole tear sheets allowed).
- Advertising containing the words "authorized" or "certified" in connection with the Bryant name.
- Advertising using incorrect, illegible, obsolete, low resolution, poor quality Bryant logos and/or slogans.
- Showroom equipment
- Awards banquets/recognition plaques.
- Telecommunications expenses.
- Business expense items - stationary, forms, cellular phones, office phones, fax machines, computers, software, business cards etc.
- Business gifts.
- Long-range advertising contracts that extend beyond the current Co-op year.
- Claims not submitted within the Co-op deadline process (see page 3).
- Clothing and promotional items not including the Bryant logo.
- Shipping charges and sales tax.
- Travel expenses.
- Advertising which features competitive items, equipment, brand names, etc.
- Any expense not associated with the promotion of the Bryant brand.
- Association dues, publication subscriptions, and/or association contribution expenses.
- Any expense which does not meet the requirements outlined within this policy.
- Any expenditure that would overdraw a dealer's market fund account at year-end