



2025 Carrier Business Development Fund (Co-op) Advertising Policy

Digital Advertising, Web Platform,
Promotional, Traditional Media



Turn to the experts

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Carrier BDF Advertising Policy

The Carrier® logo type, brand name and associated trademarks are valuable assets. They help consumers identify our products and services. They stand for innovation , quality, reliability, value and trust. In short, they help build sales.

Carrier’s advertising materials are designed to build awareness for both you and the brand. The use of consistent imagery and themes depicting happy, comfortable homeowners with messages of comfort and efficiency support the Carrier brand promise and are found throughout the ad kit found on www.hvacpartners.com.

What is a BDF Fund?

A BDF fund is funded by Carrier Enterprise Canada (hereafter mentioned as CE Canada) for the purpose of assisting Carrier dealers in local promo advertising of Carrier products and brand heritage in accordance with the policies outlined in this manual.

Who can use BDF Funds?

Carrier dealers who meet minimum annual purchase requirements of Carrier equipment and who are in good standing with CE Canada are eligible to accrue Carrier BDF funds for the calendar year. Your BDF funds accrual summary can be found on your Carrier 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 BDF funds are lost.**

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

How do I earn BDF Funds? **UPDATED!**



Channel	Net Purchases	Standard Dealer BDF%	BDF% for CFAD
Residential	\$50,000+*	1.5%	2.0%
Incremental % on Infinity Products			
Air Conditioners and Heat Pumps	24VN, 25VN, 26VN, 27VN		1.0%
Gas Furnaces	59MN, 58TN, 59TN		2.0%
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 BDF?

All Carrier branded equipment.

BDF Submissions and Deadlines

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

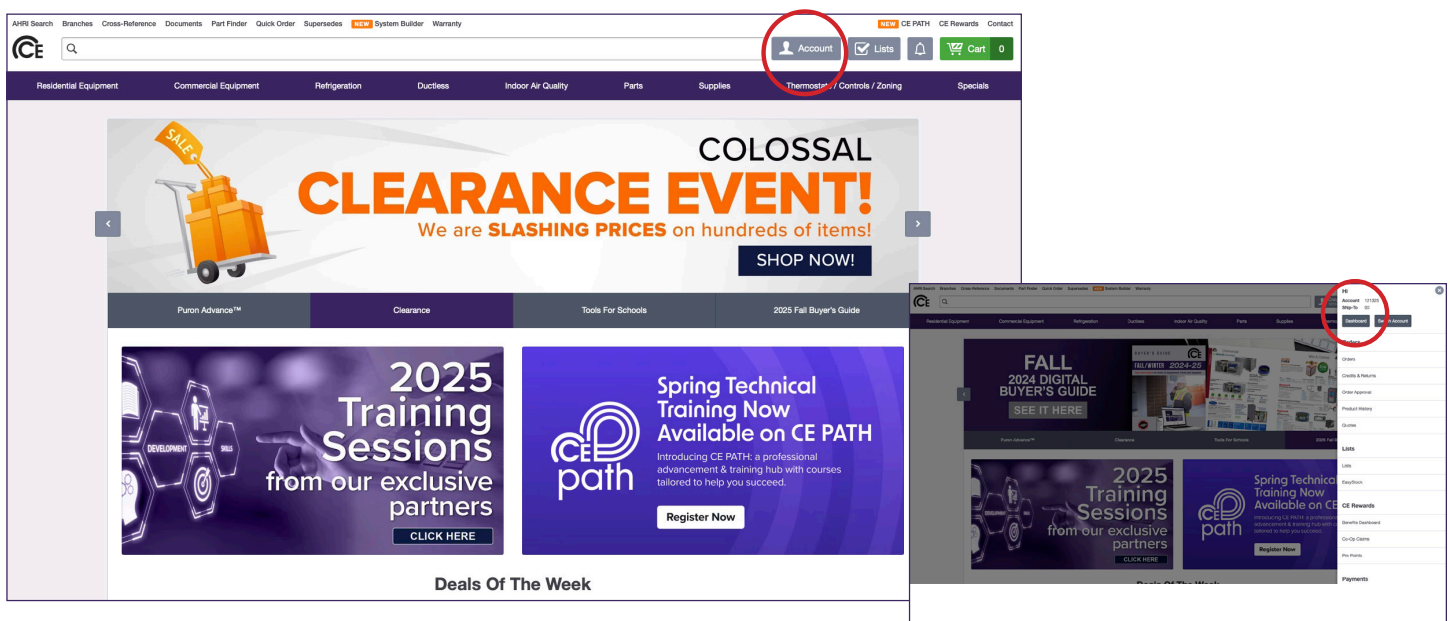
All requests for BDF must be received by CE Canada within **60 days** of the invoice date by the media vendor. All claims must be submitted by **December 15, 2025**. Claims outside of these time frames will be declined for BDF participation. No exceptions.

*For any BDF 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 2025. Please ensure you email your BDF 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, 2026 to close the claim. If an invoice is not received by January 15, 2026 the BDF credit will be reversed from your CE account.

Submission Process **UPDATED!**

Submit your claim by going to www.cehvac.ca. Log in and follow the steps in the [CE Digital BDF Process Guide](#).

Please Note: FAD's looking to claim 100% BDF 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.



BDF Credit Receipt Process

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

Regional Contacts for BDF **UPDATED!**

<p>Western Region - BC, AB, SK, MB & Eastern Region- QC</p>	<p>Carrier Enterprise Canada Attn: Tammy Romman Phone: 587-355-7292 Email: Tammy.Romman@carrierenterprise.com</p>
<p>Central Region - ON & Atlantic</p>	<p>Carrier Enterprise Canada, L.P. Attn: Monick Porter Phone: 905-405-2417 Email: Monick.Porter@carrierenterprise.com</p>

Where Can I Use the Carrier Logo?

All consumer media and point of sale must include the approved high resolution Carrier Logo and tagline (Turn to the Experts) visually and audibly as applicable. Not acceptable are ‘grainy’ low-resolution Carrier logos, see **Carrier Logo Guidelines** for appropriate logo usage.

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

Consumer Media Category	Examples	
Digital	Website Construction / Rebuild SEO (Search Engine Optimization) PPC (Pay Per Click) Banner Ad Campaigns	Social Media Advertising Digital Flyer Advertising Digital Classified Advertising
Print	Newspaper/Magazine Advertising / inserts Direct mail – including postage, Literature	
OOH (Out of Home)	Billboards / Outdoor Digital Boards Public bus billboards and ads	Public bench ads 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 BDF reimbursement.**

BDF qualifying Point of Sale that includes the approved high resolution Carrier logo and tagline (Turn to the Experts) and identifies the dealer with the Carrier brand includes but is not limited to:

Point of Sale Category	Examples	
Promotional	Dealer truck decals Lawn signs Store signage	Door hangers Inflatable Product blow-ups
Apparel	Carrier branded casual wear	Dealer uniforms
Events & Sponsorships	Dealer home shows Retail store displays	Shopping mall displays Local 'Little League' sports events

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

How do I use the Carrier 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 BDF funds. All advertising created on your own must receive prior approval of CE Canada to be considered for BDF: See “Qualifying Media for Co- Op Funds” on page 11 for detailed conditions.

- Incorporate a high resolution Carrier logo with current tagline (Turn to the Experts).
- In print and TV advertising, the Carrier logo must be at **a minimum a half size of the dealer’s company logo.**
- In radio advertising, the Carrier name must be **mentioned at least two times with the current tagline on 30 second commercials.**
- Ads must be dedicated to the promotion of Carrier products and its heritage.
- No competitive HVAC brand logos or products can appear in the ad or marketing material.

The Carrier Consumer Promise – Our Collaborative Commitment

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

Advertising Ethics

When creating your Carrier advertising, you must always display good business ethics—the 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 Carrier Factory Authorized Dealer (CFAD) status and have been confirmed through Carrier Corporation/CE Canada may claim to be “Factory Authorized”. Claiming to be “Factory Authorized” if not fully recognized by Carrier Corporation/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 Carrier locator as Factory Authorized. Carrier Corporation/CE Canada are 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

When you are advertising a **special price**, be sure to include the following: **“For a limited time only. Call for details”.** **Ads featuring pricing that is unacceptably low will be declined for BDF funds.**

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 BDF funds. Claims for advertising BDF which violate the qualifications contained within this policy will be declined.

Carrier Logo and Brand Guidelines

Carrier has also updated the typeface of the tag line, to give it a more contemporary look. Please note that any new communications materials should feature the new logo only. The old Carrier logo (with the leaf) is no longer valid for use. You may NOT distort, alter or modify the Carrier logo for any reason. Any alteration of the logo is prohibited and will, among other things, disqualify the ad from BDF funding.



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NEW CARRIER LOGO



turn to the expertsSM



X DO NOT USE



X INCORRECT USE



X INCORRECT USE OF CARRIER VISUALS

Use of the Carrier Logo – Size and Colour

The Carrier logo must be at a minimum a ½ size to the dealer logo when producing custom marketing materials. The dealer logo may be slightly larger in pre-approved ad kit materials.



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Always use approved Carrier colours when reproducing the logo in your materials:

- Use Carrier blue for the oval and black for the tag line
- Carrier blue spot color: Pantone® 072
- Carrier blue process color: CMYK = 100% cyan, 85% magenta

In the absence of color, the logo can be black or reversed out of black.

- No other colors are acceptable.
- Always use the approved logo.
- Do not distort, alter or modify the logo for any reason.



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Use of the Carrier Logo – How it is placed in the ad

- Always leave proper white space around the Carrier logo and tag line, as shown here
- Leave at least half the length of the logo on each side
- Leave at least half the height of the logo on the top and bottom
- Use the approved logo art available in HVACpartners under AdKits in place of your 2014 Advertising Guide. Never attempt to recreate the logo art yourself.



Use of the Carrier Tag line

- Always use the approved “Turn to the Experts” tag line, in the correct font and size relationship to the Carrier oval logo, as supplied in the artwork
- Do not alter, distort or modify the tag line for any reason
- Always leave space between the logo and tag line equal to the size of the lower case text



Logo with Tag line

Do not attempt to retype any portion of the logo; both the Carrier oval logo and the tag line are art created especially for Carrier and legally protected.

Other Logo Guidelines

- Always retrieve logo artwork from Ad Kit on HVACpartners.com; Do not recreate logo artwork
- In the absence of color, the logo can be black or reversed out of black
- Only use colors indicated and approved by Carrier; No other colors are acceptable
- Always use the approved logo
- Do not alter or distort the logo for any reason



FAD Carrier Logo

The FAD Carrier logo is exclusive to those dealers who have attained the designation by completing the Factory Authorized Program requirements. Claims that advertise the use of this logo without proper permission will be rejected.



Online	Qualification for BDF	Claiming Process	BDF Rate Carrier Dealer
Websites	<ul style="list-style-type: none"> Prominently feature Carrier logo on homepage (logos appearing in photos are not considered sufficient) List and show Carrier products exclusively (Exception: website may note by name (no logo) all brands serviced) Pre-approval required Websites with non competing products would be eligible for BDF, subject to audits on an on-going basis for the next 12 months. If the website being claimed for BDF funds does not maintain a Carrier exclusive presence, previously paid BDF funds will be invoiced back to a dealers account. 	<ul style="list-style-type: none"> Submit a web address along with invoices for website creation costs. URL, hosting and maintenance fees are not eligible for BDF claiming. Pre-approval confirmation If non-competing products are included (i.e. fireplaces), % rebate will be proportionate to Carrier branded content. 	50-50%
Online advertising	<ul style="list-style-type: none"> Internet banner ads must prominently display Carrier brand logo with tagline Pre-approval required 	<ul style="list-style-type: none"> Vendor invoices (such as production, ad media buy, agency and management fees) Print out of advertisement URLs of landing pages/website Pre-approval confirmation FADs may opt to claim 50% instead if they want to save some BDF funds to spend on other items. 	50-50% For FADs only, 100%
SEM Search Engine Marketing	<ul style="list-style-type: none"> Internet banner ads must prominently display brand logo with tagline Copy-only based ads must include the use of Carrier brand name Keywords can include the use of Carrier brand name **Exception for CFADs – non-Branded search terms are permissible since CFAD websites are not allowed to display competitive advertising Pre-approval required 	<ul style="list-style-type: none"> Vendor invoices (such as production, ad media buy, agency and management fees) Invoice must be detailed with cost for each campaign with Carrier brand name Print out of advertisement (banner ads, copy-only ads) Print out of Google AdWords account pages: “Keywords” tab and “Ads” tab (column “cost” must appear) List of Keywords used URLs of landing pages/website Pre-approval confirmation FADs may opt to claim 50% instead if they want to save some BDF funds to spend on other items. 	50-50% For FADs only, 100%

Online	Qualification for BDF	Claiming Process	BDF Rate Carrier Dealer
<p>SEO Search Engine Optimization</p>	<ul style="list-style-type: none"> Dealer’s website requirements prior to SEO approval: <ul style="list-style-type: none"> -must prominently feature Carrier logo on homepage -list and show Carrier search terms exclusively (Exception: website may note by name (no logo) all brands serviced) **Exception for CFADs –non-Branded search terms are permissible since CFAD websites are not allowed to display competitive advertising-Website pre-approval required SEO plan, cost and initiatives must be submitted for COOP approval prior to any implementation 	<ul style="list-style-type: none"> Vendor invoice must contain a detailed description of SEO services/initiatives Print out of SEO initiatives (blogs written, links to directories, links earned...) Pre-approval confirmation FADs may opt to claim 50% instead if they want to save some BDF funds to spend on other items. 	<p>50-50%</p> <p>For FADs only, 100%</p>
<p>Social Media and SMO Social Media Optimization</p>	<ul style="list-style-type: none"> Videos limited to a local production that focuses on dealer’s services and Carrier branded products (pre- approval of script and storyboard required) X and like feeds must mention Carrier name Videos and social media pages must feature Carrier logo with tagline Social Media campaigns must focus on Carrier brand and products No competitive brands or products promoted 	<ul style="list-style-type: none"> Vendor invoices (such as agency management fees, production) Printout of Meta or other landing site/visuals of the social media campaign Pre-approval confirmation FADs may opt to claim 50% instead if they want to save some BDF funds to spend on other items. 	<p>50-50%</p> <p>For FADs only, 100%</p>
<p>Email Marketing</p>	<ul style="list-style-type: none"> It covers direct marketing emails generated by the dealership The content of the email marketing must promote the Carrier brand and products. Covered costs include production, mailing list costs, distributions cost, agency fees Prior approval is required on email marketing campaigns for both content and cost. 	<ul style="list-style-type: none"> Vendor invoice Printout of the email template Pre-approval confirmation 	<p>50-50%</p>

Print Media	Qualification for BDF	Claiming Process	BDF Rate Carrier Dealer
<p>Newspapers/ Magazines / Print Media</p> <ul style="list-style-type: none"> • Sunday, Weekly, Penny-saver type newspapers qualify, provided they circulate in the dealer’s trade area. • Rates and circulation can be verified through independent audit. • For other kinds of newspapers, magazines, and printmedia prior approval is required. 	<ul style="list-style-type: none"> • Current registered Carrier logo prominently displayed. • Carrier logo must be at least ½ size of the dealer’s signature or logo. Or multiple use of the Carrier name in the body is sufficient. • The Carrier logo must be of sufficient size in comparison to therest of the advertisement. • A Carrier logo must appear independently on the ad’s signature. 	<ul style="list-style-type: none"> • Vendor’s dated invoice, noting items being submitted for BDF with a checkmark. • Attach tear sheets in chronological order of invoice. • A tear sheet is the entire page on which the ad appeared (the date of the newspaper and the name of the paper should be located somewhere on the tear sheet). • Only original, dated, full page tearsheets will be accepted. 	<p>50-50%</p>
<p>Print Media Templates (Corporate)</p>	<ul style="list-style-type: none"> • Carrier generated print templates • No modifications totem plate except for dealers name and details 	<ul style="list-style-type: none"> • Same as above 	<p>50-50%</p>
<p>Direct Mail</p>	<ul style="list-style-type: none"> • Covers mailers like Val-Pak, Advo-Systems, Money Mailer, Flyers & Postcards • It covers direct mail generated by the dealership (i.e. flyers,coupons, newsletters, etc.). • The content of the mailer must promote the Carrier brand and products. • Covered costs include production, printing, collating, stuffing, mailing list costs, distribution, and/or postage costs. • Prior approval is required on direct mail for both content and cost. 	<ul style="list-style-type: none"> • Send an actual mailer (photocopies are not acceptable). • Verification of all costs including list cost (if used) and postal receipts for the quantity mailed. • For other methods of distribution, include a paid invoice stating the cost and quantity distributed. 	<p>50-50%</p>

Print Media	Qualification for BDF	Claiming Process	BDF Rate Carrier Dealer
<p>Direct Mail (Corporate)</p>	<ul style="list-style-type: none"> Covers Carrier generated flyers and other mass produced and mail-distributed media. No modifications to template except for dealer's name and details 	<ul style="list-style-type: none"> CEC will invoice the dealer Dealer can claim BDF if funds are available 	<p>50-50%</p>
<p>Billboards</p>	<ul style="list-style-type: none"> Dealers who create their own billboards or painted signs must have prior approval on the artwork. 	<ul style="list-style-type: none"> 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). If you submit invoices from a billboard company for boards which remain unchanged, you do not have to take a new picture monthly. Simply notify CE Canada and we will keep a picture of the billboard on file to submit with your monthly invoice. 	<p>50-50%</p>
<p>Dealer Brochures</p>	<ul style="list-style-type: none"> All artwork must be prior approved and must adhere to the guidelines presented in the front of this manual. No illustrations or references to competitive equipment are allowed. 	<ul style="list-style-type: none"> Submit copies of necessary invoices for the costs incurred in producing the brochure along with an actual brochure. Covered costs include the creative charges, production and printing expenses. 	<p>50-50%</p>

Radio Media	Qualification for BDF	Claiming Process	BDF Rate Carrier Dealer
Radio Broadcast	<ul style="list-style-type: none"> All radio broadcast scripts must mention Carrier at least two times and include the tag line. Only pre-recorded scripts are BDF-eligible (live 'reads' are not BDF-eligible). Must be approved by the Director of Marketing in advance 	<ul style="list-style-type: none"> One copy of the paid station invoice supported by the corresponding notarized script(s) One copy of each script broadcast must be attached to the invoice. The station invoice must reflect the length, date, time and rate of each commercial. 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)	<ul style="list-style-type: none"> Commercials produced by Carrier Corporation qualify for BDF participation. Carrier produced material may not be severely edited or otherwise altered in a manner that could dilute the tone and spirit intended for the communication. 	<ul style="list-style-type: none"> Same as above. When using Carrier-supplied commercials, refer to the catalog and spot number on the notarized documentation (example Tape#CAC-411-378, spot 3). 	50-50%

Television	Qualification for BDF	Claiming Process	BDF Rate Carrier Dealer
Television Broadcast	<ul style="list-style-type: none"> All television broadcast scripts must mention Carrier at least two times and include the tag line. Television ads must visually feature the Carrier logo. Only pre-recorded scripts are BDF-eligible (live 'reads' are not BDF-eligible). Must be approved by the Director of Marketing in advance. 	<ul style="list-style-type: none"> One copy of the paid station invoice supported by the corresponding notarized script(s) One copy of each script broadcast must be attached to the invoice. The station invoice must reflect the length, date, time and rate of each commercial. 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%
Television Broadcast (Corporate)	<ul style="list-style-type: none"> Commercials produced by Carrier Corporation qualify for BDF participation. Carrier produced material may not be severely edited or otherwise altered in a manner that could dilute the tone and spirit intended for the communication. 	<ul style="list-style-type: none"> Same as above. When using Carrier-supplied commercials, refer to the catalog and spot number on the notarized documentation (example Tape#CAC-411-378, spot 3). 	50-50%

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

Other Medias	Qualification for BDF	Claiming Process	BDF Rate Carrier Dealer
<p>Vehicle Identification Kits</p>	<ul style="list-style-type: none"> • Vehicle identification kits and Carrier decals are available from our supplier TKO. • Dealers who create their own identification kits must have prior approval to guarantee co-op participation. • Customized decal kits ordered through CE Canada cannot be returned. 	<ul style="list-style-type: none"> • Kits ordered through CE Canada will be net billed to the dealer's account. • For locally created materials that were previously approved by Carrier submit a copy of a vendor's itemized invoice and a photograph of each vehicle described on the invoice. • Vehicle painting and application of locally done lettering or application of Carrier lettering kits is 50% BDF-eligible • No BDF is available for vehicle repairs, parts, or maintenance. 	<p>50-50%</p>
<p>Apparel</p>	<ul style="list-style-type: none"> • Dealers are encouraged to purchase their apparel requirements through a reputable apparel company. • Apparel includes shirts, hats and jackets for BDF or those that are visible to the consumer. Pants and/or socks are not BDF-eligible. • The Carrier logo is required on apparel to be eligible for BDF. • The Carrier embroidery file is available to use and can be downloaded from HVACPartners. • Cleaning services for apparel is not eligible for BDF claiming. 	<ul style="list-style-type: none"> • Once you receive the invoice for your apparel, pay the invoice. • Send a copy of the invoice to CE Canada for credit on your account. • A cap per dealer of 25% of their funds available can be used on apparel per year. • Pictures or mock-ups of apparel is to be provided. 	<p>50-50%</p>
<p>Home & Mall Shows/ Fairs</p>	<ul style="list-style-type: none"> • Dealers are encouraged to participate in local or virtual home and builder shows and displays. • In order to get BDF assistance, a dealer's booth/display must be dedicated to the promotion of Carrier products and must visually display his association with the Carrier brand. • Dealers must advise CE Canada of their intentions to participate in a show prior to the event taking place. <p>BDF eligible:</p> <ul style="list-style-type: none"> • Contract for the booth or space. • Signs (featuring Carrier) made specifically for the show. • Miscellaneous expenses ie. Electrician fees, carpet rentals. <p>Not Eligible for BDF:</p> <ul style="list-style-type: none"> • Hostess fees • Travel and personal expenses of exhibitors (room & board) • Dealer/distributor personnel expenses • Equipment exhibited in the booth • Freight charges for equipment. • Pictures of the booth 	<ul style="list-style-type: none"> • All expenses must be itemized and invoiced. • Submit all invoices pertaining to the show along with documentation supporting each invoice (i.e. photograph of banners/ signs, sample flyer/ handout, etc.). • Attach a photograph of the finished booth to the invoices. • If non-competing products are included ie. Fireplaces, rebate will be paid proportionate to visibility of the Carrier brand. 	<p>50-50%</p>

Other Medias	Qualification for BDF	Claiming Process	BDF Rate Carrier Dealer
<p>Technical & Promotional Literature</p>	<ul style="list-style-type: none"> Carrier Corporation creates, produces and distributes product and brand literature. CE Canada with our vendor Dare Marketing* will provide a reasonable amount of literature to dealers at no charge. CE Canada reserves the right to invoice the dealer if it is felt that the dealer is requesting an inordinate amount of Carrier literature. Carrier generated print literature. resources available on HVACpartners.com No modifications to template 	<ul style="list-style-type: none"> Not Applicable. Vendor's dated invoice broken down, noting items being submitted for BDF Attach Documents in chronological order of invoice. FADs may opt to claim 50% instead if they want to save some BDF funds to spend on other items 	<p>50-50%</p> <p>For FADs only, 100%</p>
<p>Training Expenses</p>	<ul style="list-style-type: none"> Tuition for the Carrier- sponsored regional training schools can be claimed by the dealer for BDF funds. Travel and accommodation expenses are not eligible for BDF. 	<ul style="list-style-type: none"> Submit a copy of the confirmation letter each student receives from Carrier Corporation. A copy of the company cheque that paid for the student's tuition. 	<p>50-50%</p>
<p>Retail Store Associate Training Seminars (Lowes/Rona/RenoDepot)</p>	<ul style="list-style-type: none"> Cost of conducting brand - neutral lead generation classroom training for Store Associates for retail settings. Includes lunch, refreshments & classroom materials, handouts, etc. 	<ul style="list-style-type: none"> Submit image of classroom session(s) taking place Submit a copy of invoice. 	<p>50-50%</p>
<p>Retail End Cap or Mobile Display Upgrades</p>	<ul style="list-style-type: none"> CE Canada will cover the cost of initial display for any future store openings. Any subsequent display upgrades/repairs will be cost shared between Dealer & Store. However, CE Canada will accept submissions from dealer for 50% of the cost associated with the dealer share of the display upgrade. Includes Carrier branded equipment/shell replacements and/or additions as well as furnishings, fixtures or any supporting promotional collateral intended to aid the display which supports Carrier brand promotion. 	<ul style="list-style-type: none"> Any upgrades submitted for CECanada 50/50 compensation should be communicated to CECbeforehand for pre-approval. Submit a copy of invoice. 	<p>50-50%</p>
<p>Local Sponsorship</p>	<ul style="list-style-type: none"> Pre-approval required. Outline of sponsorship in local community. (i.e. Little Leagues) <ul style="list-style-type: none"> Detailing cause. Who would benefit. Dealer's role in participation. Time frames & Cost of program. Branded Golf Tournament Sponsorship <ul style="list-style-type: none"> Clear use of the Carrier logo on all signage 	<ul style="list-style-type: none"> Submit a copy of invoice and photograph with date. 	<p>50-50%</p>

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



OnCall Air Free Demo: [CLICK HERE](#)

Housecall Pro Free Trial: [CLICK HERE](#)

BDF Eligible Funds are available for your usage & promotion of the Carrier 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 Carrier brand via these Watsco Ventures-sponsored support tool applications. Sufficient proof of Carrier sales opportunities via the apps must be provided for reimbursements. This must include screenshots, and you must attach monthly reports from provider. Equivalent screenshot proofs would also be accepted for Service Titan app usage for Carrier product promotion. Examples of screenshots that can be provided are shown below.

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:




When selecting an air conditioner for your home, you have an array of choices. We have the information you need to research your options, whatever your budget or your needs—from a single air conditioner to an entire Carrier system. Our lineup of central air conditioners allows you to choose the best solution to meet your needs. After all, we've been focused on cooling indoor spaces since our founder, Willis Carrier, invented the first modern air conditioner system in 1902

Services	Quantity	Unit price	Amount
Diagnose a problem Have a leak or other plumbing problem? Have an expert come over to diagnose what is going on.	1	\$90.00	\$90.00
A/C filter replacement on old unit Air Conditioner filters should be replaced several times a year depending on usage. Clean filters allow your air conditioner to run more efficiently, which can save you money on energy bills and help you avoid a costly repairs or replacement. There are several filter types (disposable, washable, allergy, HEPA). Your service professional will discuss your options prior to service.	1	\$90.00	\$90.00
Infinity® 21 Central Air Conditioner model # 24ANB1 Up to 19 SEER for premium energy savings with enhanced comfort features. This model is the most efficient air conditioner we make for starters. Add to that the fact that its two-stage compressor can make a real comfort difference when it comes to managing indoor humidity. Two-stage compression lets the system bring the cool when it's needed but allows it to function mostly in low-stage, where you get the highest efficiency and the best dehumidification due to longer run times. It's also quieter in low stage. And if you want to really step up in comfort, make sure you combine the 24ANB1 with an Infinity indoor unit featuring a comfort-inducing variable-speed blower motor and manage it all with an Infinity control. It's the best way to assure you get the highest level of efficiency and cool comfort.	1	\$3,250.00	\$3,250.00

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:



Evaporator Coil
4 Ton Evaporator N Coil Cased Vertical Upflow / Downflow Painted 21" Width (Aluminum)

CNPVP4821ALA
C = Coil Product
N = N Coil Type
P = Puron® Refrigerant TXV Refrigerant Type

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Furnace
Carrier® Infinity 97% AFUE 100000 Btuh Modulating 4-Way Multipoise ECM Gas Furnace

The 59MN7B Multipoise Variable-Capacity Condensing Gas Furnace features the modulating Infinity® System. The innovative modulating gas valve is at the heart of this furnace's quiet operation, along with the variable-speed Infinity ECM blower motor and variable-speed inducer motor. This furnace also provides 3.5 times tighter temperature control than single stage furnaces. With an Annual Fuel Utilization Efficiency (AFUE) up to 98.5%, this Infinity gas furnace provides exceptional performance and efficiency. This Infinity Gas Furnace is designed for use with the Infinity Touch Control System. This

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6

Includes 3 items







Thermostats (Qty: 1)
Carrier® Infinity - Touch Control with Wi-Fi

SYSTXCCITC01-A Infinity® Remote Access Touch Control

The Infinity Touch control is the key to unlocking your comfort potential. It's also the brains behind a Greenspeed™ intelligence system.

[READ MORE](#)

OnCall Air Example 1 of 2:

Best	Better	Good	Basic
 turn to the experts	 turn to the experts	 turn to the experts	 turn to the experts
System	System	System	System
Carrier Infinity 24VNA9 AC 3 Ton + 59MN7B Furnace 100,000 BTU	Carrier Infinity 24ANB6 AC 3 Ton + 58CVA Furnace 90,000 BTU	Carrier Performance 24ACC6 AC 3 Ton + Infinity 58CVA Furnace 90,000 BTU	Carrier Comfort 24ABC3 AC 3 Ton + 58STA Furnace 90,000 BTU
INCLUDES: • Carrier® Infinity - 3 Ton 19 SEER Residential Variable Speed Air Conditioner Condensing Unit • 4 Ton Evaporator N Coil Cased Vertical Upflow / Downflow Painted 21" Width (Aluminum) • Carrier® Infinity 97% AFUE 100000 Btuh Modulating 4-Way Multipoise ECM Gas Furnace	INCLUDES: • Carrier® Infinity - 3 Ton 16 SEER Residential Air Conditioner Condensing Unit • 3 Ton Evaporator N Coil Cased Vertical Upflow / Downflow Painted 17" Width (Aluminum) • Carrier® Infinity 80% AFUE 90000 Btuh Variable Speed Multipoise Gas Furnace	INCLUDES: • Carrier® Performance - 3 Ton 16 SEER Residential Air Conditioner Condensing Unit • 3 Ton Evaporator N Coil Cased Vertical Upflow / Downflow Painted 17" Width (Aluminum) • Carrier® Infinity 80% AFUE 90000 Btuh Variable Speed Multipoise Gas Furnace	INCLUDES: • Carrier® Comfort - 3 Ton 16 SEER Residential Air Conditioner Condensing Unit • 3 Ton Evaporator N Coil Cased Vertical Upflow / Downflow Painted 17" Width (Aluminum) • Carrier® Comfort 80% AFUE 90000 Btuh Multipoise Gas Furnace
SEER: 18 EER: 10.5 AFUE: 97.2 CC: 24400	SEER: 13 EER: 12 AFUE: 80 CC: 32800	SEER: 13 EER: 12.5 AFUE: 81 CC: 33000	SEER: 14 EER: 11.5 AFUE: 80 CC: 32000
FEATURES: • Sound: as low as 54 decibels • Technology: Variable, 5-stage rotary compressor	FEATURES: • Sound: as low as 65 decibels • Technology: Single-stage scroll compressor • Sound reduction: fully insulated cabinet and QuietTech™ noise reduction	FEATURES: • Sound: as low as 72 decibels • Technology: Single-stage scroll compressor • Sound reduction: fully insulated cabinet and QuietTech™ noise reduction	FEATURES: • Sound: as low as 76 decibels • Technology: Single-stage scroll compressor • Sound reduction: fully insulated cabinet and QuietTech™ noise reduction
Estimated Monthly Payment \$463.19/month*	Estimated Monthly Payment \$316.14/month*	Estimated Monthly Payment \$288.43/month*	Estimated Monthly Payment \$208.74/month*
CLICK FOR DETAILS	CLICK FOR DETAILS	CLICK FOR DETAILS	CLICK FOR DETAILS
ALSO INCLUDES	ALSO INCLUDES	ALSO INCLUDES	ALSO INCLUDES



Terms and Conditions

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

Submission for BDF 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 BDF 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 BDF claims have been made.

CE Canada reserves the right to reject any request for BDF advertising if that expenditure would overdraw a dealer's BDF fund account at year-end. Should we discover that a dealer's BDF 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 BDF

UPDATED!

- 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 Carrier name.
- Advertising using incorrect, illegible, obsolete, low resolution, poor quality Carrier 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 BDF year.
- Claims not submitted within the BDF deadline process (see page 3).
- Clothing and promotional items not including the Carrier 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 Carrier 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