



HEARTH



BURN PROGRAM
GUIDELINES & FORMS



CO-OP PROGRAM
GUIDELINES & FORMS



AMERICAN HEARTH



PROGRAMS

HEARTH LIVE BURN PROGRAM

Effective: March 1 through December 31, 2026

Claim Deadline: February 28, 2027



LIVE BURN CREDITS – DIRECT-VENT, VENT-FREE, & OUTDOOR

Buy and display 1 unit take 50% off the first unit and up to two optional accessories

Buy and Display 2 units take 75% off the second unit and up to two optional accessories

Second unit must be of equal or lesser value (before optional accessories)

Buy and Display 3 units take 100% off the third unit and up to two optional accessories

Third unit must be of equal or lesser value than first and second units (before optional accessories)

For additional Live Burn displays please submit a separate 50/75/100 claim.

Units claiming for 50/75/100 credit, must be submitted on one claim form.

FILE A CLAIM

Submit a claim via Empire Distributing (promotions@empiredistributing.net) within 60 days of installation. Include a photo of each installed unit to receive credit. After your claim is processed, a credit will be given to the distributor, and the distributor will reimburse the dealer. Do not submit the form until after the installation is complete. No “advance credit” is allowed. Dealer Live Burn credits are subject to Distributor participation and approval by Empire Comfort Systems Sales Management.

Account must be current to participate. Invoice must be paid within terms. Burn credit invoices to be used toward future purchases.

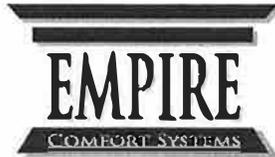
ADDITIONAL DETAILS

Products claimed in this program may not be claimed in other Empire programs. Serial numbers submitted for past claims are ineligible. The first two digits of the serial number must be within three years of installed date.

Units and Burners should remain on display for three years. Log sets may be refreshed annually as needed.



promotions@empiredistributing.net
7406 Route 98 | Arcade, NY 14009 | 585.492.2780



SINCE 1932

Hearth Products Live Burn Affidavit

Dealer Instructions:

- Use this form for new Live Burns
- Dealer submits this form, with photo(s), to Empire Distributing
- Empire will issue a credit to the Dealer based on their cost x percentage listed below.
- Display the items for three years from date of installation.

If this Live Burn is at a New Location, please complete the separate Dealer Locator Form

Dealer Info: Date Installed: _____	
Dealer Name _____	Contact: _____
Address: _____	City/ST/ZIP _____
Phone _____	Email Address _____

Distributor:
Company: _____
Address: _____
City ST ZIP: _____
Phone: _____

Distributor Sales Representative: (Required)
Name: _____
Address: _____
City ST ZIP: _____
Phone: _____

Date Installed: _____

Hearth Product & up to 2 accessories	Serial No	Allowance	TTL	Verification by Empire
1 st		x 50%		
1 st	Accessory 1	x 50%		
1 st	Accessory 2	x 50%		
2 nd		x 75%		
2 nd	Accessory 1	x 75%		
2 nd	Accessory 2	x 75%		
3 rd		x 100%		
3 rd	Accessory 1	x 100%		
3 rd	Accessory 2	x 100%		

Distributor Salesperson Signature: _____

Empire Sales Representative Signature _____

Empire Sales Manager Signature _____

Burn credit invoices to be used toward future purchases. Account must be current to participate.

Send claim form & pictures of display to:



Empire Distributing
 7406 Route 98
 Arcade, NY 14009
promotions@empiredistributing.net

PROGRAMS

BURNER & LOG LIVE-BURN



Effective: March 1 through December 31, 2026

Claim Deadline: February 28, 2027

Products: Vent-Free Burners/Logs and Loft Burners on Log Racks

To help increase exposure for our products, Empire offers this special Live Burn Program on Vent-Free Burners/Log Sets.

Purchase and display three Empire Vent-Free Burners/Log Sets (including Loft Burners) from the Distributor at a total price of \$700.

The Log Rack program is limited to current 24-inch or smaller vent-free burners (to fit the Rack)

- 24-inch Slope Glaze and Loft Burners
- 18-inch Contour Burner & Logs fit the log rack shelves

FILE A CLAIM

Submit a claim via Empire Distributing (promotions@empiredistributing.net) within 60 days of installation. Log rack, burners, and log sets must be submitted on the same Live Burn form. Include a photo of installed units to revive credit. After your claim is processed, a credit will be given to the distributor, and the distributor will reimburse the dealer. Do not submit the form until after the installation is complete. No "advance credit" is allowed.

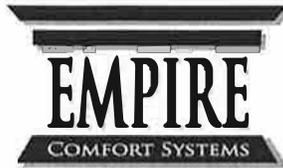
Account must be current to participate. Invoice must be paid within terms. Display credits to be used toward future purchases.

ADDITIONAL DETAILS

This program excludes obsolete products. Products claimed in other programs or promotions will not earn a credit. Serial numbers submitted for past claims are ineligible. The first two digits of the serial number must be within three years of installed date. Log sets may be refreshed annually at a 100% credit. Dealer Live Burn credits are subject to Distributor participation. Limit three burners per location.



promotions@empiredistributing.net
7406 Route 98 | Arcade, NY 14009 | 585.492.2780



Log Rack Live-Burn Affidavit

Effective: March 1 through December 31, 2026

Claim Deadline: February 28, 2027

- Include photos of the log rack with burners burning. Incomplete forms will not be processed.
- Distributor submits document to the Empire Sales Rep and Empire will issue credit to the Distributor.
(Do not submit this form until after the installation is complete. No "advance credit" is allowed.)
- Empire will list the dealership on our web site with a log icon.

If this Live Burn is at a New Location, please complete the separate Dealer Locator Form

Dealer Name _____ Installed Date _____

Contact _____

Street Address _____

City _____ State _____ Zip _____

Phone _____ EMail Address _____

Please indicate which product lines you currently sell:

- Empire Hearth Products
 Empire Heating Products
 Broilmaster Premium Grills

Distributor:
Company:
Address:
City ST ZIP:
Phone:

Distributor Sales Representative: (Required)
Name:
Address:
City ST ZIP:
Phone:

Please use a separate form for each Log Rack. All fields must be completed for processing:

	Empire Model #	Serial Number	Date Installed	Dealer Pays	Distributor Credit Completed by Empire
Burner				\$700	
Log					
Burner					
Log					
Burner					
Log					
Rack*		N/A			

* Log Rack not available for live burning vented log claims.

Distributor Salesperson Signature: _____

Empire Sales Representative Signature: _____

Empire Sales Manager Signature: _____

Burn credit invoices to be used toward future purchases. Account must be current to participate.

Send claim form & pictures of display to:



Empire Distributing
 7406 Route 98
 Arcade, NY 14009
promotions@empiredistributing.net



PROGRAMS

PERSONAL USE

Effective: March 1 through December 31, 2026

Claim Deadline: February 28, 2027

Products: Burners, Fireboxes, Fireplaces, Inserts, Stoves, and Heaters

A personal use Heater or Hearth units and up to two accessories will be reimbursed at 20% for employees of Empire dealers directly involved in sales. Employees not directly involved in sales are not eligible for this program. Personal use units are limited to one per employee.

FILE A CLAIM

Submit a claim via Empire Distributing (promotions@empiredistributing.net) within 60 days of purchase. After your claim is processed, a credit will be given to the distributor, and the distributor will reimburse the dealer.

Account must be current to participate. Invoice must be paid within terms.

ADDITIONAL DETAILS

This program excludes obsolete products. Units claimed in other programs or promotions will not earn a personal use credit. An invoice showing the unit owner's name, address, and units and accessories purchased along with a photo of unit burning in employees home must be submitted with the claim to Empire Distributing (promotions@empiredistributing.net) to be processed. Serial numbers submitted for past claims are ineligible.



promotions@empiredistributing.net
7406 Route 98 | Arcade, NY 14009 | 585.492.2780



BRECKWELL

2026 BURN/ STATIC DISPLAY PROGRAM

Breckwell will offer demonstration allowances on appliances that are displayed and/or actively burned in the dealer's showroom. Once claim forms have been approved, credit will be applied to future purchases. NO credit will be issued for displays set up outside of the store or for shows or fairs.

The retailer displaying and/or burning Breckwell branded products is eligible to receive a credit of 50% for burning displays and 25% credit for static displays. New burn and static display models cannot replace the same Breckwell model unless the unit is an upgraded unit. The stove used as a demo must adhere to the criteria below with photo that they are following the guidelines.

Commitment Dealer

The commitment is defined as three or more displaying Breckwell units. The commitment dealer displaying and/or burning Breckwell units is eligible to receive a credit of 50% for burning displays and 25% credit for static displays. The stove used as a demo must adhere to the criteria below with photo that they are following the guidelines. This allowance is a once per year allowance.

Photographs submitted must show the following

- **The store front**
- **The unit's placement in the store**
- **How the stove is installed, including venting inside and outside**
- **Stove must be burning for burn credit**
- **No close-up or blurred photos of the stove**
- **Three unit maximum per location on static display**

**Photographs may be used for future publication, features, or installation training

Store's Name: _____ Date: _____

Address: _____

Phone: (_____) _____ Store Manager's Signature _____

Manufacturer reserves the right to verify burn or static displays at any time during display period.

MODEL DISPLAYED

Model: _____ Serial: _____

Installation Date: _____

Unit Cost: _____

Comment: _____

Submit to: Empire Distributing | promotions@empiredistributing.net



BRECKWELL

GUIDELINES FOR QUALIFYING ACCOUNTS WITH CO-OP ADVERTISING

1. 2% OF Breckwell purchases made between January 1 and December 31 will be available for co-op advertising with qualifying accounts. This does not apply to parts, accessories and freight charges.
2. Claims must be submitted on co-op forms and must be filled out completely. All documentation specified below, must be included for Breckwell to process the claim.
3. Reimbursement schedule:
 - A. Breckwell will issue credit for 50% of the cost of any advertisement that is dedicated 100% (including the Breckwell logo) to qualifying appliances.
 - B. Will issue credit for 25% of the cost of advertisement that is at least 50% dedicated to Breckwell (including Breckwell logo) and does not contain a product which directly competes with the Breckwell line of products.
 - C. Advertisements that contain less than 50% Breckwell appliances or do not include the Breckwell logo are not eligible for co-op credit.
4. Documentation Required:
 - A. Newspaper and magazine ads must include an original tear sheet showing the name of the publication date which corresponds to the billing invoice.
 - B. For radio and TV ads, you must include a written copy of the advertisement which has been notarized by the station.
 - C. All co-op claims must include a copy of the invoice showing the cost of the ad.
5. All co-op claims must be received by Breckwell on or before January 15th for the previous year Advertising Credits. No credit will be issue for claims received after that date.
6. Any unused co-op funds will not be carried over to the next year.

Submit to: Empire Distributing | promotions@empiredistributing.net



BRECKWELL

DEALER CO-OP CLAIM FORM

This form is provided by Breckwell/ Acadia to ensure an easy way for dealers and distributors can keep records and submit claims for Co-op Advertising credits.

To help process your claim efficiently, assemble all paid invoices, full paid tear sheets of newspaper ads, notarized script used from radio or TV station, etc. These are to be in the order they appear on the form below. One form per claim.

We also recommend that you keep copies of ads and invoices that you are submitting. When filling out the claim form, include the following information.

- 1. Dealer's Name 1.Dealer: _____
 - 2. Distributor's Name _____
 - 3. Date on Form _____
 - 4. Date of advertisement _____
 - 5. Type of advertisement- _____
Newspaper, radio, TV, etc.
 - 6. The amount that the ad cost. 2.Distributor: _____
3. Date: _____

DISTRIBUTOR USE ONLY	BRECKWELL
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4. Ad Date	5. Media Type Used	6. Ad Amt	7. % of Ad Claimed for Co-op	%	Amount

HARGROVE MANUFACTURING CORPORATION

207 Wellston Park Road Sand Springs, OK 74063 (918) 241-4166 Fax (918) 241-2212



2026 Gas Log Burn Allowance Certificate
Showroom Display

1. Install and Burn any vented or vent free set of HARGROVE GAS LOGS for a minimum of 90 days between September 1, 2026 and December 31, 2026.
2. Email this form and a photo of the display to promotions@empiredistributing.net, or attach a photo of the display to this certificate and mail to:

Empire Distributing
7406 Route 98
Arcade, NY 14009

- Install 1 set and receive a credit from Hargrove of 50% of the invoice price of the log set used
- Install 2 sets and receive a credit so your cost will be \$150 for each set used
- Install 3 or more sets and receive a credit so your cost will be \$100 for each set used
- Install Hargrove’s display stand with 3 burning log sets and receive a credit so your cost will be \$100 for each item (3 logs sets and 1 display stand – total cost \$400)
 - For 2 sets or more, add \$75 cost for each electronic ignition system used

Retailer Name: _____

Location: _____

Today’s Date: _____ Installation Date: _____

Model #: _____ Model#: _____ Model#: _____

Invoice #: _____ Invoice Amount: _____

Signature: _____

HARGROVE MANUFACTURING CORPORATION

207 Wellston Park Road Sand Springs, OK 74063 (918) 241-4166 Fax (918) 241-2212



2026 Gas Log Burn Allowance Certificate
Showroom Display – RADIANT HEAT GAS LOGS

1. Install and Burn any set of HARGROVE ASPEN, CROSS, RUSTIC, WOODLAND, or CANYON TIMBERS gas logs for a minimum of 90 days between September 1, 2026 and December 31, 2026.
2. Email this form and a photo of the display to promotions@empiredistributing.net, or attach a photo of the display to this certificate and mail to:

Empire Distributing
7406 Route 98
Arcade, NY 14009

3. You will receive a credit from HARGROVE for 100% of the invoice price of the set of logs used.

Retailer Name: _____

Location: _____

Today's Date: _____ Installation Date: _____

Model #: _____ Invoice #: _____ Invoice Amount: _____

Signature: _____

<<<SUBMISSIONS MUST BE RECEIVED PRIOR TO JANUARY 31, 2027 TO QUALIFY>>>

HARGROVE MANUFACTURING CORPORATION

207 Wellston Park Road Sand Springs, OK 74063 (918) 241-4166 Fax (918) 241-2212



2026 Gas Log Burn Allowance Certificate
Showroom Display – STEALTH LOGS & BURNER KIT

1. Install and Burn any set of HARGROVE ASPEN, CROSS, RUSTIC, WOODLAND, or CANYON TIMBERS gas logs and Stealth Burner Kit for a minimum of 90 days between September 1, 2026 and December 31, 2026.
2. Email this form and a photo of the display to promotions@empiredistributing.net, or attach a photo of the display to this certificate and mail to:
Empire Distributing
7406 Route 98
Arcade, NY 14009
3. You will receive a credit from HARGROVE for 100% of the invoice price of the set of gas logs and 50% of the price of the burner kit used.

Retailer Name: _____

Location: _____

Today's Date: _____ Installation Date: _____

Model #: _____ Invoice #: _____ Invoice Amount: _____

Signature: _____

<<<SUBMISSIONS MUST BE RECEIVED PRIOR TO JANUARY 31, 2027 TO QUALIFY>>>



DISPLAY PROGRAM

DISPLAY PROGRAM GUIDELINES

Dealer will receive 50% credit on live burn display and 25% credit on static displays. Once approved, credit will be applied to future purchases.

- Display credits are available on each product SKU. Burn credits are limited to one per SKU per year and must stay on display for two burn seasons.
- Credit forms must be sent in within 90 days of receiving the product
- MF Fire Marketing Materials must be displayed with the stove as well as having MF Fire present on the dealer's website.
- MF Fire products must be displayed in a finished display. All pictures should be submitted after the completion of the showroom display has been completed.
- Burn displays must display a full fire in the unit
- Pictures of the display must include a wide view of the display in the showroom.
- Please submit one display credit form per model on display

Dealer Name: _____ Date: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____ Email Address: _____

Date Installed (MM/DD/YYYY): _____ Invoice # _____

Display Credit Requested: Non Burning Display Please Add to Dealer Locator
 Live Burning Display

Qty	Item No	Description	Serial #	Dealer Cost

Submit a picture of the display in your showroom along with this form to Empire Distributing at:
promotions@empiredistributing.net



Co-Op PROGRAM

Co-Op PROGRAM GUIDELINES

The program is designed to cover selected expenses for the advertising and marketing of MF Fire branded products. The co-op allowance is based on 2% of net purchases, to date, from January 1 of the current co-op year and up to 50% of the actual advertising and marketing costs that meet the following criteria. Once approved, credit will be applied to future purchases.

- Digital: MF Fire logo must be prominently displayed.
- Newspaper: MF Fire logo must be prominently displayed
- Magazine: MF Fire logo must be prominently displayed.
- Direct Mail: MF Fire logo must be prominently displayed.
- Outdoor: MF Fire logo must be prominently displayed.
- Point-of-sale: MF Fire logo must be prominently displayed.
- Television: MF Fire logo must be prominently displayed and the MF Fire brand name must be mentioned twice in a 30 second spot.
- Radio: MF Fire brand name must be mentioned twice in a 30 second spot.
- Home shows: Booth space is reimbursable up to 50% of the cost. The MF Fire logo and products must be prominently displayed.
- Joint advertising: MF Fire reimbursement will be prorated when non-MF Fire brands/products are included in advertising and marketing materials.

MF Fire holds the right to deny submitted claims.

Dealer Name: _____ Date: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____

Email Address: _____

Date of Advertisement (MM/DD/YYYY): _____

Please provide final cost of co-op claim and attach final invoice or other appropriate billing documentation.

Please provide proof of advertising. Approved file types are .jpg or .pdf.

Submit a picture of the advertising and supporting billing documentation along with this form to:
Empire Distributing at promotions@empiredistributing.net.



2026 Burn & Static Display Program

SBI shares with the distributor 50% of the net cost of appliances that are “Burn” or “Static” displays in a retailer’s showroom according to the following:

- First displayed unit: 50% of the retailer’s net cost for that unit
- Second displayed unit: 75% of the retailer’s net cost for that unit
- Third displayed unit: 100% of the retailer’s net cost for that unit. The third unit must be equal or less value than the first and second unit.

All units must be on the same claim form. Once claim is approved, credit will be issued to the distributor. The distributor will issue a credit to the dealer.

Claims will be processed within 90 days from the moment of submittal. For credits to be honored, the following conditions must be met:

The SBI claim form must be properly completed and sent to promotions@empiredistributing.net

- A picture of the unit installed in the dealer’s showroom must be provided along with the serial number of the unit and a copy of the dealer’s proof of purchase invoice.
- The dealer must display 3 to 5 units in a dedicated section of its showroom
- All units must be displayed for a minimum of two years.

Dealer Locator

SBI’s online Dealer Locator will only include dealers that have a minimum of 3 static or burn display units in their showroom.



2026 DISTRIBUTOR DISPLAY CREDIT CLAIM FORM

Please email back with picture and copy of invoice to: promotions@empiredistributing.net
CLAIMS WILL BE PROCESSED WITHIN 90 DAYS FROM THE MOMENT OF SUBMITTAL.

PLEASE INCLUDE PICTURE(S) OF THE INSTALLATION/ACCESSORIES/OPTIONS AND A COPY OF THE INVOICE. ONLY ONE (1) CLAIM PER EMAIL AND ONLY ONE (1) PRODUCT PER CLAIM FORM OTHERWISE IT WILL BE RETURNED WITHOUT BEING PROCESSED. APPLIANCES AND ACCESSORIES/OPTION ONLY, NO VENTING CREDITED. SEE NEXT PAGE FOR EXAMPLES OF DISPLAYS THAT WILL BE ACCEPTED OR DENIED.

DISPLAY CREDIT CLAIM (WOOD & PELLET STOVE, INSERT, AND ZC FIREPLACE).

A picture of the unit displayed in the dealer's showroom must be provided. To be accepted, the picture must clearly show that the unit is displayed in a showroom environment and/or inserted in a wall setting finished with stone, brick, tile, gypsum, etc. The surroundings of the insert or fireplace must therefore be clearly shown in the picture and must not be open to interpretation. If not, the claim will be systematically refused.

THE PROGRAM

SBI will share with the distributor 50% of the net cost (plus applicable taxes) of appliances that are "Burn" or "Static" displays in a retailer's showroom, according to the following scale:

- First displayed unit: **50%** of the retailer's net cost **for that unit.**
- Second displayed unit: **75%** of the retailer's net cost **for that unit.**
- Third displayed unit: **100%** of the retailer's net cost **for that unit.** The third unit must be equal or lesser value than the first and second unit.

Display credit claims must be submitted by the distributor to SBI's head office. **All units must be on the same claim form.** Once a claim is approved, a credit of **25% of the dealer's net cost**, plus applicable taxes, will be sent directly to the distributor. The distributor will issue a credit of **50% of the dealer's net cost**, plus applicable taxes, that will be sent directly to the dealer.

DEALER INFORMATION

Dealer Name: _____ **Distributor:** _____

Dealer Address: _____ **Distributor Contact:** _____

_____ **Distributor Email:** _____

PRODUCT INFO #1

(Dealer Invoice attached) Dealer Invoice #: _____ Date Installed: _____

Product Code: _____ Product Name: _____ Serial #: _____

ACCESSORY/OPTION

(Dealer Invoice attached) Date Installed: _____

Product Code: _____ Description: _____ Dealer Invoice #: _____

Product Code: _____ Description: _____ Dealer Invoice #: _____

Product Code: _____ Description: _____ Dealer Invoice #: _____

Product Code: _____ Description: _____ Dealer Invoice #: _____

Dealer Net Cost (\$): _____ **Amount Claimed (\$):** _____

PRODUCT INFO #2

(Dealer Invoice attached) Dealer Invoice #: _____ Date Installed: _____

Product Code: _____ Product Name: _____ Serial #: _____

ACCESSORY/OPTION

(Dealer Invoice attached) Date Installed: _____

Product Code: _____ Description: _____ Dealer Invoice #: _____

Product Code: _____ Description: _____ Dealer Invoice #: _____

Product Code: _____ Description: _____ Dealer Invoice #: _____

Product Code: _____ Description: _____ Dealer Invoice #: _____

Dealer Net Cost (\$): _____ **Amount Claimed (\$):** _____



2026 DISTRIBUTOR DISPLAY CREDIT CLAIM FORM

Please email back with picture and copy of invoice to: promotions@empiredistributing.net
CLAIMS WILL BE PROCESSED WITHIN 90 DAYS FROM THE MOMENT OF SUBMITTAL.

PRODUCT INFO #3

(Dealer Invoice attached) Dealer Invoice #: _____ Date Installed: _____

Product Code: _____ Product Name: _____ Serial #: _____

ACCESSORY/OPTION

(Dealer Invoice attached) Date Installed: _____

Product Code: _____ Description: _____ Dealer Invoice #: _____

Product Code: _____ Description: _____ Dealer Invoice #: _____

Product Code: _____ Description: _____ Dealer Invoice #: _____

Product Code: _____ Description: _____ Dealer Invoice #: _____

Dealer Net Cost (\$): _____ Amount Claimed (\$): _____

CLAIM

Claims will be processed within 90 days from the moment of submittal. For credits to be honoured, the following conditions must be met:

1. The SBI display claims form must be properly completed and sent to promotions@empiredistributing.net. A picture of the unit installed in the dealer's showroom must be provided, along with the serial number of the unit and a copy of the dealer's proof of purchase.
2. The dealer must display 3 to 5 units in a dedicated section of its showroom.
3. All units must be displayed for a minimum of two years

SBI Representative (Print Letters): _____ Signature: _____ Date: _____

SHOWROOM DISPLAYS (WOOD & PELLET STOVE, INSERT, AND ZC FIREPLACE)

WILL BE ACCEPTED



It is obvious that the appliance is hooked up and with a big burning fire in a dealer's showroom or inserted into a finished wall setting. This will be a true buying incentive.

WILL BE DENIED



Not obvious that the appliance is in a dealer's showroom.

BURN DISPLAY PROGRAM - 2026



PROGRAM BENEFITS

Innovative Hearth Products (IHP) offers the following credits for permanently installed IHP Brand Unit, Venting and Accessory displays for Registered Showrooms as follows:

75% of Customers Net Cost for Burning Displays

25% of Customers Net Cost for Static Displays

PROGRAM GUIDELINES

- To qualify, all displays require Empire representative planning involvement and pre-approval.
- Display any current IHP Brand fireplace, stove or insert in your showroom.
- Qualified products include the appliance, accessories, and proprietary IHP venting. Vent-Free fireboxes must be combined with an IHP vent-free gas log set to qualify.
- Product must be permanently installed with finish facing materials, operational for display purposes, and representative of current production products offered by IHP at time of installation.
- Static (non-burning) displays must be shown in a permanent display setting. Fireplaces and Inserts must be fully enclosed to qualify.
- Discontinued products do not qualify for this program.
- Display must be maintained and operational in the showroom for at least 12 months.
- Display models will not be replaced under this program unless a significant change to design is made without prior written approval from the dealer's DSM.
- Installation must be within 60 days of purchase invoice date.
- Claim must be filed within 30 days of installation.
- Cannot participate in any other IHP display program.
- Program subject to verification via random floor checks by an Empire representative.

HOW TO FILE A BURN DISPLAY CLAIM:

Complete the IHP Claim Form Worksheet and include the following information:

- Dealer Name, Distributor's customer number (S03226), Distributor name, and installation date.
- Detailed list of every display item claimed under the program with the serial number for each of the appliances claimed.
- Color photographs of the finished installation showing the product permanently installed and operational. Photographs preferred to be JPEG in format and must include the following shots: the product itself, a wide shot of the display, and a shot of the entire showroom.
- Submit the complete claim form and supporting information to promotions@empiredistributing.net for review and approval.

PROGRAM BENEFITS

Innovative Hearth Products (IHP) offers the following credit for Advertising and Promotions that feature an IHP Brand as follows:

50% of Qualified Advertising, Promotional, or POP Materials Net Cost

100% of Qualified Literature Net Cost

PROGRAM GUIDELINES

GENERAL GUIDELINES

These guidelines are provided to IHP customers who sell products under any of the IHP brands, including Astria®, IronStrike® and Superior®. It defines the requirements that advertising and promotions must meet in order to qualify for the Co-op Advertising Program credit from IHP. Empire Distributing can also provide advice on the effective use of our Co-op Advertising Program.

In general, the costs incurred to create (photography, copywriting) or produce (printing, taping) advertising are not eligible for Co-op Advertising, nor are labor or freight charges; only media (postage, publication ad space, station air time) costs are eligible for Co-op Advertising credits.

IHP will not accept advertising with outdated logos or taglines. All advertising must meet the criteria set forth in the IHP Graphic Standards Manual, the latest of which is available on IHPConnect.com.

Because the IHP logos have been uniquely created, they cannot be reproduced correctly by typesetting. Instead, download logos from IHPConnect.com. The logos may appear in positive or reverse type to allow flexibility for a variety of uses. All logos must follow color specifications as outlined in the Graphic Standards Manual.

IHP distributors and dealers advertising must not place one dealer at an advantage over another by use of adjectives such as "first," "only," "highest-rated," "exclusive," "biggest," "best," and so forth.

IHP distributors and dealers should never refer to themselves as "authorized" or "certified." They should refer to the dealership as an "independent" IHP dealer or use the statement, "Innovative Hearth Products Dealers and Distributors Include Independently Owned and Operated Businesses."

IHP distributors and dealers may not reproduce any IHP brands, trademarks, logos, on any company checks, invoices, estimate forms, statements, purchase orders or anything else financial in nature.

To fully qualify for Co-op Advertising funds, all advertising must solely promote IHP products. Advertising that mentions or displays competitive products and brands may be eligible for partial Co-op credit based on the percentage of exposure of the IHP products and logos, as determined by IHP.

CONTINUED ►

PRINT ADS/BILLBOARDS

Print ads in newspapers, magazines, billboards, local bulletins, etc., must display one of the approved IHP brand logos approximately equal or greater in size to the dealer/distributor's logo or name. IHP brand logos appearing on service trucks, uniforms, products, etc., within the ad are not considered sufficient brand name identification. Production charges to create print ads do not qualify for Co-op Advertising. Submit an IHP Claim Form Worksheet and a dated tear sheet (showing date of publication) for each day the ad ran, along with the media invoice.

RADIO/TELEVISION

Dealers/distributors can produce their own radio and television scripts to meet the needs for their local market but must include the following: one of the approved IHP brands must be mentioned in the commercial ad an equal number of times as the dealer/distributor and a minimum of two times per ad. Scripts can be submitted to the IHP Marketing Manager for approval prior to running the ad to ensure the ad qualifies for Co-op Advertising. Production charges to create and/or produce the ad will not qualify for Co-op Advertising credit. Submit an IHP Claim Form Worksheet after the ad has been published or aired along with a notarized copy of the script, the media invoice and a screen capture printout (Television ads only).

INTERNET/ONLINE

Banner ads, Social advertising, and other online advertising programs follow similar guidelines as print ads. All Internet ads must display one of the approved IHP brand logos approximately equal in size to the dealer/distributor's logo or name. IHP brand logos appearing on service trucks, uniforms, products, etc., within the ad are not considered sufficient brand name identification. Production charges to create online ads do not qualify for Co-op Advertising. Submit an IHP Claim Form Worksheet and a screen capture (showing the entire ad and date of publication), along with the media invoice showing cost associated with impressions or clicks. Advertising programs related to search engine optimization (SEO) or text-based ads are not covered under the Co-op Advertising program.

CLOTHING/LOGO APPAREL

All clothing and logo apparel, such as backpacks, must have an IHP approved logo prominently displayed. Shirts and jackets should have the IHP approved logo prominently displayed on the front left chest area of the garment. One additional company logo can be added to the right sleeve or the top center of the back of the garment (not to exceed the size of the IHP approved logo). Claims must include a picture of the item along with the paid purchase invoice.

HOME SHOW/FAIR

Booth must display at least 50% IHP products and claims can be made for up to 50% of the portion of the booth that is dedicated to IHP products. After the show dates, submit an IHP Claim Form Worksheet, a photograph of the entire booth and a copy of the booth space invoice. The only allowable expense is for booth space. Other items such as carpet, electrical, etc. will not be paid under the Co-op Advertising program.

CONTINUED ►

MEETINGS/EVENTS

Sponsorship of Distributor, Dealer, Builder or Trade Association – Customer, Sales or Training Events that include IHP brand participation may be available for co-op advertising support based on the portion of the event that is dedicated to IHP brand promotion. All meeting and event participation claims require written expense pre-approval prior to the event from your IHP DSM. After the event, submit an IHP Claim Form Worksheet including a copy of the written pre-approval along with the description, date, location, and number of attendees at the event.

LITERATURE/POP

Net cost for IHP designed and developed Literature and Point of Purchase (POP) merchandise qualify for Co-op Advertising credit. Shipping, handling, processing, taxes, and other miscellaneous charges do not qualify for Co-op Advertising credit. Submit an IHP Claim Form Worksheet along with a copy of the paid invoice receipt.

HOW TO FILE A CO-OP ADVERTISING CLAIM:

Complete the IHP Claim Form Worksheet and include the following information:

- Dealer Name, Distributor's customer number (S03226), Distributor name, and event/purchase date.
- Media invoice showing event date(s), promotion detail and invoiced cost.
- Promotion Proof-of-Performance as required based on promotion type.
- Claim must be filed within 30 days of the advertising or promotional event.
- Submit the complete claim form and supporting information to promotions@empiredistributing.net for review and approval.

SUPERIOR CLAIM INFO

Please fill in all info, do not leave blank lines between items, and please submit as an Excel file, no scanned versions.

Account Name: CSC Empire Distributing
Account # to Claim Against: S03226

Type of Claim (Check One)
Co-Op _____
Burn Display _____
Model Home _____
Special Program _____

Co-Op _____
Purchase or Event Date: _____

Burn Display _____
(For Dist Use Only) **Dealer Name:** _____
City, ST: _____
Installation Date: _____
Purchase Date: _____

Model Home Claims: _____
(For Dist Use Only) **Dealer Name:** _____
Builder: _____
Subdivision/Area Name: _____
Build Out # Units: _____
Installation Date: _____
Purchase Date: _____

