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TO: All Qualified Advertising Dealers

RE: Co-op Policy

Dear Dealer:

Below is the updated Carrier co-op policy. Please review to ensure your correct use & understanding of the advertising coop program.

Advertising Carrier Dealers may accrue Co-Op funds on R. J. Murray Co. Carrier Brand purchases. The accrual rate of 1½% will be applied to residential purchases. 1% accruals will be earned for Commercial & Supply purchases. Additional earning opportunities may be offered for specific product promotions or marketing campaigns.

Sales that do not qualify include:

- Payne purchases,
- Special Quote jobs,
- Discounted employee purchases,
- Obsolete / Scratch & Dent sale items
- Sale Invoices not paid within the terms
- Credit Card Purchases

Quarterly Statements - All earnings, claims and net balance will be reported to you in your quarterly dealer statement. Earnings may be used toward Carrier branded approved advertising, marketing, and promotions. *All advertising must meet Carrier guidelines* (details on HVACpartners.com) and will be co-op 50% dealer / 50% R. J. Murray Co against available funds.

Pre-Approval - All Coop (including apparel, ads, etc.) **MUST** be submitted by email to Marika Murray mmurray@rjmurray.com for Pre-Approval.

Consumer Brand Awareness - A minimum 50% of earned funds must be used toward Carrier Consumer Brand Awareness. For example: TV, Radio, Newspaper, Direct Mail. Factory Branded uniforms may also qualify. *Yellow Page Advertising* no longer qualifies for coop; however, *Internet Search Engine Marketing* is now a qualified coop expense. Submit a copy of your invoice to Marika Murray (contact info above) to get a credit for 50% of the approved expenditure.

Uniforms & Apparel - All Carrier branded uniforms, shirts, jackets, hats and other apparel must

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be ordered by the dealer. You can use the pre-approved vendors of Shilling Sales <https://www.shillingsalescarrierlogostore.com/> or Cintas. *You can also use your own provider but must get pre-approval as per above.* All orders must meet the Carrier Market Fund guidelines (available on HVACPartners). Then you can submit a copy of your invoice to Marika Murray to get a credit for 50% of the order.

Incentive Trips - Up to 50% of funds may also be used toward R. J. Murray Company sponsored incentive trips. Incentive trip destination and value will be announced in the first half of the current year. Deposits will be required to hold reservation with opportunity for buy-in of any unearned remaining balance. Co-op earning may be used for trip deposit as long as dealer specifies during sign-up period.

Co-Op Credit Claim Requests – Due Date and Process - Co-Op funds must be used in the current year and may not be carried over. All current year claims must be submitted by December 15th of the current year. Submit all claims to Marika Murray mmurray@rjmurray.com. Any over expenditures will be charged back or deducted from the following years' funds. Account must be kept current in order to qualify for fund earning and usage. Any unused Co-Op Funds are not redeemable for cash or credit.

Please contact your territory manager or Marika Murray with any questions.

Co-Op Expenditure Examples

A few examples of Allowable Co-Op Expenditures. It is your responsibility as a dealer to follow all co-op guidelines located on HVACPartners. This is not a complete list.

Consumer Facing Media Expenditures - In general, nearly any media that strongly identifies the dealer with the Carrier brand is allowed.

50/50 cost sharing examples that identify the dealer with the brand include:

- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO) (including agency fees for media buying support)
- Website development fees (mta360)
- Ratings and Reviews
- Lead Nurturing Software
- Email marketing programs
- Mobile advertising and coupons including agency management fees and media costs
- Text message marketing including agency management fees
- Internet Power Listings (such as)

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- o Angie' s List ®
- o Yahoo® Local
- o Yelp®
- o Google® my Business
- Broadcast or cable television advertising including media commissions
- Sponsorship of local TV or radio shows
- Radio advertising
- Print advertising such as local magazine, newspaper or newspaper inserts (FSIs)
- Dealer direct mail, including printing and postage
- Door hanger advertising (printing and distribution costs)
- Custom dealer marketing tools, such as yard signs, stickers, magnets
- Print and online yellow pages advertising
- Billboards
- Public bus billboards and ads
- Public bench ads
- Stadium or arena signage
- Phone-on-hold messaging that includes the Carrier name
- Business cards
- Dealer truck decals
- Jobsite signs
- Dealer business signage
- Dealer identification items, such as Carrier branded casual wear used in normal business operations and business/service decals
- Purchased dealer uniforms, including branded patches when purchased from the Carrier national provider (excluding cleaning services on purchased uniforms). No rented uniforms will be eligible.
- Dealer home shows, retail store kiosks and shopping mall kiosks featuring Carrier products prominently displayed.
- Youth sports sponsorships

This is not a complete list and is not intended to replace the information located on HVACPartners.

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