



# 2017 Dealer Claim Form

Use the following form to request reimbursement from Co-op, Non-Metro & Dealer Conversion Funds

Don't forget to ask for PRE-APPROVAL on anything that isn't from the Bryant Ad-Kit or a Factory Pre-Approved Vendor (FV) ♦ Send requests to: [ADVERTISING@AIREFCO.COM](mailto:ADVERTISING@AIREFCO.COM)

- ONE(1) CLAIM FORM FOR EACH INVOICE SUBMITTED
- ALL CLAIMS ARE DUE BY 1/15/18

### DID YOU...?

Use the correct Bryant logo and new "Whatever it Takes" tagline in all advertising (logo & tagline must visually & audibly occur in TV/radio/theater advertising)

- TV: Logo and tagline clearly and prominently shown, plus audible mention of both brand and tagline
- Radio: Audible mention of brand 2x in a 30-sec / 3x in a 60-sec spot; tagline ("Whatever it Takes") 1x per spot
- Print: Bryant logo should not appear less than 1/2 the size of the dealer logo

1 CHECK MEDIA TYPE BELOW:		NON-METRO FUNDS	2 CHECK BACK-UP INCLUDED BELOW:												
			INVOICE	PHOTO	FINISHED PIECE	SCRIPT	TEAR SHEET	URL	VIN #s	RECEIPTS	ACTIVITY REPORT	CERTIFICATE			
<input type="checkbox"/>	Air Advice	ELIGIBLE	<input type="checkbox"/>												
<input type="checkbox"/>	Angie's List (magazine ads require tear sheet)	-	<input type="checkbox"/>					<input type="checkbox"/>	<input type="checkbox"/>						
<input type="checkbox"/>	Apparel* (FV: Shilling or Cintas, does NOT include rental program)*	-	<input type="checkbox"/>												
<input type="checkbox"/>	Apparel* type _____	-	<input type="checkbox"/>	<input type="checkbox"/>											
<input type="checkbox"/>	Billboards, Bus Signs and Benches* (FVI: TKO Graphix or StayConnected)	ELIGIBLE	<input type="checkbox"/>	<input type="checkbox"/>											
<input type="checkbox"/>	Call Tracking* (local vendor)	-	<input type="checkbox"/>								<input type="checkbox"/>				
<input type="checkbox"/>	Direct Mail* (postcards, flyers, door hangers, coupon mailer)	ELIGIBLE	<input type="checkbox"/>		<input type="checkbox"/>										
<input type="checkbox"/>	Home Shows/Equipment Displays* (FV: Skyline & Matrix Imaging)	ELIGIBLE	<input type="checkbox"/>	<input type="checkbox"/>											
<input type="checkbox"/>	Internet* (FV=Sequoia, SOS or MTA360) type _____	ELIGIBLE	<input type="checkbox"/>						<input type="checkbox"/>		<input type="checkbox"/>				
<input type="checkbox"/>	iPad (does not include data plans/monthly connection fees)	-	<input type="checkbox"/>												
<input type="checkbox"/>	Lead Generating Tools* (text messaging; FV: Comfort Builder & Demandforce) type _____	-	<input type="checkbox"/>												
<input type="checkbox"/>	Literature (Bryant)	-	<input type="checkbox"/>												
<input type="checkbox"/>	Newsletters* (FV: EB & L Marketing & StayConnected)	ELIGIBLE	<input type="checkbox"/>												
<input type="checkbox"/>	Newsletters* (local vendor)	ELIGIBLE	<input type="checkbox"/>		<input type="checkbox"/>										
<input type="checkbox"/>	Newspaper/Magazines*	ELIGIBLE	<input type="checkbox"/>					<input type="checkbox"/>							
<input type="checkbox"/>	Outdoor Building Signs* (FV: Federal Heath)	-	<input type="checkbox"/>												
<input type="checkbox"/>	Outdoor Building Signs* (local vendor)	-	<input type="checkbox"/>	<input type="checkbox"/>											
<input type="checkbox"/>	Phone On-Hold & Call Tracking* (FV: Commercials on Hold)	-	<input type="checkbox"/>												
<input type="checkbox"/>	Phone On-Hold & Call Tracking* (local vendor)	-	<input type="checkbox"/>					<input type="checkbox"/>							
<input type="checkbox"/>	Promo Items & Customer Appreciation Gifts* (FV: Shilling & To Your Success)	-	<input type="checkbox"/>												
<input type="checkbox"/>	Promo Items* (local vendor)	-	<input type="checkbox"/>	<input type="checkbox"/>											
<input type="checkbox"/>	Service Stickers or T-stat Stickers*	-	<input type="checkbox"/>		<input type="checkbox"/>										
<input type="checkbox"/>	Signs, Banners, Posters, etc.* (FV: TKO or Skyline)	ELIGIBLE	<input type="checkbox"/>												
<input type="checkbox"/>	Signs, Banners, Posters, etc.* (local vendor)	ELIGIBLE	<input type="checkbox"/>	<input type="checkbox"/>											
<input type="checkbox"/>	Training (indicate class) _____	-	<input type="checkbox"/>												<input type="checkbox"/>
<input type="checkbox"/>	Radio/TV/Cable* (indicate type) _____	ELIGIBLE	<input type="checkbox"/>					<input type="checkbox"/>	include notarized affidavits						
<input type="checkbox"/>	Vehicle Identification* (FV: TKO Graphix)	ELIGIBLE	<input type="checkbox"/>												
<input type="checkbox"/>	Vehicle Identification* (local vendor)	ELIGIBLE	<input type="checkbox"/>	<input type="checkbox"/>											
<input type="checkbox"/>	Women in HVAC	ELIGIBLE	<input type="checkbox"/>							<input type="checkbox"/>					
<input type="checkbox"/>	Yellow Pages* (local vendor)	ELIGIBLE	<input type="checkbox"/>						<input type="checkbox"/>	include cover & ad pages					
<input type="checkbox"/>	YouTube & Social Media* (local vendor)	ELIGIBLE	<input type="checkbox"/>					<input type="checkbox"/>	<input type="checkbox"/>						



DEALER NAME \_\_\_\_\_ AIREFCO ACCT # \_\_\_\_\_

### 3 COMPLETE CLAIM INFORMATION BELOW:

VENDOR NAME \_\_\_\_\_

VENDOR INVOICE # \_\_\_\_\_ INVOICE DATE \_\_\_\_\_

(From) \_\_\_\_\_ RUN DATES (Thru) \_\_\_\_\_

# OF TIMES RUN \_\_\_\_\_ INVOICE AMOUNT \_\_\_\_\_

#### CLAIM TYPE:

- Ductless Co-op
- Residential Co-op
- Non-Metro Fund
- Dealer Conversion

<b>AMOUNT CLAIMED</b>

DEALER SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

TM SIGNATURE (REQUIRED) \_\_\_\_\_ DATE \_\_\_\_\_

INTERNAL USE ONLY			
Media Code	G/L #	Fund Code	Amt. Credited (\$)
CE Approval Code	CE Claim #	Total Credited (\$)	
Comments			

\*Pre-approval always required when using a NON Factory Vendor. Other items may need pre-approval. See the 2017 Advertising Policy for more information.