

2022 DISTRIBUTOR CO-OP GUIDELINES

Updated 01/01/2022

Wholesale Distributor

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Wholesale Distributor

OVERVIEW, TERMS & CONDITIONS

We are committed to helping you grow your business through the sale and service of Honeywell generators products. As part of this commitment, we offer you a cooperative reimbursement program. The program provides monetary reimbursement to Distributors who participate in a range of marketing initiatives.

By participating in the Co-op program, you can maximize your marketing dollars and offer a consistent branding message. Your efforts will allow your market to quickly identify your company, its relationship to Honeywell, and the products you sell and service.

FUNDS AVAILABLE

- Honeywell Distributors qualify for a 2% accrual of Co-op funds based off of their previous year's net invoice purchases.
- Distributors may receive up to the approved percentages for each marketing activity submitted after it has occurred. Please see page 16 for approved percentages per marketing activity.
- Reimbursement will not exceed available funds for the year.
- Co-op funds do not roll over from one year to the next year.
All funds must be expended prior to December 31, of the current calendar year.
- Current year's funds cannot be allocated for next year's expenses.
- All reimbursements are released upon the approval of Generac's Marketing Department, and a check will be remitted to the pay to account listed in Honeywell Power Resource.
- How to Access Funds Balance: Fund balance amounts and expiration information are located on the Marketing on Demand (MOD) website. Distributors can view their Co-op fund balance either on the homepage, or by navigating to Orders & Account > Payment > Funds, which shows all available and expired funds.
- For any questions regarding Co-op guidelines, or submissions please contact COOP@generac.com
- For any questions on site functionality or submission errors, please contact 877-928-7626 or email customerservice@sproutloud.com.

PROCEDURES

Distributors have two payment/management options when ordering marketing tactics that are eligible for claims: co-pay and reimbursement.

Co-payment orders are items purchased on MOD and are automatically deducted from your Co-op account at the approved percentage. Distributors are only responsible for the remaining amount.

Reimbursement orders are managed and paid for directly by the distributor. **To receive reimbursements, distributors must submit a pre-approval request through the MOD, fund the tactic 100% out of pocket, and then submit a reimbursement claim through the new MOD for up to the current Co-op rate.** Payment for approved claims is sent out monthly via check or direct deposit. Distributors are encouraged to contact their MOD Marketing Assistant (Sproutloud) to enroll in direct deposit.

- Distributor requests for Co-op reimbursement from their Co-op advertising fund are to be submitted through <http://www.GeneracMOD.com> on the Sproutloud powered MOD site.
- All submissions must go through the MOD website -emails, faxes and postal mailings will not be accepted. Honeywell is not liable for any lost or misplaced claims.
- **Please note:** Your personal Co-op funding information is accessed through www.GeneracMOD.com. Do not allow advertisers to submit or communicate on your behalf. We are not liable for any transactions made by outside agencies companies on your behalf
- Post activity documentation requires the submission of paid receipts or detailed invoices.
- Please allow 24 to 48 hours for your pre-approval to be reviewed and 5 to 7 days for claims.

Distributor participation in the Honeywell Generators Co-op Program constitutes acceptance and distributor agrees to comply with the Honeywell Co-op Program as outlined in the Honeywell Co-op Program Guide. Distributor understands that claims may be denied in the event that established guidelines are not adhered to. Participating in the Honeywell Generators Co-op Program and submitting claims constitutes as acceptance to all terms, conditions, and requirements of the Honeywell Co-op Program which is intended to be used for the promotion of Honeywell. Honeywell reserves the right to modify this program at any time without prior notice.

We solely determine the eligibility of a claim and amount of reimbursement for any activity.

SUBMITTAL PROCESS

- All claims must begin with a pre-activity request and pass through a pre-approval process unless specified otherwise. Pre-activity requests **MUST** be submitted on the MOD website **30 days prior** to an activity or event. Please reach out to your sales representative if submitting less than 30 days prior to expedite.
- Following Generac's pre-approval and completion of your marketing activity, post-activity claims **MUST** be submitted **within 45 days of activity date**, with paid invoice.
- **For completed/shipped MOD orders:** All orders completed and shipped on the MOD site will have the option to apply Co-op funds at checkout. This removes the need to submit a pre-approval or a claim for anything purchased/completed on the site. The Co-op funds will be applied at checkout and your credit card will only be charged for the remaining amount.

You do not need a pre-approval for pre-approved vehicle wraps through our preferred vendor Fetch Graphics, or for pre-approved promotional merchandise designs through our preferred vendor BSN Sports.

PRE-ACTIVITY APPROVAL (at least 30 days prior)

Log on to the MOD site through www.generacMOD.com and click on "Claims" in the left menu panel. Click 'Pre-Approvals' and then click the green button "Create a Pre-Approval". Follow the steps on the page. Depending on the category, you may need to submit a quote, image or estimated cost. Click Submit. All required fields must be filled. Email notifications will signal status updates such as "Processing, "Needs more Information, "Approved," "Denied," and confirmation of Payment.

CLAIM APPROVAL (within 45 days of activity completion)

- Log on to the MOD site through www.generacMOD.com and click on "Claims" in the left menu panel. Click the second 'Claims' button and then click the green button "Create a Claim". If you have an approved Pre-approval for this claim, you will be prompted to check "Use a previously submitted pre-approval," and can select your approved pre-approval from the drop-down menu. Follow the steps on the page. Depending on the category, everything requires a paid invoice; certain things may require images or additional documents. Click Save Changes. All required fields must be filled. Email notifications will signal status updates such as "Processing, "Needs more Information, "Approved," "Denied," and confirmation of Payment.
- Supporting documentation that must be submitted post-activity includes, but may not be limited to: ad tear sheets, attendee lists, photos of event site, copies of event contracts, copies of itemized receipts and invoices, prospect/lead lists, audio/video scripts and planned visual representations.

GENERAL ELIGIBILITY

- Claims will be honored only for advertising that utilizes prepared material and adhere to the guidelines established in the Honeywell Co-op Program Guide.
- We reserve the right to determine eligibility for all Co-op advertising claims that are not specifically covered in the Co-op Program Guide.
- We will assign a lesser % for any activity in which other non-competitive manufacturer's products are also represented.
- Marketing initiatives must promote Honeywell current year product line. **(Discontinued products will not qualify).**

GENERAL INELIGIBLE PROGRAMS/EXPENSES

Ineligible programs include, but are not limited to, those specified in the Co-op Program Guide. See sections below

- Any distributor-printed advertising that does not include the Honeywell registered trademark logo, required product image, and product text reference within brand guidelines is considered ineligible
- Competitive product featured in advertising or events
- Customer appreciation events (see details on page 13)
- Business Cards.
- Advertising Agency Commissions / Fees
- Generac Products or gift certificates or cards used for promotional purposes.
- Website development and maintenance
- Older versions of ads not found on MOD (Old logos & discontinued products)
- Memberships, dues, subscriptions and personal sponsorships
- Company lunches or meetings (see details on page 13)

Distributor

HONEYWELL PREPARED ADVERTISING & MARKETING

Prepared materials allow for the addition of distributor information, logos, messages, etc. Placing a distributor logo over product photos, modifying or eliminating Honeywell logos from the layout is not permitted and will result in denial of the claim.

HONEYWELL MARKETING ON DEMAND WEBSITE www.GeneracMOD.com

Honeywell provides templates for customizable marketing materials and Honeywell branded collateral on the Honeywell Marketing on Demand (MOD) site. Templates for co-branded printed ad slicks, sell sheets, direct mailers, etc. can be complimented with free downloads of other materials such as images, videos, PDF's, etc. on the site.

Items (Literature, POP) purchased from the Marketing on Demand site are eligible for 100% reimbursement.

ELIGIBLE EXPENSES

- Print & Media Broadcasts
- Print Flyers
- TV commercials :15, :30, :60 sec
- Radio commercials :15, :30, :60 sec
- Graphic Displays
- GeneracMOD.com/dealer online materials
- Direct Mailers
- Honeywell Generators POP Shell Displays
- Banners & Signs

INELIGIBLE EXPENSES

- Classified Ads
- Stationary
- Blue Book advertising
- Yellow Pages Advertising
- Reprinted literature/Honeywell materials
- Websites and associated maintenance
- Advertising Production costs (excluding outdoor ad templates on MOD)
- Public Service Announcements



Protect What Matters Most

• Starts automatically
• No fuel needed
• 24/7/365 protection

To learn more, go to honeywellgenerators.com or call 1-855-GENINFO (436-4636)

A Honeywell automatic home backup generator ensures that power outages will never again interrupt the important things in your life. Whether it's due to a storm, equipment damage, short circuit, or animal activity, your Honeywell generator will protect your family, your guests, your entire home. Automatically, within seconds of an outage, and until utility power returns. So your kitchen will always be open.

Call 1-855-GENINFO for your FREE in-home consultation.

ASK ABOUT FINANCING OPTIONS*
that make Honeywell generators affordable!

Dealer Name: _____
 Address: _____
 Extra line: _____
 Phone: _____
 Email: _____
 Website: _____

*Terms and conditions apply. Contact Dealer for more information.
©2012 Honeywell. Honeywell, the Honeywell logo and Generac are registered trademarks of Honeywell International Inc. All rights reserved. Specifications subject to change without notice.
The Honeywell logo is a service mark of Honeywell International Inc. All rights reserved. The Honeywell logo is a service mark of Honeywell International Inc. All rights reserved.

Distributor

PREFERRED VENDORS

PROMOTIONAL MERCHANDISE

BSN Sports

Honeywell offers a wide-range of promotional merchandise available for purchase that can be used to build relationships and promote the co-branding of our businesses.

- All promotional merchandise should be purchased from our vendor of choice.
- Eligible for 100% Co-op reimbursement per claim, up to \$5,000 annually.
 - For example, If your organization has 10 branches, each branch is eligible up to \$500 per branch for up to a total amount of \$5,000 annually.
- Pre-approval not required on BSN Sports merchandise.

BSN SPORTS

3315 N. 124th St. Suite B

Brookfield, WI 530

Phone: 203-219-2405

Email: evero-casavant@BSN.com

Headquarters

BSN Sports

1444560 Varsity Brands Way

Farmers Branch, TX 75244

A local vendor may be requested if vendor is less expensive than Honeywell preferred vendor.

To use a local vendor:

- Obtain pre-approval
 - Provide a quote from the local vendor
 - Mockup of merchandise
- Set-up fees when using a local vendor are not Co-op eligible.
- Local approved vendor requests are eligible for 100% Co-op reimbursement per claim, up to \$1,500 annually, per organization

VEHICLE GRAPHICS CUSTOM/LOCAL VENDORS

(Wraps and Installation - 50%)

See page 4 for submittal process (pre-approval and claim are required).

The following guidelines can help explain our requirements:

- Prominently display the Honeywell logo at least 3 times around the vehicle and adhere to brand guidelines, using registered trademark logos per the Honeywell brand guidelines. The Honeywell logo must maintain the proper spacing as explained in the brand guidelines. Everything must be co-branded to receive reimbursement.
- Product image must be featured in all advertising. Product must be a current Honeywell-branded model.
- Identify Honeywell product as "Honeywell Automatic Standby Generator" or "Honeywell Home Standby Generator".
- Pictures of the finished vehicle are required to receive Co-op, as well as paid invoices.
- Only fleet vehicles eligible. NASCAR and other race affiliated vehicles are excluded (considered a personal sponsorship).

Distributor

PREFERRED VENDORS

DIGITAL SIGNAGE

Trigger Point Media

Promote Honeywell products through Trigger Point Media - managed digital displays and digital marketing solutions within your branches.

- Eligible for 100% Co-op reimbursement per claim, up to \$200 annually, per organization
- Assistance in making content co-branded (e.g. add your logo to a Honeywell video)
- Assurance that you hit proper scheduling each month in order to meet co-op guidelines
- Annual or monthly itemized invoices to easily submit to receive your co-op dollars
- Quarterly briefing and strategy review to view analytics, review new manufacturer's content, determine next quarter's focus & schedule

Trigger Point Media

202 Lowell Ln S,

Austin, TX 78733

Phone: 512-381-5555 x117

Email: acruz@triggerpointmedia.com

Requirements

- Prominently display the Honeywell logo and adhere to brand guidelines, using registered trademark logos and maintaining the spacing requirements (H Space) per the brand guidelines.
- Honeywell brand must make up a minimum representation of 50% of the total screen. If the Honeywell brand is not the sole brand represented on the screen, the expense is subject to less than 100% co-op eligibility.

Distributor

CUSTOM PRINT, DIGITAL AND BROADCAST ADVERTISING

Review and pre-approval are required of all print and broadcast advertising that does not utilize the materials prepared by our marketing department. Any distributor interested in creating print, digital and broadcast media MUST involve us throughout the process and adhere to the following guidelines.

All custom advertising – Up to 100% Reimbursement

PRINT AND DIGITAL

Advertising

Direct Mailers

Billboards

- Prominently display the Honeywell logo and adhere to brand guidelines, using registered trademark logos per the Honeywell brand guidelines. Both logos must appear to be the same proportion and size while still maintaining the clear space (H Factor) as explained in the brand guidelines. Everything must be co-branded to receive reimbursement.



Clear space
is equal to the
“H” type width

- Product image must be featured in all advertising. Product must be a current Honeywell-branded model.
- Identify Honeywell product as “Honeywell Automatic Standby Generator”, “Honeywell Automatic Home Standby Generator” or “Honeywell Portable Generator.”
- Honeywell brand must make up a minimum representation of 30% of the total advertisement. If the Honeywell brand is not the sole brand represented on the advertisement, the ad is subject to less than 100% co-op eligibility.
- Format must be business card size or larger. (3.5 x 2 inches)

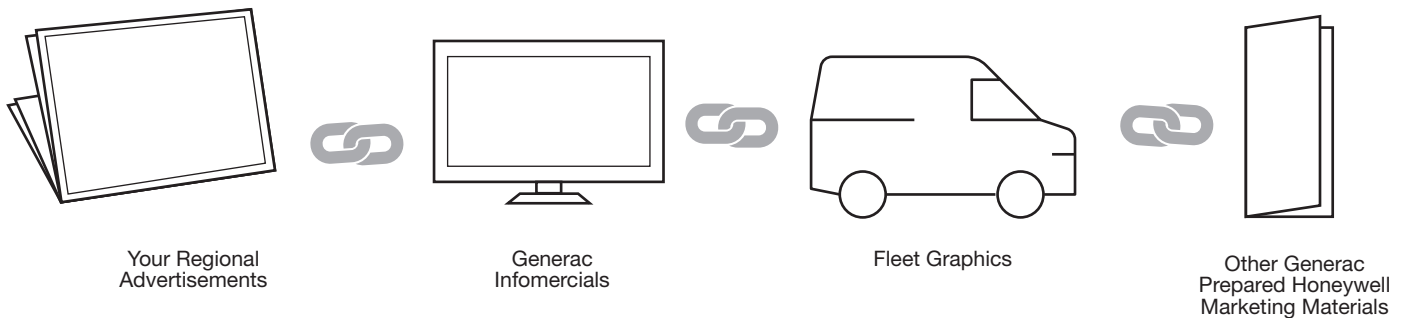
CATALOG PAGES

- Prominently display the Honeywell logo and adhere to brand guidelines, using registered trademark logos per the Honeywell brand guidelines. Both logos must appear to be the same proportion and size while still maintaining the spacing requirement (H space) as explained in the brand guidelines.
- Product image must be featured in all advertising. Product must be a current Honeywell-branded model.
- Identify Honeywell product as “Honeywell Automatic Standby Generator”, “Honeywell Home Standby Generator” or “Honeywell Portable Generator.”
- Honeywell brand must make up a minimum representation of 50% of the total page. If the Honeywell brand is not the sole brand represented on the catalog page, the expense is subject to less than 100% co-op eligibility.
- No direct competitors are permitted on the same page as Honeywell product.

WHY USE GENERAC'S HONEYWELL ADVERTISING TEMPLATES?

Generac dedicates thousands of dollars and man-hours every year to marketing and promoting their products, and by using a pre-approved, Generac-branded template, you'll gain access to the credibility, professionalism and top-of-mind consumer awareness that Generac develops through their marketing efforts.

When consumers see your advertising, they'll connect your work with Generac's other efforts, like infomercials, point-of-purchase (POP) displays at major retailers, websites and automotive graphics, linking them together into one cohesive and trust-worthy campaign. You're no longer advertising a new product, but rather placing the final piece of the puzzle together that they may need to be prompted to call their contractor for a consultation in their own home.



Print Advertisements: Templates

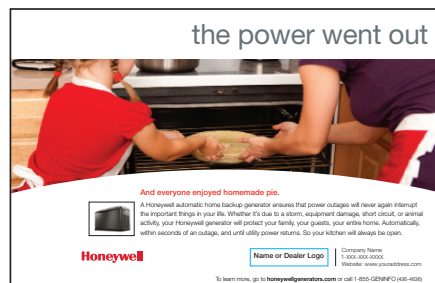
Some of our distributors prefer to customize their ads, but often are confused on how to incorporate our guidelines into their ads. For this reason, we also provide a 70-30 template, allowing you to customize 70% of the ad, while knowing you've covered our specifications and requirements to qualify for Co-op dollars.



[Download these templates on MOD.](#)



Full Page



Half Page



Quarter Page

Continued

PRINT AND DIGITAL ADVERTISING – DO’S AND DON’T S

Honeywell requires review and pre-approval of all advertising. Any distributor interested in creating media MUST involve Honeywell throughout the process and adhere to the following guidelines:

- Honeywell brand must make up a minimum representation of 30% of the total advertisement (Honeywell logo, product illustration, etc.) and adhere to the registered trademark logos per the Honeywell Brand Guidelines. The use of both the distributor’s and Honeywell logo must be used for Co-op purposes. An alternative way to display two logos is to maintain a consistent size, (i.e. both logos are the same proportion and size) while still maintaining the spacing requirements (H space) as explained in the Brand Guidelines.
- Product imagery must be featured in all advertising and must be a current Honeywell-branded model.
- Identify Honeywell product as “Honeywell Automatic Standby Generator”, “Honeywell Home Standby Generator”, or “Honeywell Portable Generator” and describe what the product does.

The following examples can help explain our requirements:



DO.

- 1 Using the template as a base, this distributor customized it.
- 2 The generator image is shown unaltered – without glows, shadows, etc.

DON’T.

- 3 The Honeywell logo requires more “H” space around it, between itself and other elements than shown here, and needs to be of comparable size to the business’s logo. The logos are required to be relatively the same size.
- 4 The ad is missing product description like “Home Standby Generator” or “Automatic Standby Generator”.

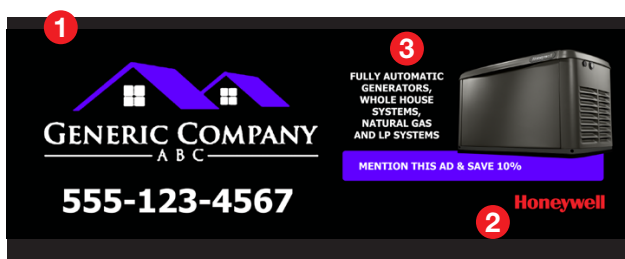


DO.

- 1 The ad dedicates 30% to the Honeywell product and brand, showing the logo and product in an appropriate manner.

DON’T.

- 2 The Honeywell logo needs to be of comparable size to the business’s logo (both logos should be close in size).
- 3 Key product description vocabulary is not used; please use “Automatic Standby Generators.”
- 4 The generator image used is outdated, this should be updated with a current model. There are images available in the download center on MOD.



DO.

- 1 The ad dedicates 30% to the Honeywell product and brand, showing the logo and product in an appropriate manner.

DON’T.

- 2 The Honeywell logo needs to be of comparable size to the business’s logo (both logos should be the same size).
- 3 Key product description vocabulary is not used; please use “Automatic Standby Generators.”

Continued

MISC COMPANY

ALWAYS HAVE POWER!

1 **INSTALL A** 3 **Honeywell** 2 **AUTOMATIC STANDBY GENERATOR TODAY!**

5

SAVE \$300 ON ANY SERVICE

NOT VALID ON INSTALLS, REPAIRS, MAINTENANCE OR ANY OTHER SERVICE. LOREM IPSUM DOLOR SIT AMET. CONSECTETUR ADIPISCING ELIT. SED DO ELUSMOD TEMPOR INCIDIDUNT. PORE ET

YOU GOTTA BE KITTEN ME! GET THIS GREAT DEAL MEOW!

CALL TODAY 555-123-4567

DO.

- 1 The ad uses appropriate vocabulary regarding product description, "Automatic Standby Generators."

DON'T.

- 2 The Honeywell logo requires more spacing around it (H space), between itself and other elements than shown here, and needs to be of comparable size to the business's logo.
- 3 Do not use the logo to replace a word in a sentence; rather use the word "Honeywell" and place the logo elsewhere.
- 4 Do not alter product images and logos, including shadows and glows.
- 5 The generator image used is outdated; this should be updated with a current model. There are images available in the download center on MOD.

WE'RE YOUR favorite Electrician

3

1

GENERIC COMPANY ABC

Always have power

2

Honeywell

555-123-4567

www.GenericCompany.com

DO.

- 1 The ad displays a prominent Honeywell logo in regards to size in relation to the business's logo.

DON'T.

- 2 The black/orange Honeywell logo should never be placed on a dark background. An all-white Honeywell logo or a white-orange logo should be used on dark backgrounds.
- 3 The ad is missing key product description like "Honeywell Home Standby Generator".

RANDOM COMPANY

ABC

1

2 **HOME STANDBY GENERATORS • SALES & SERVICE**

Honeywell 3

123 MAIN STREET, SPRINGFIELD, USA

4 **555-123-4567**

DO.

- 1 The ad displays a prominent Honeywell logo and is of comparable size to the business's logo . . .
- 2 Proper product description is used "Home Standby Generator".

DON'T.

- 3 . . . however, this example does not give enough space around the Honeywell logo (H Space). While the designer used a border to separate the logo from the content, we would have preferred a slightly smaller logo to accommodate for more "H Space" around the logo.
- 4 The ad is missing product imagery. Be sure to download an appropriate photo to include in the download center on MOD.

Distributor

BROADCAST ADVERTISING

BROADCAST ADVERTISING

(Up to 100% Reimbursement)

Local advertising that piggybacks on Honeywell's national advertising effectively builds customer association with the brand. Honeywell has developed templates to help distributors customize the customer message and gain awareness in the local market, while maintaining a consistent message and image.

- A 3-time mention of the Honeywell name and product description are required in any broadcast media longer than :30 seconds.
- A 2-time mention of the Honeywell name and product description are required in :30 second broadcast media.
- A 1-time mention of the Honeywell name and product description are required in :15 second broadcast media.
- Identify Honeywell product as "Honeywell Automatic Standby Generator", "Honeywell Home Standby Generator" or "Honeywell Portable Generator." As long as one of the above descriptions is used once within the ad, "Honeywell Generators" may be used for the remaining mentions (only if timing is an issue).
- An image and logo are also required for TV. Please refer to brand guidelines for proper logo use. Visual equivalent of the above-mentioned Honeywell name and product description requirements are eligible. All broadcast ads must be :15 seconds or longer to qualify.

Please refer to the Brand Guidelines for further instructions.

Distributor

DIGITAL MEDIA CAMPAIGNS

HONEYWELL BRAND PAGE/LANDING PAGE

The creation of Honeywell branded web pages will be 100% co-op eligible up to \$4500. Branded pages must include the following:

Required

- The Honeywell logo and adhere to all brand guidelines
- Must have an image of Honeywell Home Standby Generator
- Identify Honeywell product as "Honeywell Automatic Standby Generator", "Honeywell Automatic Home Standby Generator" or "Honeywell Portable Generator."

Must have 2 of 4 below:

- Description of Generac training and link to the Generac training site
- Description of Honeywell PowerPerks and the link
- Honeywell product categories with links to product pages, if applicable

Please refer to the Brand Guidelines for further instructions.

Distributor

TRADESHOWS AND EVENTS

TRADESHOWS (Up to 100% Reimbursement)

We encourage you to participate in events to promote your company and the Honeywell products you sell and service.

- We will cover up to 100% of fees for participation in pre-approved tradeshows.
- The reimbursement % will be synonymous with the Honeywell brand representation at the tradeshow. If the Honeywell brand is not the sole brand represented at the tradeshow, the expense is subject to less than 100% co-op eligibility.
- A photograph of the exhibit space showing Honeywell product, along with copies of paid invoices itemizing expenses must be included. Photos, lead lists/attendee lists are required for Co-op reimbursement.
- The distributor must supply appropriate and sufficient personnel to attend all tradeshows. Employee wages are NOT Co-op eligible.
- Product literature should be used at all tradeshows. Reference the Honeywell MOD section on (page 6) for more information on how to purchase literature and submit that literature to Co-op.
- We do not provide or Co-op equipment used for demonstration or show purposes.
- Honeywell-branded promotional merchandise is available.(see BSN Sports section on page 5).
- Choose from a variety of displays and signs for your tradeshow event on the MOD site.

DISTRIBUTOR HOSTED TRADESHOWS (100% Reimbursement - up to \$5000 annually, per organization)

- Booth expense must be consistent with standard fee for other attending vendors.
- A photograph of the exhibit space showing Honeywell product, along with copies of paid invoices itemizing expenses must be included. *Please note: photos, lead lists/attendee lists are required for Co-op reimbursement.
- A Honeywell Generator representative must be in attendance.

ELIGIBLE EXPENSES

- Exhibit Fees
- Tradeshow Booth & Electricity

INELIGIBLE EXPENSES

- Product Displayed at Tradeshows
- Promotional Talent
- Wages for Personnel
- Decorations
- Rental Cars
- Travel and related expenses
- Badges
- Customer Appreciation Events

COUNTER DAYS

(100% Reimbursement, up to \$300 annually)

These include events that occur on the distributor's premises to showcase and inform contractors about the product (contractor focused). A Honeywell representative must be in attendance. Pre-approval must be submitted with event flyer announcement

ELIGIBLE EXPENSES

- Food and beverage up to \$300

EVENTS

Special Events or sponsorships including, but may not be limited to; open houses, customer appreciation events, giveaways and seminars require a pre-approval, and event flyer, if applicable up to \$500. Once event exceeds the maximum price, it MUST be cleared through your Sales Representative.

Distributor

TRAINING AND DEVELOPMENT FOR CONTRACTORS

LUNCH N' LEARN

(100% Reimbursement UP TO \$300)

This includes events that typically set aside 45-120 minutes at the distributor location for product training, product updates, programs & promotions, or any other additional form of education for the distributor's employees (distributor focused). A Honeywell sales representative must be in attendance. Pre-approval must be submitted with event flyer announcement.

Eligible Expenses

- Food and beverage up to \$300

PROFIT GENERATOR TRAINING

(100% Reimbursement)

Training classes focus on generator selling, sizing, and installation, and will target either air-cooled or liquid-cooled generator and transfer switch systems. A Honeywell Generators sales representative must be in attendance. Pre-approval must be submitted with cost estimate.

Eligible Expenses

- Food and beverage up to \$300
- Room Rental up to \$300

INSTALLATION, SERVICE & PRODUCT CLASSES

(100% Reimbursement)

A complete Generac factory installation and/or service training program schedule, as well as product classes can be found at <https://generac-fs.asentialms.com/catalog/>. Courses available for contractors or wholesale employees to attend and course fee to be reimbursed 100%. Online and self-paced courses now available!

Eligible Expenses

- Class fee (paid invoice and certificate of completion is required).

Ineligible Expenses

- Travel & Accommodation Expenses

DIGITAL AND INTERNET MARKETING

NEW MOD DIGITAL MARKETING PROGRAMS (Directory Listings & Reputation Management – 100% Reimbursement)

Through this program, we will create, verify, claim and optimize business profiles across multiple online directories. Having an optimized business profile provides greater visibility on Search Engine Results Pages and the ability to acquire leads via website visits and phone calls. Additionally, Reputation Management allows for instant tracking of online reviews with e-mail alerts and the ability to respond directly to those reviews. Contact our MOD Marketing Assistants for more information: 877-928-7626 or email customerservice@sproutloud.com.

SEARCH ENGINE MARKETING (SEM) AND PAY-PER-CLICK (PPC) (100% Reimbursement)

Search engine marketing (SEM) and pay-per-click (PPC) advertising involves the promotion of a website or a web page by increasing their visibility in search engine results pages primarily through **paid** search listings or ad placements.

To ensure that Co-op is being used to promote Honeywell Generator products; we require more detailed supporting documents for internet marketing activities. This includes an **invoice for all advertising and a search engine report that clearly lists search keyword and associated cost**. We will keep keywords confidential. We will not reimburse distributors for promoting competitor's products or brands and the percentage will either drop or be denied altogether if competitors are found on the submitted list.

ELIGIBLE:

- Only Honeywell generator related activities and campaigns
- Paid search listings (keywords) or ads

NOT ELIGIBLE:

- Promoting competitor's products or brands
- Third party keyword research
- Creative development (see MOD for free available ad templates)
- Campaign tracking and reporting

Work with your local RDM & Generac Marketing to determine qualification for other website optimization activity funding (i.e. SEO)



SOCIAL MEDIA (100% Reimbursement)

Eligible Social Media Channels: Facebook, Twitter, Google+ and YouTube. All ads must receive pre-approval.

FACEBOOK

Honeywell allows only the following four advertising options to be submitted for Co-op:

- Drive traffic to your website
- Increase attendance at your event
- Drive awareness to your offer
- Drive video views

Required documentation to receive 100% reimbursement:

- Pre-approval mock-up of ad and quote (includes demographic, location, duration)
- Post-approval-screen shot of ad, paid invoice from Facebook (can be printed from account).

Each ad must contain the following:

- Image (Honeywell product or weather related)
- Honeywell logo
- Description-250 characters or less
- A link to your website

TWITTER

Required documentation to receive 100% reimbursement:

- Pre-approval: estimated monthly budget and copy of any link to be used or mock-up of image.
- Post-approval: screen shot of post (must say 'promoted by' to be a legitimate ad) and paid invoice from Twitter.
- Each ad must contain the following:
 - Honeywell or product mention
 - Link to website/image of the Honeywell logo or product

(Helpful Hint: To stay within 280 characters use a shortened URL, instructions found here <http://goo.gl/>)

YOUTUBE

Required documentation to receive 100% reimbursement:

- Pre-approval-estimate, keywords, script and run times.
- Post-approval-keyword copy, video and paid invoice with run times.

Each ad must contain the following:

- A two time mention of Honeywell
- The Honeywell Generators logo and product

DIGITAL MEDIA CAMPAIGNS (100% Reimbursement)

Internet/digital advertising campaigns consist of paid placements of a banner ad on a relevant websites that engages visitors and produces click-through traffic to your campaign (page) where you ultimately respond to your banners call to action or generate a lead; such as "sign up for your free estimate", "download your free Whitepaper", etc. Generac requires pre-approval of all digital advertising that does not utilize the materials prepared by our marketing department and can be found on MOD. **See page 7 for our requirements on digital and creative.**

Distributor

CO-OP PROGRAM ONE PAGE OVERVIEW

Pre-approval is required at least 30 days prior to activity for any Co-op activity. Post-activity Co-op claims must be submitted within 45 days following activity. All funds that are not expended by December 31st of each calendar year will become null and void. See full guidelines for detailed information.

SUMMARY OF REQUIREMENTS <i>(See program for detailed information)</i>	CO-OP ELIGIBLE
NEWSPAPER ADS/MAGAZINE ADS/FLYERS/ DIRECT MAIL/ BROCHURES/ SIGNS/ BANNERS/ BILLBOARDS/ VEHICLE GRAPHICS/ WEB ADVERTISING.	Up to 100%
<ul style="list-style-type: none"> Authorized Honeywell registered trademark logo Current Honeywell product image Identification - "Automatic Standby Generator", "Home Standby Generator" or "Portable Generator" 30% Representation for Honeywell 	
CATALOG PAGES	Up to 100%
<ul style="list-style-type: none"> Authorized Honeywell registered trademark logo Current Honeywell product image Identification - "Automatic Standby Generator", "Home Standby Generator" or "Portable Generator" 50% Representation for Honeywell No Direct Competitors 	
RADIO COMMERCIALS	Up to 100%
<ul style="list-style-type: none"> Identification - "Automatic Standby Generator" or "Portable Generator" 2-time mention of Honeywell name (:30 second spot) 1-time mention of Honeywell name (:15 second spot) 	
TV COMMERCIALS	Up to 100%
<ul style="list-style-type: none"> Authorized Honeywell registered trademark logo Current Honeywell product image Proper product description – ex. "Automatic Standby Generator", "Home Standby Generator" or "Portable Generator" 2-time mention of Honeywell name (or visual equivalent) - :30 second spot 1-time mention of Honeywell name (or visual equivalent) - :15 second spot 	
TRAINING - SERVICE CLASSES & SALES DEVELOPMENT CLASSES	100%
<ul style="list-style-type: none"> Paid Invoice & Certificate of Completion required 	
POWER FOR PROFITS, COUNTER DAYS	100%
<ul style="list-style-type: none"> Paid Invoice (A Generac representative must be in attendance) 	
TRADE SHOWS AND EVENTS	Up to 100%
<ul style="list-style-type: none"> Showcase: literature, banners, signs Photo of booth required 	
DISTRIBUTOR HOSTED TRADESHOWS.....	Up to 100%
<ul style="list-style-type: none"> Showcase: literature, banners, signs Photo of booth required Honeywell rep must be in attendance 	
LITERATURE/ MARKETING ON DEMAND ITEMS	100%
<ul style="list-style-type: none"> All literature can be ordered directly through the Marketing on Demand website 	
PROMOTIONAL MERCHANDISE	100%
<ul style="list-style-type: none"> Use Honeywell preferred vendor - BSN Sports - \$5,000 maximum Custom/Local vendor- \$1,500 maximum 	



[HoneywellGenerators.com](https://www.honeywellgenerators.com)

202340 Rev 01-2022
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Specifications are subject to change without notice.

Honeywell