

Marketing Accrual Funds Program

Usage of Accrual Funds

The money you accumulate in your Daikin VRV Design Pro marketing accrual fund can be used in many ways to promote, strengthen, and grow your business. Your Daikin distributor sales representative will assist you in filing claims for reimbursement of your approved expenditures.

NOTE: Daikin must be the only brand advertised.
No other competitive brands can be included in any of the usages listed.

All Daikin VRV Design Pro contractor advertising must adhere to the standards and requirements set forth in the Daikin media guide and must have prior approval by a Daikin distributor sales representative or Daikin brand manager before funding. Each Daikin VRV Design Pro contractor will receive regular monthly accrual recaps of purchases and accruals from their Daikin distributor. Claims submitted that do not meet the requirements as set forth in this manual may be rejected. We reserve the right to exclude special quoted products and change the program as necessary. Parts, service and accessories do not qualify for accruals.

2025 USAGE OF ACCRUAL FUNDS

APPROPRIATE USAGE	BACK-UP NEEDED FOR CLAIMING FUNDS
Daikin sponsored and key vendor training (technical, sales and business) (Covers cost of training, travel and hotel.)	Proof of attendance/roster from distributor. Copy of training event or URL and proof of payment.
Radio/Television/Videos	Scripts, invoice of charges and proof of payment.
Internet advertising, SEO/SEM, websites, Google Adwords	
Business operations software provided by all Daikin Preferred Vendors. All other companies approved by exception.	Printed copy of advertisement, URL, invoice of charges and proof of payment.
Contractor Signage	Photo of signage, invoice of charges, and proof of payment.
Electronic Operational and Selling Software* (Provided by Daikin Preferred Vendors)	Invoice of charges and proof of payment.
Daikin brand clothing, accessories, etc. (A maximum of 25% of accrual total eligible for promotional items annually.)	Photo or samples of branded items, invoice of charges, and proof of payment.
Newspaper/Magazine/Yellow Pages	Tear sheets with publication name/date, invoice of charges, & proof of payment. [†]
Membership fees for ACCA, HRAI, BBB, ASHRAE, PHCC, DBIA, and NITC (A maximum of \$1000 annually for Daikin VRV Design Pro contractors)	Membership receipt, invoice of charges and proof of payment.

* Up to \$5,000 per year for approved business operations software.

‡ Examples of "Proof of Payment" are: copy of check, copy of credit card statement or receipt, copy of cash receipt, or paid invoice from the vendor.

† An iPad/tablet is an approved expenditure ONLY if purchased for use with Daikin specific software to be installed on the device for in-home selling use.

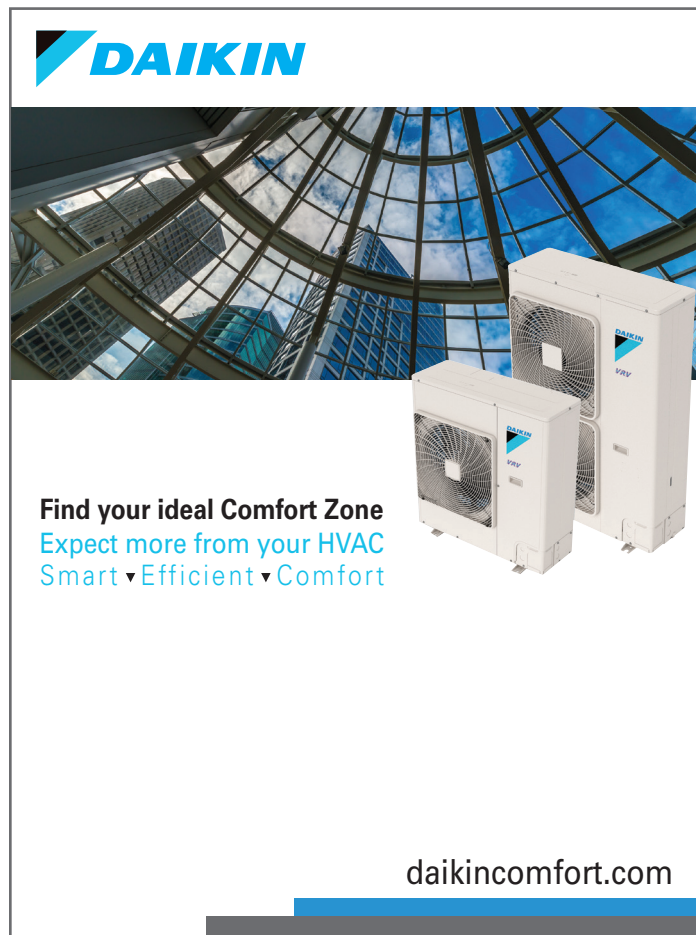
Advertising Standards

General

- » All advertising must present an honest and professional image of Daikin brand products, the Daikin *VRV Design Pro* Program, and the products and services of the participating *VRV Design Pro* contractors.
- » Advertising that does not comply with national, regional, state, or local regulations, or FTC or FCC guidelines will be denied accrual.
- » All contractor advertising must have the prior approval of the Distributor Sales Representative.
- » Daikin brand advertised only. No competitive brands can be mentioned by either name and/or logo.
- » The Daikin brand name and/or logo must be present in the ad.
- » Please resource the Daikin Media guide for approved usage of the Daikin brand logo and other brand guidelines.

Radio, TV, and Internet Advertising

- » Contractor name and contact information must be mentioned.
- » Daikin brand only. No other competitive manufacturer can be mentioned or shown either by name, logo, or inference.
- » Daikin must be mentioned in the ad by either name or logo.



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Vehicle Wraps and Billboards

- » The Daikin logo should be at least 1/3 the size of company logos and should contain Daikin product images when possible.
- » All Daikin logos must meet the guidelines as outlined in the Daikin Media guide.

Print Advertising

- » Contractor name and contact information must be prominently displayed throughout the ad.
- » Daikin brand only. No other competitive manufacturer can be mentioned either by name or by logo.
- » The Daikin logo must be conspicuously placed in the ad.
- » Contractor ads that proclaim special factory or distributor "deals" without prior approval from the Distributor Sales Representative will not receive accrual funds.



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Daikin marketing materials can be found via the
Daikin Marketing Toolkit at:

www.DaikinPartnerLink.com

Toolkits > Daikin Dealer Toolkit > Marketing Toolkit
(Note: You cannot access the toolkit outside of PartnerLink)



Our continuing commitment to quality products may mean a change in specifications without notice.

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DESIGNPRO-ADV-ACC_08-24