



The new degree of comfort.™

2013 SPRING CONSUMER CASHBACK PROMOTION

MARCH 15, 2013 THROUGH JUNE 15, 2013



Promotion Terms & Conditions for Contractors

- The promotion is subject to termination at Rheem's discretion. This promotion cannot be combined with any other promotion from Rheem.
- All participating Contractors **must be registered for the Promotion by completing and signing Consumer Promotion Contractor Enrollment Form*** and be listed on the **CIMS (Contractor Information Management System)**. **The Distributor is responsible for registering the contractor on the CIMS.**
- Qualifying systems are outlined on the product matrix.
- Rebate Funding Responsibilities:
 - o Equipment will be sold to Contractor at present price level.
 - o Contractor covers (50%) of Rebate to homeowner.
 - o Rheem & Distributor cover (50%) of Rebate to homeowner
- Contractor can use earned accrued co-op dollars to promote / advertise promotion in their market.
- Contractor must use pre-approved ad boxes on AdMaker or obtain prior approval for any ads used to promote this offer.
- Upon completion of installation, Contractor must submit proof by providing homeowner purchase invoice, indicating model and serial numbers of outdoor/indoor units, Instant Rebate amount, price before & after Rebate is applied AND completed & signed Rebate Redemption Form.
- All promotion claim documentation must be postmarked to brandmuscle™ no later than **June 30, 2013**.
- When filing for their 50% reimbursement portion of the Instant Rebate @ RheemRebate.com, Contractors must enter their CIMS Unique I.D. Number, which is communicated via email at the time of promotion program enrollment.
- Contractor will receive a check within 6-8 weeks for ½ (50%) of each qualifying rebate upon submission and approval of all required documentation.
- Contractor cannot submit their share of cost of Rebate to Distributor for co-op credit.
- **No Rebate Checks will be processed until all required proof of installation documents are submitted to brandmuscle™ by the Contractor in accordance with rebate guidelines.**
- Products must be installed by **June 15, 2013** in order to qualify for rebate claims.
- Contractor must sell product during the promotion period: **March 15, 2013 through June 15, 2013**.
- Commercial applications / commercial properties (rental properties) do not apply.
- Only applies to residential replacement applications in single-family dwellings.
- Rebate is applicable to multiple units on a single-family dwelling.
- Account must be in good credit standing with Distributor in order to participate in this special promotion.
- Contractors can track rebate progress at www.rheemrebate.com.
- All rebate claims and copies of the supporting documentation listed above must be mailed to: Rheem Spring 2013 Promotion; c/o brandmuscle™; 11149 Research Blvd., suite 400; Austin, TX 78759.
- Distributor Contact for program information is: _____

*2013 Spring Consumer CashBack Promotion - Contractor Enrollment Form will be made available via your Distributor



INTEGRATED HOME COMFORT

Rheem.com
2/13 M11-1801