Fund Usage Requirements:

General: Daikin must be the only brand advertised; competitor brands can't be mentioned. Daikin must be present in the ad unless the dealer has a signed Private Label agreement. Must adhere to advertising standards and requirements set forth in Daikin graphic standards.

Approved Marketing/Training Uses	Required Substantiation for Reimbursement[1]
Newspaper/Magazine	Tear sheets with publication name and date, invoice of charges & proof of payment
Direct Mail	Samples, invoice of charges & proof of payment
Radio	Scripts, invoice of charges & proof of payment
Television/videos	Scripts, invoice of charges & proof of payment
Internet advertising, SEO & SEM, websites, Google Adwords	Printed copy of advertisement, URL, invoice of charges & proof of payment
Home sales and service solutions provided by all Daikin Preferred vendors. All other companies approved by exception.	Printed copy of advertisement, URL, invoice of charges & proof of payment
Dealer Signage	Photo of signage, invoice of charges & proof of payment
Home Shows	Photo of booth, invoice of charges & proof of payment
Yellow Pages	Tear sheets with book name & date, invoice of charges & proof of payment
Electronic Selling Tools (Provided by Daikin Preferred Vendors, up to $5,000 annually) [2]	Invoice of charges & proof of payment
Daikin sponsored and key vendor training (technical, sales & business) (covers the cost of training, travel & hotel)	Proof of attendance/roster from distributor, copy of training event or URL & 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 & proof of payment
Membership fees for ACCA, HRAI, SGI, BBB, ASHRAE, PHCC, DBIA, and NITC (A maximum of $1000 annually for Daikin Ductless Design Pro contractors)	Membership receipt, invoice of charges & proof of payment

[1]*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 showing the paid amount.*

[2]*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. The iPad/tablet device and software must be purchased at the same time.*

Questions:

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