



GERSTER EQUIPMENT COMPANY



It's Hard To Stop A Trane.®

**Sales Development Fund
Co-op/Dealer Award Credits/Trip Credits Sales Plan
January 1 – December 31, 2019
Sales Plan #RS- SP900T**

PROGRAM

Dealers with a current, signed Dealer Sales Agreement on file with Gerster Equipment Company (GEC) will earn funds to use for approved advertising, marketing, training and trips.

PURPOSE

The program goal is to provide marketing funds to support dealer efforts in local advertising, promotions, training, and other listed sales support activities to drive Trane sales growth. In addition, dealers will earn credits to be used toward GEC's biannual dealer trip.

ELIGIBLE PARTICIPANTS

Dealer must have a current, signed Dealer Sales Agreement on file with GEC

GENERAL AD GUIDELINES

All advertising must feature Trane products exclusively. Ameristar or Trane®/Mitsubishi Electric may be included in advertisements when presented as secondary products to Trane.

Trane®/Mitsubishi Electric Products: Trane®/Mitsubishi Electric product must be less than 50% of ad space.

Nexia: SDF accruals are earned on Nexia purchases. Funds can be used to promote Nexia but the Trane logo must be present in any Nexia promotion where co-op is claimed.

BRAND GUIDELINES

- Advertising must meet all standards for responsible advertising. (No false or misleading offers, offensive materials, etc.)
- Advertising that is a detriment to the brand image, implies the brand is distressed or that is otherwise adverse to the reputation of Trane is not authorized and is not eligible for reimbursement.
- Advertisements should not include locomotive themes or photos.
- Ads including general statements identifying Trane products as “Made in America” or incorrect use of “Assembled in USA” reference will not be eligible for reimbursement.
- Promotion of Trane awards, designations or rankings must follow usage guidelines. See MAX Info Center for specific requirements.

TRANE LOGO USAGE

- Prominent presentation of a current, unaltered Trane logo and/or TCS logo is required in all advertising to qualify for reimbursement. For specific logo requirements, review the Trane Logo & Style Guidelines on the MAX Info Center. The tagline isn’t required when the Trane®/Mitsubishi Electric co-branded logo is used. See the co-branded requirements on MAX.

LOGO & TAGLINE











The logo and tagline is the simplest and most direct expression of the company's message, and must be applied to all communication materials. These elements, the size ratio of each element to one another, and their position in relation to one another should never be altered, resized, redrawn or modified in any way.



Never use the Trane logo without the tagline and never use the tagline alone. Registered trademark symbols should always be present on both the logo and tagline.

INCORRECT USAGE

Any modification of our logo confuses its meaning and diminishes its impact.

<p>1</p>  <p><i>It's Hard To Stop A Trane.</i></p> <p>DO NOT stretch, skew or distort the logo</p>	<p>2</p>  <p><i>It's Hard To Stop A Trane.</i></p> <p>DO NOT create new or unapproved logo lockups.</p>	<p>3</p>  <p><i>It's Hard To Stop A Trane.</i></p> <p>DO NOT alter the proportions of the symbol and logotype or adjust the positioning of the logo elements.</p>
<p>4</p>  <p><i>It's Hard To Stop A Trane.</i></p> <p>DO NOT add words to the lockup.</p>	<p>5</p>  <p>DO NOT use the Trane logotype alone.</p>	<p>6</p>  <p><i>It's Hard To Stop A Trane.</i></p> <p>DO NOT add a drop shadow or other special effects.</p>
<p>7</p>  <p><i>It's Hard To Stop A Trane.</i></p> <p>DO NOT recreate the logo in unapproved colors.</p>	<p>8</p>  <p>DO NOT use the Trane logomark without the Trane logotype.</p>	<p>9</p> <p><i>It's Hard To Stop A Trane.</i></p> <p>DO NOT use the Trane tagline alone.</p>

PRIMARY COLOR PALLETTE

		
<p>TRANE RED PANTONE BRIGHT RED C</p>	<p>TRANE GREY PANTONE 438 C</p>	<p>TRANE LIGHT GREY PANTONE 427 C</p>

FINANCING PROMOTION REQUIREMENTS

Promotion of non-Wells Fargo financing programs are not eligible for reimbursement. The only allowed exceptions are SNAP Home Finance (Canada only), approved state/utility subsidized programs and approved retail programs. Promotion of PACE and HERO are not eligible.

- **Financing Disclosures**

When advertising a Wells Fargo financing offer, specific disclosures are required.

- **Special Terms Promotions** (full disclosure)
 - Specific financing promotions (0% interest, no interest, [XX] % APR or monthly payment amounts) require full disclosures. Please see the Wells Fargo Advertising Guide for complete financing disclosure requirements.
- **General Financing Promotions** (short disclosure)
 - General financing promotions, such as “Special Financing Available”, can be used anytime or when it’s more practical due to space limitations. General financing headlines only require a short disclosure such as ‘Subject to credit approval. Call for details.’ Please see the Wells Fargo Advertising Guide for additional general financing headlines options and approved disclosures.

DEALER REFERENCE

- Dealers should be identified as an *Independent Trane Dealer*
- The only allowed designation is Trane Comfort Specialist (only for TCS Dealers in good standing).
- Advertising must not state or imply that Trane dealer has favorable status or preferential status in the market place. Advertisements identifying dealer as authorized, certified, approved, official, endorsed or preferred in association with Trane will not be eligible for reimbursement.

CREATIVE RESOURCES

The use of Trane produced creative is strongly encouraged. Creative resources including advertising templates, logos, product photography, lifestyle images, videos and more are available within the 'Advertising Materials' section of MAX.

- All materials submitted for co-op become the property of Trane. Trane reserves the right to reproduce and/or share creative.
- Development fees for individual dealer or distributor creative are not eligible for reimbursement. Expenses related to dealer tagging of Trane national creative is eligible for reimbursement.
- Contact the Trane Channel Marketing Manager if modifications to existing Trane national creative are needed.

PRE-APPROVAL PROCESS

Pre-approval of ad creative is not required but is recommended. To submit a pre-approval request on MAX prior to publication, select 'Funds Management' and then 'Submit a Pre-Approval Request' to start the pre-approval submission process. Online pre-approval requests submitted via MAX, will be reviewed within 8 business hours. Pre-approval requests submitted via email to support@tranemax.com will be reviewed within 48 hours.

In addition, you can submit preapproval requests via the Gerster Equipment Company website (www.gersterequipment.com) or by emailing required preapproval documents to Co-op@GersterEquipment.com. If you choose this method, your preapproval request will be submitted on MAX by GEC on your behalf. Once submitted on MAX, a preapproval decision will be made within 10-12 business hours.

Expenditures over \$5,000 require pre-approval by the GEC General Manager to be eligible for co-op or DAC fund usage.

CLAIM REIMBURSEMENT PROCESS

To receive reimbursement, claims for eligible activities must be submitted to Gerster Equipment Company within 60 days of the activity date(s). The activity date is the date the sales support activity occurs or the date the advertisement is published or airs.

DOCUMENTATION

Claims should include proof of purchase (invoice/receipt) and proof of performance documentation. For specific documentation requirements, please see 'Required Documentation for Claim Submission' for each advertising and sales support category

ADVERTISING – ELIGIBLE ACTIVITIES & GUIDELINES

Eligible Media	Ad Requirements	Claim Requirements
Television or Cinema	<p>:30 & :60 ads</p> <ul style="list-style-type: none"> Approved Trane and/or TCS logo, 'It's Hard To Stop A Trane.' tagline in audio/voiceover and at least 1 Trane visual element (such as product, Trane creative or promotional offer) <p>:15 ads</p> <ul style="list-style-type: none"> Approved Trane and/or TCS logo and at least one Trane mention in audio/voiceover 	<p>Proof of Cost:</p> <ul style="list-style-type: none"> Copy of invoice <p>Proof of Performance:</p> <ul style="list-style-type: none"> Final produced ad <u>OR</u> Notarized script detailing audio and visual ad components
Radio	<p>:30 & :60 ads</p> <ul style="list-style-type: none"> Mention Trane at least 2 times and include 'It's Hard To Stop A Trane.' tagline (counts as 1 mention) <p>:15 ads</p> <ul style="list-style-type: none"> Mention Trane at least 1 time 	<p>Proof of Cost:</p> <ul style="list-style-type: none"> Copy of invoice <p>Proof of Performance:</p> <ul style="list-style-type: none"> Final produced ad <u>OR</u> Notarized script detailing audio ad components
Newspaper or Magazine	<ul style="list-style-type: none"> Approved Trane and/or TCS logo (<i>approximately 75% of the size of dealer logo</i>) <u>OR</u> approved Trane and/or TCS logo with 1 additional Trane element (Trane product photo, promotion, offer, creative image) 	<p>Proof of Cost:</p> <ul style="list-style-type: none"> Copy of invoice <p>Proof of Performance:</p> <p>Copy of ad</p>
Direct Mail or Door Hangers	<ul style="list-style-type: none"> Approved Trane and/or TCS logo (<i>approximately 75% of the size of dealer logo</i>) <u>OR</u> approved Trane and/or TCS logo with additional Trane element (Trane product photo, promotion, offer, creative image) 	<p>Proof of Cost:</p> <ul style="list-style-type: none"> Copy of invoice <p>Proof of Performance:</p> <ul style="list-style-type: none"> Copy of ad
Printed Newsletter	<ul style="list-style-type: none"> Approved Trane and/or TCS logo Include at least 1 Trane mention or image (product or promotional offer) for every other page, minimum 2 Example: 6 page newsletter requires at least 3, a 2 or 4 page newsletter requires at least 2) 	<p>Proof of Cost:</p> <ul style="list-style-type: none"> Copy of invoice <p>Proof of Performance:</p> <ul style="list-style-type: none"> Copy of newsletter
Billboards <i>static or electronic</i>	<ul style="list-style-type: none"> Approved Trane and/or TCS logo (<i>approximately 75% of the size of dealer logo</i>) <u>OR</u> approved Trane and/or TCS logo with 1 additional Trane element (Trane product photo, promotion, offer, creative image). 	<p>Proof of Cost:</p> <ul style="list-style-type: none"> Copy of invoice <p>Proof of Performance:</p> <ul style="list-style-type: none"> Photograph of billboard

Eligible Media	Ad Requirements	Claim Requirements
Website /Landing Page Development	<ul style="list-style-type: none"> Approved Trane and/or TCS logo on main page No competitive logos <ul style="list-style-type: none"> <i>Brands serviced may be listed by name</i> Include at least 2 of the following elements; <ul style="list-style-type: none"> Trane product page(s) Trane product image(s) on main page Trane related articles/blogs Equipment offers specific to Trane Wells Fargo or SNAP financing page 	Proof of Cost: <ul style="list-style-type: none"> Copy of invoice Proof of Performance: <ul style="list-style-type: none"> Website URL <p><i>-Trane reserves the right to audit website to validate ongoing compliance</i> <i>-Amount reimbursed may be prorated based on % of website dedicated to HVAC (vs. plumbing, etc.</i></p>
SEO - Search Engine Optimization	<ul style="list-style-type: none"> Approved Trane and/or TCS logo on main page No competitive logos on main page <ul style="list-style-type: none"> <i>Brands serviced may be listed by name</i> Include at least 2 of the following elements; <ul style="list-style-type: none"> Trane product page(s) Trane product images(s) on main page Trane related articles/blogs Equipment offers specific to Trane Wells Fargo or SNAP financing page 	Proof of Cost: <ul style="list-style-type: none"> Copy of invoice Proof of Performance: <ul style="list-style-type: none"> Website URL <p><i>-Trane reserves the right to audit website to validate ongoing compliance</i> <i>-Amount reimbursed may be prorated based on % of website dedicated to HVAC (vs. plumbing, etc.</i></p>
Online Banner/ Display Ads <i>Desktop or mobile ads</i>	<ul style="list-style-type: none"> Approved Trane and/or TCS logo (<i>approximately 75% of the size of dealer logo</i>) <u>OR</u> approved Trane and/or TCS logo with 1 additional Trane element (Trane product photo, promotion, offer, creative image). If promoting financing, click through link must direct to page with full financing disclaimer 	Proof of Cost: <ul style="list-style-type: none"> Copy of invoice Proof of Performance: <ul style="list-style-type: none"> Copy of digital ad Destination URL or screen shot of destination URL/landing page <u>if promoting a financing offer</u>
Digital Video/Pre-roll Ads	<p>:30 & :60 ads</p> <ul style="list-style-type: none"> Approved Trane and/or TCS logo, '<i>It's Hard To Stop A Trane.</i>' tagline in audio/voiceover and at least 1 Trane visual element (such as product, Trane creative, promotion offer) If promoting financing, click through link must direct to page with full financing disclaimer. <p>:15 ads</p> <ul style="list-style-type: none"> Trane logo with tagline and/or TCS logo and at least 1 Trane mention in audio/voiceover If promoting financing, click through link must direct to page with full financing disclaimer. 	Proof of Cost: <ul style="list-style-type: none"> Copy of Invoice Proof of Performance: <ul style="list-style-type: none"> Final produced ad <u>OR</u> notarized script detailing audio and visual ad components Destination URL or screen shot of destination URL/landing page <u>if promoting a financing offer</u>

Keyword Search Advertising (PPC) Includes click-to-call ads	<ul style="list-style-type: none"> Only non-Trane branded HVAC related keywords are eligible (examples; AC repair, furnace maintenance, heating and air dealer, ac installation) Search engine ad must include Trane mention or promotional offer featuring Trane product If promoting financing, click through link must direct to page with full financing disclaimer. 	Proof of Cost: <ul style="list-style-type: none"> Copy of Invoice Proof of Performance: <ul style="list-style-type: none"> List of keywords Copy of pay-per-click ad/text Destination URL or screen shot of destination URL/landing page if <u>promoting a financing offer</u>
Google Local Services Ads (GLS)	<ul style="list-style-type: none"> Mediagistics or SearchKings must be used – these vendors have created specific GLS accounts for HVAC Only HVAC leads from GLS are co-op eligible 	Proof of Cost: <ul style="list-style-type: none"> Copy of invoice or report from Mediagistic or SearchKings Note: <ul style="list-style-type: none"> Trane reserves the right to audit sales of Trane/Ameristar equipment on GLS HVAC leads
Social Media Management & Ads	<ul style="list-style-type: none"> Covers agency fees for management of social media channels & paid social ads Content must include Trane elements (logo, product, promotions, etc.) Specific term/rates financing offers cannot be included in paid social media ads. 	Proof of Cost: <ul style="list-style-type: none"> Copy of invoice from agency Proof of Performance: <ul style="list-style-type: none"> Screenshot of ad or post with Trane content <p><i>Trane reserves the right to audit social media activity to validate ongoing compliance</i></p>
Email Marketing	<ul style="list-style-type: none"> Trane logo with tagline and/or TCS logo Trane must be prominent in the ad, with at least one Trane visual element (Trane product photo, promotion, offer or creative image). 	Proof of Cost: <ul style="list-style-type: none"> Copy of invoice Proof of Performance: <ul style="list-style-type: none"> Copy of email
Online Local Listing Management	<ul style="list-style-type: none"> DAC Group's Local Presence Management (LPM) & review monitoring program fee (for non-TCS dealers & distributors) Register at http://trane.dacgroup.com/ <p><i>Program is free for TCS Dealers</i></p>	Proof of Cost: <ul style="list-style-type: none"> Copy of invoice from DAC Group
Sponsorships	<ul style="list-style-type: none"> Include a promotional element (TV, radio, billboard, direct mail, digital ad, etc.) Follow media ad guideline requirements If event sponsorship, include prominent Trane signage with logo and tagline <p><i>Benefits (tickets, suite access, parking passes, VIP passes, etc.) are not eligible for reimbursement as separate line items but can be included as "added value" in packages.</i></p>	Proof of Cost: <ul style="list-style-type: none"> Copy of invoice Proof of Performance: <ul style="list-style-type: none"> Copy of sponsorship contract Final produced promotional element Photograph of Trane signage

On-hold messaging	<ul style="list-style-type: none"> Mention Trane at least 2 times for every :30 of audio. <i>It's Hard to Stop a Trane.</i>" tagline counts as 1 mention. 	Proof of Cost: <ul style="list-style-type: none"> Copy of invoice Proof of Performance: <ul style="list-style-type: none"> Final produced on-hold message recording
Events, Shows & Exhibits	<ul style="list-style-type: none"> Trane signage with approved Trane and/or TCS logo Trane or Nexia products must be on display (cost of product is not eligible) No competitive products/brands on display <p><i>Eligible Expenses; entry fee, booth display purchase or rental, booth structure (i.e. electrical or wi-fi)</i></p>	Proof of Cost: <ul style="list-style-type: none"> Copy of paid invoice or vendor signed contract that includes date or event/show Proof of Performance: <ul style="list-style-type: none"> Photos of event and/or exhibit showing Trane signage and product display <p>Deposit Claims: Event date, location and deposit invoice (due within 90 days of invoice date).</p>
Yard Signs	<ul style="list-style-type: none"> Approved Trane and/or TCS logo (<i>approximately 75% of the size of dealer logo</i>) 	Proof of Cost: <ul style="list-style-type: none"> Copy of invoice Proof of Performance: <ul style="list-style-type: none"> Copy of sign
Dealer outdoor building signs	<p><i>Only static outdoor buildings signs are eligible</i></p> <ul style="list-style-type: none"> Approved Trane and/or TCS logo (<i>approximately 75% of the size of dealer logo</i>) Federal Heath preferred vendor 	Proof of Cost: <ul style="list-style-type: none"> Copy of invoice Proof of Performance: <p>Photo of installed sign</p>
Vehicle Wraps/ Full Designs	<ul style="list-style-type: none"> Approved Trane and/or TCS logo (<i>approximately 75% of the size of dealer logo</i>) on all three sides <u>OR</u> approved Trane and/or TCS logo on all three sides with Trane product image(s) or Trane creative on at least two sides <p><i>Trane logo decals may be claimed under Branded Merchandise category</i></p>	Proof of Cost: <ul style="list-style-type: none"> Copy of invoice Proof of Performance: <p>Photo of vehicle (all three sides)</p>

SALES SUPPORT – ELIGIBLE ACTIVITIES & GUIDELINES

Eligible Activity	Activity Requirements	Claim Requirements
Branded Uniforms & Apparel	Trane logo and/or TCS logo Preferred vendors; <ul style="list-style-type: none"> • <u>Uniforms</u> – Wayne Enterprises (ComfortSite Marketing Center) • Apparel – PSG Geiger: https://traneresidentialbrandstore.com/ 	<ul style="list-style-type: none"> • Detailed invoice from vendor showing all expenses • Picture of item purchased showing the Trane logo • <i>If items are ordered through Trane’s preferred vendor programs, photos of the items aren’t required.</i> • <i>Uniform rental and cleaning services are not eligible.</i>
Branded Merchandise, Promotional Items & Vehicle Decals	Trane logo and/or TCS logo Preferred vendors; <ul style="list-style-type: none"> • <u>Branded Merchandise</u> – PSG Geiger • https://traneresidentialbrandstore.com/ • <u>Vehicle Trane logo decals</u> – Signature Graphics 	<ul style="list-style-type: none"> • Invoice from vendor • Photo of item purchased (with the Trane Logo shown) • <i>If items are ordered through Trane’s preferred vendor programs, photos of the items aren’t required.</i> • <i>Gift certificates are not eligible</i> • <i>Only custom brochure/flyer (not available from PI) printing expenses are eligible</i>
NATE Certification	<ul style="list-style-type: none"> • Certification and testing fees are eligible for reimbursement 	<ul style="list-style-type: none"> • NATE invoice • Name & dealer company name

INELIGIBLE EXPENSES

Including but not limited to:

- Customary business expenses such as office equipment, supplies, vehicles, etc.
- Call centers and answering services
- Charitable or political contributions
- Barter or trades for equivalent value
- TCS program fees
- Production expenses for individually produced creative
- Classified ads
- Market research
- Overnight travel for business events, entertainment and travel expenses which are not tied to an approved written plan
- Uniform rental and cleaning services
- Services performed by distributor or dealer employees

DETAILS

● Co-op Funds

- Dealers earn co-op funds based on prior year equipment purchases through Gerster Equipment Company
 - Trane Comfort Specialist (TCS) Premier dealers will earn co-op funds at the rate of 1.75%
 - TCS Prime dealers will earn co-op funds at the rate of 1.5%
 - TCS Select dealers will earn co-op funds at the rate of 1.25%
 - Standard Trane dealers (non-TCS) will earn co-op funds at the rate of 1.0%
 - Ameristar purchases do NOT accrue co-op funds, and therefore the funds are not to be used to promote Ameristar
- Co-op funds are to be used for approved advertising only
 - TV/Cinema
 - Radio
 - Newspaper or Magazine
 - Direct mail/Door Hangers
 - Printed Newsletter
 - Billboards
 - Website/ Landing Page Development
 - SEO (Search Engine Optimization)
 - Online Banner/Display Ads
 - Digital Video/Pre Roll Ads
 - Keyword Search Advertising (PPC)
 - Google Local Services Ads (GLS)

- Social Media Management & Ads
- Email Marketing
- Online Local Listing Management
- Sponsorships
- On-Hold Messaging
- Events, Shows & Exhibits
- Yard Signs
- Dealer Outdoor Building Signs
- Vehicle Logo Decals/Wraps
- Unused co-op funds do not carry over to the next year.
- If no co-op claims are submitted by July 1, 2019, 50% of the funds will be rolled off. Dealers will be given 30 days' notice to provide time to submit outstanding claims or to submit an advertising plan indicating that fall advertising will utilize their funds.
- If no co-op claims are submitted by October 1, 2019, 100% of the funds will be rolled off.

● Dealer Award Credits (DAC)

- Dealers earn DAC based on prior year equipment purchases through Gerster Equipment Company
 - Dealers will earn DAC at the rate of 0.5%
 - Ameristar purchases do NOT accrue Dealer Award Credits, and therefore the funds are not to be used to promote Ameristar
- DAC can be used for the following expenses
 - Approved Advertising
 - Branded Merchandise/Stationary/Promotional Items and Vehicle Decals
 - Branded Uniforms and Apparel
 - NATE Certification
- Unused DAC funds do not carry over to the next year.

● Trip Credits

- Dealers earn trip credits based on current year purchases through Gerster Equipment Company
 - Dealers will earn trip credits at the rate of 0.85%
 - Ameristar purchases do NOT accrue trip credits
- Trip credits can be used for biannual GEC dealer trip
- Trip credits will be earned for the two years prior to the biannual GEC dealer trip (for example, for 2020 GEC dealer trip, trip credits earned in 2018 and 2019 will be combined).

CLAIM SUBMISSION REQUIREMENTS

- Dealer must submit all expenses within 60 days of invoice. All claims for the current calendar year must be submitted by January 31 of the subsequent year. The following items must be submitted:
 - Completed Dealer Co-op Submission Form
 - Invoice for each expense
 - Media invoices should include the listing the date(s) and time(s) when/where the commercial/insertion/media aired/ran, spot/ad identification names, total number of spots/insertions run, the individual spot/insertions cost and the total invoice cost, including any earned discounts
 - Additional backup as defined on the charts included within this document
- All items reflected in this plan are reimbursable at a 50% matching rate unless explicitly stated otherwise. All reimbursement claims must be at the NET cost to the dealer (less any discounts or other co-op utilized).
- Claims are to be submitted via www.gersterequipment.com or emailed to co-op@gersterequipment.com. These are the preferred methods for co-op submission.
 - Claims may also be submitted via mail:
Gerster Equipment Company
435 Lawrence Bell Drive
Suite 13
Williamsville, NY 14221
Attn: Marketing Dept.

LEGAL REQUIREMENTS

THIS DOCUMENT CONTAINS CONFIDENTIAL, PROPRIETARY OR TRADE SECRET INFORMATION OF TRANE U.S., INC. IT MAY NOT BE DISCLOSED TO ANY THIRD PARTY WITHOUT PRIOR WRITTEN CONSENT FROM TRANE U.S., INC. OR ITS AFFILIATES. DISTRIBUTOR/DEALER MAY BE LIABLE FOR ANY UNAUTHORIZED DISTRIBUTION.

The information provided herein is considered confidential and proprietary information of Trane U.S., Inc., and its affiliates ("Trane"). It is provided for the sole purpose of permitting the recipient to promote Trane products and services. Recipient agrees to maintain the confidentiality of all proprietary, trade secret information, including confidential pricing data provided in this document. The Recipient hereby agrees that it will not at any time disclose this confidential information or material, in whole or in part, to any person or entity for any reason or purpose whatsoever, unless Trane gives its consent, in writing, to such disclosure, except as required by law. The agreement to maintain the confidentiality of this information extends to any employees, pre or future, involved in the work desired and who will have access to the information. These employees will hold the information in confidence in accordance with this agreement and use the information only in the performance of their employment. Recipient agrees to review this agreement and its terms with employees and will obtain their agreement with the terms of this agreement before providing them with any Trane confidential information.

AMENDMENTS, MODIFICATIONS, OR EXCEPTIONS

Trane reserves the right to amend, modify, or cancel the program, or any portion at any time. Amendments are not effective unless they are published by Trane in formal Guidelines or are signed by an authorized Trane representative. Any exceptions to the program guidelines must be approved in writing by an authorized Trane representative.

NO OTHER OBLIGATION

Trane shall have no fiduciary duties or other special duties of any kind to any distributor/dealer under the program other than as expressly set forth in these guidelines.

LEGAL LIABILITY

By participating in this program, each participating distributor/dealer warrants that its marketing programs and initiatives are in compliance with all antitrust pricing laws and federal/state/local regulations. Trane does not undertake any legal responsibility for the local management and execution of their marketing programs.

DOCUMENT RETENTION

It is the distributors/dealers responsibility to maintain copies of supporting documentation and claim reimbursement paperwork for a minimum of 24 months after reimbursement. Prior to implementing any change in your record retention policies, please consult with your accountant and attorney to determine whether you need to retain these records for other business or legal purposes.

CLAIMS AUDITING

All reimbursements under the program are subject to audit. If reimbursement is received on any claim that is later determined to be ineligible, the distributors/dealers account will be either be debited or invoiced in the amount of the ineligible claim plus reasonable and customary expenses incurred for conducting the audit.

PROGRAM VIOLATION

Violation of these guidelines may result in termination of the applicable Distributor Agreement or Dealer Sales Agreement or any portion thereof, including but not limited to an immediate revocation of any and all rights to use or display Trane intellectual property (logo's, trademarks, creative).

FINANCIAL STATUS

Eligibility for program and reimbursements are contingent upon Distributor/Dealer having an executing Distributor Agreement or Dealer Sales Agreement on file and their account being active and in good standing/current as determined solely by Trane.

PRIVACY POLICY DISCLOSURE STATEMENT

As part of this program and within Trane's sole discretion, Trane collects various information to support its development and delivery of quality products, services, and programs to its consumers. In order to ensure that Trane programs are provided and that proper quality in service is achieved, Trane may from time to time directly contact homeowners who purchase Trane products or services to survey customer satisfaction, to evaluate homeowner's reactions to an interest in Trane products and services, and to conduct research activities. These surveys are a result of such things as independent dealer programs, product registrations, extended warranties, etc. and may be provided to you for the homeowner's future purchase of Trane products and services. Any information received or obtained by Trane will be held in accordance with Trane's privacy policy, which may be obtained at www.trane.com. Trane may from time to time also directly contact homeowners when requested by the homeowner, when required by contract or law, or when a registered homeowner has not received all available coverage for its Trane products.

TERMINATION

This sales plan is subject to termination or modification at any time by Trane.