



2024 MARKETING PROGRAMS HANDBOOK



MARKETING PROGRAMS OVERVIEW



PROGRAM BENEFITS

Innovative Hearth Products (IHP) offers several Marketing Programs for direct buying customers to co-operatively promote the IHP Brands; Superior, Astria, IronStrike, and our customers in the markets they serve. Our network of Servicing Distributors is encouraged to share these programs with their customers as well. We offer three business building programs to help our customers grow sales:

- Burn Display Program for Consumer Oriented Retail Showrooms
- Model Home Programs for Residential New Construction Builders
- Co-op Advertising & Promotions for IHP & Customer Lead Generationw

MARKETING PROGRAMS ACCRUAL

Marketing Program funds accrue at varying rates based on your customer type and brand of products purchased. Funds will accrue from all purchases made direct from IHP. There are two Marketing Funds that are available to support these programs:

- Burn Display & Model Home Programs
- Co-op Advertising & Promotion Programs

Funds accrue on an annual basis in January and are based on the total IHP purchases from the previous calendar year. Funds earned in January may be used throughout the calendar year. Any funds remaining on December 31st will be forfeited. Claims received after January 7th following the program year will not be processed. Fund balances cannot be comingled and are available only for their designated programs. Marketing Fund balances are available online 24/7 by logging into IHPConnect.com or can be provided to you through your IHP DSM.

MARKETING PROGRAM CREDITS

To receive credits, your account must be current and in good standing. Claim payments will be made in the form of a Credit Memo to your IHP account. All claims will be paid based on available funds in your account. Claims exceeding Marketing Funds account balances at the time of submission will only receive a credit equal to the total available funds and considered paid in full. Claims are not eligible for credit until payment has been made in full to the supplier and the event has been completed. This also includes invoices to dealers/distributors. Upon receipt, IHP will audit the claim and backup information. If the claim is not complete, required information will be requested and the claim will be placed on hold. Incomplete claims will be held for no more than 30 days and if all required information is not received, the claim will expire and not be eligible for payment under this program.

BURN DISPLAY PROGRAM



PROGRAM BENEFITS

Innovative Hearth Products (IHP) offers the following credits for permanently installed IHP Brand Unit, Venting and Accessory displays for Registered Showrooms as follows:

75% of Customers Net Cost for Burning Displays

25% of Customers Net Cost for Static Displays

PROGRAM GUIDELINES

- To qualify, all displays require IHP representative planning involvement and pre-approval.
- Display any current IHP Brand fireplace, stove or insert in your showroom.
- Qualified products include the appliance, accessories, and proprietary IHP venting. Vent-Free fireboxes must be combined with an IHP vent-free gas log set to qualify.
- Product must be permanently installed with finish facing materials, operational for display purposes, and representative of current production products offered by IHP at time of installation.
- Static (non-burning) displays must be shown in a permanent display setting. Fireplaces and Inserts must be fully enclosed to qualify.
- Discontinued products do not qualify for this program.
- Display must be maintained and operational in the showroom for at least 12 months.
- Display models will not be replaced under this program unless a significant change to design is made without prior written approval from the dealer's DSM.
- Installation must be within 60 days of purchase invoice date.
- Claim must be filed within 30 days of installation.
- Cannot participate in any other IHP display program.
- Program subject to verification via random floor checks by an IHP representative.

HOW TO FILE A BURN DISPLAY CLAIM:

Complete the IHP Claim Form Worksheet and include the following information:

- Dealer Name, Distributor's customer number, Distributor name, and installation date.
- Detailed list of every display item claimed under the program with the serial number for each of the appliances claimed.
- Color photographs of the finished installation showing the product permanently installed and operational. Photographs preferred to be JPEG in format and must include the following shots: the product itself, a wide shot of the display, and a shot of the entire showroom.
- Submit the complete claim form and supporting information to your local IHP DSM for review and approval.
- Claims sent directly from Dealers will be returned for resubmission through their Servicing Distributor.

PROGRAM BENEFITS

Innovative Hearth Products (IHP) offers the following credits for IHP Brand Fireplaces, Venting and Accessories installed in Residential New Construction Model Homes as follows:

75% of Customers Net Cost

PROGRAM GUIDELINES

- To qualify, all installations require IHP representative involvement and pre-approval.
- Builder must have a minimum of 25 homes available to be sold in subdivision where product is displayed.
- Limit of one fireplace system credit per builder and subdivision.
- Additional fireplace system credits may be available with written prior approval.
- Model Home must be open to the public for a minimum of 12 months.
- Qualified products include the appliance, accessories, and proprietary IHP venting.
- Product must be permanently installed with finish facing materials, operational and representative of current production products offered by IHP at time of installation.
- Discontinued products do not qualify for this program.
- Installation must be within 60 days of purchase invoice date.
- Claim must be filed within 60 days of installation.
- Cannot participate in any other IHP display program.
- Program subject to verification via random job site checks by an IHP representative.

HOW TO FILE A MODEL HOME CLAIM:

Complete the IHP Claim Form Worksheet and include the following information:

- Dealer Name, Distributor's customer number, Distributor name, and installation date.
- Detailed list of every item claimed under the program with the serial number for each of the appliances claimed.
- Color photographs of the finished installation showing the product permanently installed and operational.

Photographs preferred to be JPEG in format and must include the following shots: the product itself, a wide shot of the entire wall, and an outside shot of the home.

- Submit the complete claim form and supporting information to your local IHP DSM for review and approval.
- Claims sent directly from Dealers will be returned for resubmission through their Servicing Distributor.

CO-OP ADVERTISING PROGRAM



PROGRAM BENEFITS

Innovative Hearth Products (IHP) offers the following credit for Advertising and Promotions that feature an IHP Brand as follows:

- 50% of Qualified Advertising or Promotional Net Cost
- 100% of Qualified Literature & POP Materials Net Cost

PROGRAM GUIDELINES

GENERAL GUIDELINES

These guidelines are provided to IHP customers who sell products under any of the IHP brands, including Astria®, IronStrike® and Superior®. It defines the requirements that advertising and promotions must meet in order to qualify for the Co-op Advertising Program credit from IHP. Your IHP District Sales Manager (DSM) can also provide advice on the effective use of our Co-op Advertising Program.

In general, the costs incurred to create (photography, copywriting) or produce (printing, taping) advertising are not eligible for Co-op Advertising, nor are labor or freight charges; only media (postage, publication ad space, station air time) costs are eligible for Co-op Advertising credits.

IHP will not accept advertising with outdated logos or taglines. All advertising must meet the criteria set forth in the IHP Graphic Standards Manual, the latest of which is available on IHPConnect.com.

Because the IHP logos have been uniquely created, they cannot be reproduced correctly by typesetting. Instead, download logos from IHPConnect.com. The logos may appear in positive or reverse type to allow flexibility for a variety of uses. All logos must follow color specifications as outlined in the Graphic Standards Manual.

IHP distributors and dealers advertising must not place one dealer at an advantage over another by use of adjectives such as "first," "only," "highest-rated," "exclusive," "biggest," "best," and so forth.

IHP distributors and dealers should never refer to themselves as "authorized" or "certified." They should refer to the dealership as an "independent" IHP dealer or use the statement, "Innovative Hearth Products Dealers and Distributors Include Independently Owned and Operated Businesses."

IHP distributors and dealers may not reproduce any IHP brands, trademarks, logos, on any company checks, invoices, estimate forms, statements, purchase orders or anything else financial in nature.

To fully qualify for Co-op Advertising funds, all advertising must solely promote IHP products. Advertising that mentions or displays competitive products and brands may be eligible for partial Co-op credit based on the percentage of exposure of the IHP products and logos, as determined by IHP.

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CO-OP ADVERTISING PROGRAM



PRINT ADS/BILLBOARDS

Print ads in newspapers, magazines, billboards, local bulletins, etc., must display one of the approved IHP brand logos approximately equal or greater in size to the dealer/distributor's logo or name. IHP brand logos appearing on service trucks, uniforms, products, etc., within the ad are not considered sufficient brand name identification. Production charges to create print ads do not qualify for Co-op Advertising. Submit an IHP Claim Form Worksheet and a dated tear sheet (showing date of publication) for each day the ad ran, along with the media invoice.

RADIO/TELEVISION

Dealers/distributors can produce their own radio and television scripts to meet the needs for their local market but must include the following: one of the approved IHP brands must be mentioned in the commercial ad an equal number of times as the dealer/distributor and a minimum of two times per ad. Scripts can be submitted to the IHP Marketing Manager for approval prior to running the ad to ensure the ad qualifies for Co-op Advertising. Production charges to create and/or produce the ad will not qualify for Co-op Advertising credit. Submit an IHP Claim Form Worksheet after the ad has been published or aired along with a notarized copy of the script, the media invoice and a screen capture printout (Television ads only).

INTERNET/ONLINE

Banner ads and other online advertising programs follow similar guidelines as print ads. All Internet ads must display one of the approved IHP brand logos approximately equal in size to the dealer/distributor's logo or name. IHP brand logos appearing on service trucks, uniforms, products, etc., within the ad are not considered sufficient brand name identification. Production charges to create online ads do not qualify for Co-op Advertising. Submit an IHP Claim Form Worksheet and a screen capture (showing the entire ad and date of publication) for each day the ad ran, along with the media invoice. Advertising programs related to search engine optimization (SEO) or text-based ads are not covered under the Co-op Advertising program.

CLOTHING/LOGO APPAREL

Various types of branded shirts and jackets are available on IHPConnect.com. All clothing and logo apparel, such as backpacks, must have an IHP approved logo prominently displayed. Shirts and jackets should have the IHP approved logo prominently displayed on the front left chest area of the garment. One additional company logo can be added to the right sleeve or the top center of the back of the garment (not to exceed the size of the IHP approved logo). Claims must include a picture of the item along with the paid purchase invoice.

HOME SHOW/FAIR

Booth must display at least 50% IHP products and claims can be made for up to 50% of the portion of the booth that is dedicated to IHP products. After the show dates, submit an IHP Claim Form Worksheet, a photograph of the entire booth and a copy of the booth space invoice. The only allowable expense is for booth space. Other items such as carpet, electrical, etc. will not be paid under the Co-op Advertising program.

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CO-OP ADVERTISING PROGRAM



MEETINGS/EVENTS

Sponsorship of Distributor, Dealer, Builder or Trade Association – Customer, Sales or Training Events that include IHP brand participation may be available for co-op advertising support based on the portion of the event that is dedicated to IHP brand promotion. All meeting and event participation claims require written expense pre-approval prior to the event from your IHP DSM. After the event, submit an IHP Claim Form Worksheet including a copy of the written pre-approval along with the description, date, location, and number of attendees at the event.

LITERATURE/POP

Net cost for Literature and Point-of-Purchase merchandise ordered and paid for exclusively through the IHP Literature & POP portal qualify for Co-op Advertising credit. Shipping, handling, processing, taxes, and other miscellaneous charges do not qualify for Co-op Advertising credit. Submit an IHP Claim Form Worksheet along with a copy of the paid invoice receipt.

HOW TO FILE A CO-OP ADVERTISING CLAIM:

Complete the IHP Claim Form Worksheet and include the following information:

- Dealer Name, Distributor's customer number, Distributor name, and event/purchase date.
- Media invoice showing event date(s), promotion detail and invoiced cost.
- Promotion Proof-of-Performance as required based on promotion type.
- Claim must be filed within 30 days of the advertising or promotional event.
- Submit the complete claim form and supporting information to your local IHP DSM for review and approval.
- Claims sent directly from Dealers will be returned for resubmission through their Servicing Distributor.

ONLINE SALES & MAP POLICIES



Innovative Hearth Products (IHP) understands the Internet continues to be a growing part of marketing in the hearth industry. Therefore, we support and encourage responsible online promotion of IHP branded products including Astria, IronStrike and Superior. The following guidelines are set to outline the proper marketing and advertised price promotion of these products in both traditional media and online. Resellers who advertise any IHP branded products must comply with the policies outlined below. These policies are independent from any other agreements or contracts with IHP.

APPLICATION

These policies are in effect to all resellers (distributors, wholesalers, dealers, outlet stores and other resellers located in the United States and Canada) of IHP branded products. The policies apply to all forms of trade, public, and consumer advertising, and all areas above the "shopping cart" level on any website, in both the United States and Canada.

ONLINE SALES

While IHP encourages the promotion of all brands on the Internet, sales of IHP branded products online are limited as follows: Superior – open to all resellers, IronStrike – resellers with IHP written approval only, Astria – sales are prohibited. Resellers will facilitate all necessary warranty service work under the terms of the IHP product warranty and the reseller is responsible for servicing what they sell. In addition, IHP expects that all products be installed by a qualified installer, service agency, or gas supplier.

MINIMUM ADVERTISED PRICE (MAP)

The minimum advertised price for all IHP products shall be no less than the Manufacturers Suggested Retail Price (MSRP) as listed in the most current Suggested List Price page. In the case of MSRP changes, resellers are responsible for updating the minimum advertised pricing on or before the price change effective date.

EXCLUSIONS

IHP may announce promotional periods during which the policy will not apply with respect to the promotional items offered for special promotional discounts. Reseller offerings of free or expedited shipping, free financing programs or website discounts applied to an entire order at time of checkout are not a violation of this policy. This policy does not extend to the resellers actual resale price (online or brick & mortar transactions) which may be set at the resellers sole discretion.

POLICY VIOLATIONS

IHP will monitor the Reseller's websites and online/print advertising. Should there be a violation of these policies, either a verbal or written notice will be given to the Reseller and the violation must be corrected within 48 hours from receipt of notice. If the violation is not corrected within the 48-hour time period, the Reseller will forfeit all rebates and/or promotional advertising funds earned during the period of violation and will not be eligible for any special or promotional discounting during the same period. Should the Reseller have more than 2 violations exceeding the 48-hour correction period, IHP reserves the right to no longer ship product to the Reseller, direct or through distribution channels, with no liability to IHP.