

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.