



2017 Promotional Fund Program Guidelines

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Promotional Fund Program Overview

Promotional funds are allocated funds used to align Therma-Tru's go-to-market strategy with its channel partner. Dealer participation must be in cooperation with an authorized Therma-Tru distributor / channel partner.

Eligibility

All business partners are eligible to participate in our Promotional Fund Program. Total funds available will be based on a percentage of current calendar year purchases from each channel partner.

General Terms

All funding and reimbursement is done on a 50 / 50 basis. Unless specifically identified as being different, Therma-Tru will reimburse 50% of the activity that is eligible under the Promotional Fund Program terms. The other 50% will be covered by the channel partner. Promotional funds are intended to promote the philosophy that Therma-Tru manufactures and sells products of the finest quality. Therefore, any advertising of liquidated or damaged product will not qualify for reimbursement from promotional funds.

Claim Submittal & Reimbursement Process

Channel Partners are required to submit promotional fund usage via Therma-Tru's Promotional Activity Portal accessed through our internet-based Customer Portal.

Dealers are required to submit claims to their authorized Therma-Tru distributor / channel partner. Only claim forms published by Therma-Tru will be accepted. These forms are available from your distributor. Forms that are incomplete, inaccurate, or that contain inappropriate product or brand terminology, or that are not supported by the appropriate backup documentation will not qualify for the promotional fund reimbursement.

Backup Documentation

Therma-Tru does not require backup documentation to gain approval for qualifying Promotional Fund activities, with the exception of Displays and Marketing Templates, as noted below. For more details on backup documentation, see page 11.

- **Displays**
Therma-Tru requires backup documentation to be provided to the local Therma-Tru sales manager in order to be reimbursed for displays. The backup documentation should include the dealer name and address, and the type of display placed at that location. Please reference 2017 Therma-Tru display reimbursement guidelines form. Backup documentation must be submitted to the local Therma-Tru sales manager within thirty (30) calendar days of placement.
- **Marketing Templates**
Claims using Therma-Tru marketing templates that exceed \$500 should be accompanied with an image of the complete ad. This documentation should be submitted in PDF or JPEG format to the local Therma-Tru sales manager within thirty (30) calendar days of placement.

Pre-Approval Required

In order to qualify for the Promotional Fund reimbursement, Therma-Tru requires that the following promotional activities be pre-approved in writing by the local Therma-Tru sales manager through use of the Requested Promotional Activity Report: Promotions (Dealer and Distributor – In-House) (page 5), Displays (page 5) and Truck Graphics (page 9). In addition, advertising Therma-Tru products on your website requires submission of the Logo Usage and Link Agreement as explained in Website Advertising (page 7). Participation in the Model Home / Design Center Program (pages 7–9) requires cooperation with an authorized Therma-Tru distributor and local Therma-Tru sales manager and compliance with that promotion's terms.

Audit Policy

Therma-Tru reserves the right to audit at random. All participants, including without limitation distributors and channel partners, are required to retain backup documentation for promotional fund claims through July 1, 2018. If a claim is selected for audit, the channel partner will have thirty (30) calendar days to provide the backup documentation to the local Therma-Tru sales manager.

Deadline to Submit Claims

All Therma-Tru Promotional Fund claims for calendar 2017 expenditures must be entered into the Requested Promotional Activity Report system and received by Therma-Tru by March 1, 2018. All 2017 claims received by Therma-Tru after the deadline will be denied.

Reimbursement

Reimbursement of promotional funds will be distributed on a quarterly basis, based on a combination of actual usage, forecasted usage for the next quarter and projected annual net sales.

Note to Distributors

Deductions on Therma-Tru invoices are unauthorized and may be in violation of the Federal Trade Commission guidelines for promotional fund advertisement. Unused promotional funds will not be carried over to the next year.

Therma-Tru reserves the right to terminate or amend any part of this plan at any time upon written notice. The termination, expiration or amendment of this plan will not affect claims for promotional funds approved prior to such change.

Eligible Activities

Therma-Tru Literature

Therma-Tru will reimburse 50% of the cost for Therma-Tru literature; the other 50% will be covered by the channel partner.

Dealer, Builder and Remodeler Conversions

In order to help gain new business, Therma-Tru will provide some promotional funding to eligible activities involved in obtaining new dealer business for the channel partner. Examples may include sales kits, inventory disposition, promotional material design costs, etc. Activities that are eligible for promotional funding will be reimbursed at 50% of the cost. Contact your local Therma-Tru sales manager to verify if an activity is eligible for reimbursement.

Plant Tours, Travel and Entertainment

(Distributor, Dealer, Builder and Remodeler)

Plant tours, special events, travel and entertainment are covered under the promotional funds in an effort for dealers, builders and remodelers to see the Butler, Indiana, manufacturing facility. Therma-Tru and the channel partner will each cover 50% of the cost of travel to and from the plant visit or special event. During the plant visit, Therma-Tru will cover hotel, meeting and food costs at 50% for distributor guests and 100% for distributor employees.

Promotions (Dealer and Distributor – In-House)

Special promotions of Therma-Tru products are covered under promotional funds. These can take many forms, but must be pre-approved by the local Therma-Tru sales manager. Activities that are eligible for promotional funding will be reimbursed at 50% of the cost.

Dealer Microsites

Therma-Tru offers dealer microsite landing pages to dealers for purchase in 2017. Dealer microsite landing pages are eligible for 50% cost reimbursement. Additional pages or website assistance beyond the dealer microsite landing page is not eligible for reimbursement. Backup documentation including microsite invoice and screen print out is required for distributor records, which are subject to Therma-Tru audit (see page 4 for Audit Policy).

Displays

All Therma-Tru factory-built displays and distributor pre-finished displays placed with dealers are eligible for 50% cost reimbursement. The 50% promotional allowance reimbursement is against the Therma-Tru material used in displays net of the distributor pre-finish discount. To receive promotional fund display reimbursement, the distributor is required to include the dealer name and address, and the type of display placed in the “General Comments” section on the Requested Promotional Activity Report. Please reference 2017 Therma-Tru display reimbursement guidelines form.

Display door stands (as shown on pages 12 and 13) and signage (as shown on pages 13, 14 and 15) in the 2017 Product Merchandising brochure are eligible for 100% cost reimbursement.

Print Advertising

Print advertising is eligible for 50% cost reimbursement. Advertisements that include other suppliers will be reimbursed at 50% of the cost of the percentage of space devoted to Therma-Tru systems. Postage, freight and shipping charges are not eligible for promotional funds.

Approved Print Advertising Costs

- Newspaper
- Magazine
- Direct mail (printing costs only)
- Yellow Pages
- Therma-Tru Custom Marketing Program:
 - Custom brochures, flyers and postcards
 - Custom yard signage
 - Custom door hangers
 - Custom display graphics

Non-Approved Print Advertising Costs

- Postage, freight and shipping charges
- Printing of:
 - Price books or binders
 - Business cards
 - Letterhead or envelopes
 - Packaging

Customized Marketing Materials

Eligibility for reimbursement of customized marketing materials (i.e., stocking brochures, promotional flyers, etc.) is dependent on the incorporation of current Therma-Tru Marketing Messages (i.e., Why Classic-Craft, Why Decorative & Specialty Glass, Why Therma-Tru Door Systems) and inclusion of Therma-Tru Service Programs designed to support heightened accessibility of our new products and premium portfolio (i.e., Quick Launch, Rapid Ship and Classic-Craft five [5] day lead time). Products supported by these programs should be included in custom / stocking catalogs and indicated with stated available lead time to the channel partner if other than standard stated “stocking” material lead time. See how to get started on a Custom Marketing project at www.thermatru.com/trade/custom-marketing.

Ad Planner

Approved Therma-Tru ad slicks are available on the Ad Planner which can be found on the Digital Vault at www.thermatru.com/advertising. If you choose to create your own ad, please adhere to Therma-Tru Brand Standards and Guidelines to ensure proper usage of the Therma-Tru logo, brand message and artwork. Competing like products cannot be advertised in the same ad or flyer with Therma-Tru products. Competing unlike products must be separated from Therma-Tru products. Therma-Tru systems must be shown equal to or larger than competitive products.

Television, Radio & On-Hold Messaging

Television, radio and on-hold messaging is eligible for 50% cost reimbursement. Therma-Tru must be mentioned as many times as the advertising distributor or dealer with a required minimum of three (3) mentions per spot. Therma-Tru must be mentioned as many times as other advertised vendors. Approved scripts for radio spots and on-hold messages are available on Therma-Tru's Ad Planner which can be found on the Digital Vault. Broadcast quality television ads can also be downloaded from the Digital Vault at www.thermatru.com/advertising.

Website Advertising

Therma-Tru will provide a promotional fund credit in the dollar amounts outlined below (up to \$500 maximum allowable per year) for featuring the following products with images and / or copy on your website:

\$100

Classic-Craft® Product Line
Fiber-Classic® Product Line
Smooth-Star® Product Line
Fiberglass Patio Door Systems

\$50

Link to Therma-Tru website
Virtual Showrooms

\$50 Bonus

Components, such as:

- Multi-Point Locking Systems
- Sills

Prior to advertising Therma-Tru products on your website, the Logo Usage and Link Agreement (available on the Digital Vault at www.thermatru.com/advertising) must be completed, signed and submitted to your local Therma-Tru sales manager for written approval. Backup documentation, including screen print outs and site design invoices, is required for distributor records, which are subject to Therma-Tru audit (see page 4 for Audit Policy).

Outdoor Advertising

Outdoor advertising is eligible for 50% cost reimbursement. Outdoor advertisements that include other suppliers will be reimbursed at 50% of the cost of the percentage of space devoted to Therma-Tru systems. Outdoor advertising is classified as the following:

- Traditional billboards
- Electronic billboards

Approved artwork for billboards is available on the Digital Vault at www.thermatru.com/advertising.

Model Home / Design Center Program

Therma-Tru provides a Model Home / Design Center Program to help distributors and dealers sell fiberglass entry and patio door systems. Dealer and builder participation must be in cooperation with an authorized Therma-Tru distributor and local Therma-Tru sales manager. Therma-Tru will pay 50% of the fiberglass door system allowance for each approved door system in a pre-qualified model home when the distributor or dealer matches 50% of the allowance. A maximum of four (4) model homes in a development can qualify for up to four (4) openings per model home.

See pricing chart and example on page 8.

Model Home / Design Center Program (continued)

Model Home / Design Center Pricing Chart

Fiberglass Entry and Patio Door Systems

Therma-Tru Entry & Patio Door System		Classic-Craft.	Fiber-Classic. Pulse. - Grained	Smooth-Star. Pulse. - Smooth
6'6" / 6'8" / 7'0" Tall	Single Door – Solid Panel & Specialty Glass*	\$200	\$100	\$75
	Single Door – Decorative Glass	\$400	\$200	\$175
	Double Doors	Double the amount of a single door unit.		
	Triple Doors	Triple the amount of a single door unit.		
	Sidelite – Specialty Glass* (Each)	Add \$200	Add \$100	Add \$75
	Sidelite – Decorative Glass (Each)	Add \$300	Add \$150	Add \$125
8'0" Tall	Single Door – Solid Panel & Specialty Glass*	\$250	\$150	\$125
	Single Door – Decorative Glass	\$450	\$250	\$225
	Double Doors	Double the amount of a single door unit.		
	Triple Doors	Triple the amount of a single door unit.		
	Sidelite – Specialty Glass* (Each)	Add \$250	Add \$150	Add \$125
	Sidelite – Decorative Glass (Each)	Add \$350	Add \$200	Add \$175
Options	Transom – Decorative Glass	Add \$350		
	Multi-Point Locking System	Add \$100		
	Vented Sidelite (Each)	—	Add \$100	
	Flush-Glazed Door / Sidelite (Each)	—	Add \$50	

*Specialty Glass = Privacy & Textured Glass, Internal Blinds, Divided Lites and Low-E / Clear Glass

Example:

Builder features a Classic-Craft® Mahogany Collection™ entryway with decorative glass, two (2) matching sidelites and a transom in a model home.

Using figures from the Model Home / Design Center Pricing Chart:

Product Description	Style #	Therma-Tru Allowance
CCM Door w/ Ashurst™ Glass	CCM705-1D	\$400
CCM Sidelites w/ Ashurst™ Glass (2)	CCM3305SL-1D	\$600
CCM Transom w/ Ashurst™ Glass	ASET-1D	\$350
Total		\$1,350
Therma-Tru Allowance Amount	(\$1,350 @ 50%)	\$675

Model Home / Design Center Program (continued)

The following door systems are covered under the Therma-Tru® Model Home / Design Center Program

- Classic-Craft®
- Fiber-Classic®
- Smooth-Star®
- Pulse® Grained & Smooth
- Fiberglass Patio

Steel products are not available for model home reimbursement. For additional information on the Therma-Tru Model Home / Design Center Program, see your distributor for a copy of the Model Home / Design Center Program sell sheet.

Truck Graphics

Therma-Tru has partnered with a national supplier to assist you in developing and implementing a truck graphics program. Information about Therma-Tru's truck graphics program for distributors and dealers is available on the Digital Vault at www.thermatru.com/advertising.

Truck graphics are eligible for 50% cost reimbursement. Truck graphics that include other suppliers will be reimbursed at 50% of the cost of the percentage of space devoted to Therma-Tru® Doors. Written pre-approval is needed from the local Therma-Tru sales manager. Taxes and shipping and handling costs are not eligible for reimbursement. When submitting the Requested Promotional Activity Report (available on the customer portal), include photographs of truck showing all sides with the logos applied. Photographs should be submitted in PDF or JPEG format.

Appendix

Summary of Qualifying Promotional Fund Activities

Activity	Pre-Approval Required*	Documentation Required (See Page 11)	Fund Share	Channel Partner Share
Dealer Conversions	X		50%	50%
Builder / Remodeler Conversions	X		50%	50%
Builder Model Home Assistance (beyond standard promotional funds)	X		50%	50%
TT Literature – Distributor	X		50%	50%
TT Literature – Dealer	X		50%	50%
Events	X		50%	50%
Merchandising Aids	X		50%	50%
Dealer Promotions	X		50%	50%
Distributor Promotions (in-house)	X		50%	50%
Sponsorships	X		50%	50%
Customer Accommodation	X		50%	50%
Apparel and Merchandise	X		50%	50%
Displays (factory-built / distributor pre-finished)	X		50%	50%
Configurators and E-Catalogs	X		50%	50%
Loyalty Programs	X		50%	50%
Mobile Apps	X		50%	50%
Newsletters	X		50%	50%
Operational Improvements	X		50%	50%
Public Relations	X		50%	50%
Social Media	X		50%	50%
Training Education	X		50%	50%
Other Promotional Fund Events (with prior written approval from local Therma-Tru sales manager)	X		50%	50%
Approved Print Advertising		X	50%	50%
Television, Radio & On Hold Messaging		X	50%	50%
Website Advertising		X	Up to \$500 / Year Credit	
Microsites Landing Page	X	X	50%	50%
Lead Generation	X		50%	50%
Outdoor Advertising		X	50% Cost of Percentage of Space	50%

Model Home / Design Center Program		X	Product-Specific	50%
Truck Graphics	X	X	50%	50%
Go-To Market Tools			50%	50%
Plant Visits	X		See page 5	See Page 5

*Pre-approval is required for activities to ensure alignment with the local Therma-Tru sales manager. If a promotional activity is not listed above, please contact your local Therma-Tru sales manager. Written pre-approval from the local Therma-Tru sales manager is required for any exceptions to these guidelines.

Items Not Eligible for Promotional Activity Reimbursement

Charges	Printing Costs	Other
Postage	Price Book	Price Reductions
Freight	Binders	
Shipping	Letterhead	
	Envelopes	
	Business Cards	

Required Backup Documentation for Claim Submittal

Backup documentation is required for a number of promotional activities, and may be audited by Therma-Tru through July 1, 2018 (page 4). The chart below details the proper documentation required when you submit your Requested Promotional Activity Report to your authorized Therma-Tru distributor.

Required Documentation	Claim Form	Vendor Invoice (if applicable)	Advertising Contract / Schedule	Tear Sheets / Sample	Affidavit / Script	Photographs / Images (in JPEG or PDF format)	Written Pre-Approval from Local Sales Manager	List of Vendors Appearing in Ad
Promotional Activity								
Print Advertising	X	X	X	X				X
Television & Radio Advertising	X	X	X		X			X
Website Advertising	X	X		X				X
Dealer Microsites	X	X		X				
Outdoor Advertising	X	X	X			X	X	X
Model Home / Design Center	X	X					X	
Truck Graphics	X	X				X	X	X