



# Branding Support Program Guide

**Enertech Global's Branding Support Program offers  
financial incentives to distributors and dealers**



## This program encourages:

- Increased consumer awareness and demand
- Generating qualified leads
- Increased sales of geothermal and air-source products in local and regional markets
- Increase in local presence in association with your brand

## How to Apply

Applying to the program is easy! Dealers and distributors can fill out the 'Branding Support Program Application' located in the Branding Support section on Enertech Global's support site. Once the form has been filled out, the marketing plan generator must be completed as the last step. This plan will ensure the best use of branding support funds for dealers and distributors. Once approved, the Territory Manager and Enertech's marketing department will reach out. Then, dealers and distributors may start submitting their branding support claims.

*The Terms of Use can be viewed on the Branding Support Guidelines page found on Enertech's Support site.*

The screenshot shows the top navigation bar of the Enertech website with social media icons and links for 'SUPPORT HOME', 'MARKETING', and 'BRANDING SUPPORT'. Below the navigation is the title 'Branding Support Program Application'. A sub-header reads: 'This is your first step toward taking advantage of our branding support program. Fill out the form below to get set up for the program. [Read the guidelines](#) for more information.' The form itself contains several input fields: 'Company name\*', 'Company email\*', 'Street address\*', 'Delivery Address (City, State, Zip)\*', 'Type of installer\*' (with radio buttons for 'Dealer direct' and 'Distributor's dealer'), 'If distributor's dealer is selected, provide distributor's name', 'First and last name of president or owner of company\*', 'First and last name of marketing contact at company\*', 'Marketing contact email\*', and 'Number of GeoComfort, Hydrex Module, and/or TRECQ units purchased from Enertech Global (or a distributor) in the last 6 months\*'. A sidebar on the right lists navigation options: 'SUPPORT HOME', 'MARKETING', 'EVENTS', 'FINANCIAL SUPPORT', 'CUSTOMER SERVICE', 'SALES', 'LITERATURE', and 'HEALTH INSURANCE PROGRAM'. At the bottom of the form, it says 'Complete and upload Marketing Plan: [Marketing Plan Download](#)'.

## Calculating Coverage



### New Dealers and Distributors

If active for six-plus months, the Enertech team will determine available branding support funds prior to January 1. Based on the qualified previous calendar year's equipment purchases, the available amount is calculated by taking a maximum value of up to one (1) percent\*.

*Qualified purchases include: Residential units, unit accessories, and geothermal pipe and fittings.\*\**



### Existing Dealers and Distributors

Prior to January 1 of each year, the Enertech team will review the existing dealer's and distributor's branding support program funds. Failure to utilize funds or follow guidelines may result in a reduction or elimination of the annual amount. Enertech encourages all dealers to utilize the Marketing Plan Generator, which can assist customers in planning, strategizing, and properly spending their allocated funds.



### Dealers of Distributors

Qualified distributor's dealers are the responsibility of the distributor. Prior to selling or purchasing our brand(s) equipment or receiving funds, proper product training should take place. If distributors allocate funds to one of their dealers, Enertech Global will deduct from the distributor's branding support program funds. Dealers and distributors do not receive branding support funds directly.

**Previous Year's Purchases x Accrued Percent =  
Current Year's Branding Support Funds Available**

(example: \$100,000 x 1% = \$1,000)

\* To receive a larger percentage of funds (more than 1% of the qualified previous calendar year's equipment purchases), dealers and distributors must complete the Marketing Recommendations Quiz found on Enertech's Support site under Branding Support and meet with their Territory Manager and Enertech's Marketing team to discuss their new marketing plan for eligibility.

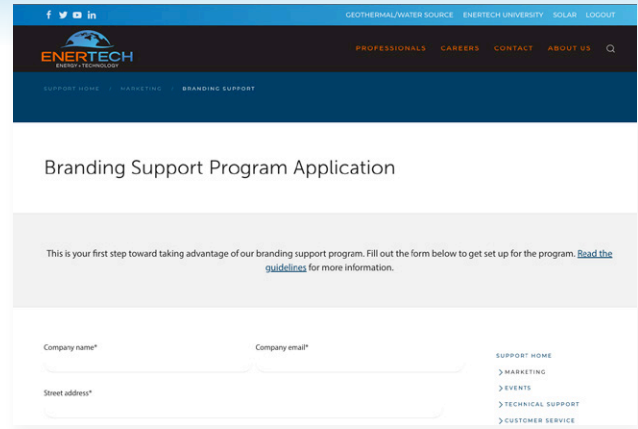
\*\* When purchased at "normal discount" terms. Repair parts, non-unit accessories, special quotes or pricing, or commercial units are not qualified purchases.

# How the Branding Support Program Works

## Submission

Submit your Branding Support claim via the Branding Support claim form on Enertech's Support Site.

- All submissions must include: artwork, invoice, and proper documentation based on the type of material being submitted.



The screenshot shows the Enertech website's Branding Support Program Application page. At the top, there is a navigation bar with social media icons (Facebook, Twitter, LinkedIn) and links for GEO THERMAL/WATER SOURCE, ENERTECH UNIVERSITY, SOLAR, and LOGOUT. Below this is the Enertech logo and a secondary navigation bar with links for PROFESSIONALS, CAREERS, CONTACT, and ABOUT US. The main content area is titled "Branding Support Program Application" and contains a paragraph of introductory text with a link to "Read the guidelines for more information." Below the text are three input fields: "Company name\*", "Company email\*", and "Street address\*". On the right side of the form, there is a vertical menu with links: SUPPORT HOME, > MARKETING, > EVENTS, > TECHNICAL SUPPORT, and > CUSTOMER SERVICE.



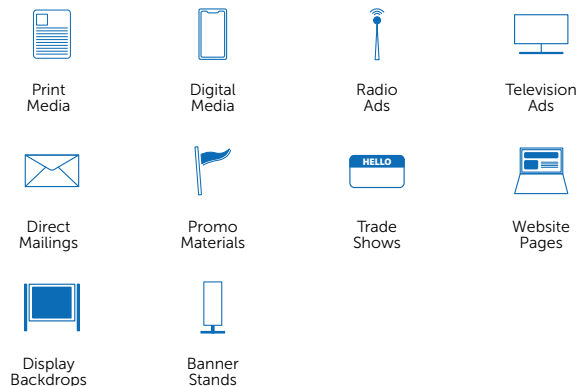
## Review Process

Within seven business days, the Enertech Marketing team will review the materials submitted and will let the dealer or distributor know if the materials are eligible for Branding Support Funds.

Remember, all eligible materials submitted must adhere to the Branding Support Program's requirement guidelines. Requirements for eligible items can be found on the Branding Support section on Enertech's Support Site.

## Pre-Approval

For items not specified in the list of eligible items, the Pre-Approval Process Form should be submitted for review by the marketing team. This form can be found in the Branding Support section on Enertech's Support Site.





## Requirements for Eligible Items

Branding Support Program Funds can be used for approved digital, print, radio, pay-per-click, and television advertising, as well as literature, mailings, and trade shows that directly promote GeoComfort, Hydron Module, or TETCO.

Enertech Global, LLC retains the right to refuse any material for Branding Support claims, as well as the right to request and legally enforce that specific advertising not be used to represent our brands.

### Here are some general guidelines for eligible items:

The advertising must properly use the GeoComfort, Hydron Module, or TETCO trademark registration and logos. Logo and trademark guidelines can be found on Enertech's Support Site.

All printed material should display the brand logos in a prominent position using correct Pantone colors. Actual Pantone color code identification is available upon request ([marketing@enertechusa.com](mailto:marketing@enertechusa.com)).

One of the approved logo formats must be used in print advertising and digital imagery (if any) for it to be eligible. See the logo section of Enertech's Support Site for available options. If there is no imagery used, Enertech or its brands must be mentioned in the text at least one time.

Video, including TV commercials, must display the complete GeoComfort, Hydron Module, or TETCO logo for three seconds at either the beginning, end, or middle of the video.

At trade shows/events, the GeoComfort, Hydron Module, or TETCO logo(s) must be prominently displayed and be no smaller than any other brands displayed in the booth (if traditional HVAC brands are present).

The GeoComfort, Hydron Module, or TETCO logo must be no less than 10 percent of the size of the piece and be no smaller than 1.5 inches in width (width guideline applicable to print material).

One-third (1/3) of the print or digital ad, literature, or other printed material must be dedicated to geothermal heating and cooling with no other HVAC brands present.

We encourage our dealers and distributors to take full advantage of our Branding Support Program and available funds. We know marketing and advertising campaigns come at a cost, and we want to be there to help as you grow your business! Our program is designed to help deliver results through business and customer growth, brand awareness, and sales to help reach your target customer and scale smarter for the future.

Let us help you with your business' needs. Whether that's marketing and advertising strategies, brainstorming, or general questions, we're your partner through it all!

If in doubt on whether or not the criteria above are met, fill out the Branding Support Pre-Approval Form to find out.

*For additional details and list of requirements for eligible items, please visit the Branding Support Guideline on the Enertech Support Site.*