



HEARTH



BURN PROGRAM
GUIDELINES & FORMS



CO-OP PROGRAM
GUIDELINES & FORMS



AMERICAN HEARTH



PROGRAMS

HEARTH LIVE BURN PROGRAM

Effective: March 1 through December 31, 2023

Claim Deadline: February 28, 2024

CAROL ROSE
COASTAL COLLECTION
By Empire Comfort Systems



LIVE BURN CREDITS – DIRECT-VENT, VENT-FREE, & OUTDOOR

Buy and display 1 unit take 50% off the first unit and up to two optional accessories

Buy and Display 2 units take 75% off the second unit and up to two optional accessories

Second unit must be of equal or lesser value (before optional accessories)

Buy and Display 3 units take 100% off the third unit and up to two optional accessories

Third unit must be of equal or lesser value than first and second units (before optional accessories)

For additional Live Burn displays please submit a separate 50/75/100 claim.

Units claiming for 50/75/100 credit, must be submitted on one claim form.

FILE A CLAIM

Submit a claim via Empire Distributing (promotions@empiredistributing.net) within 60 days of installation. Include a photo of each installed unit to receive credit. After your claim is processed, a credit will be given to the distributor, and the distributor will reimburse the dealer. Do not submit the form until after the installation is complete. No "advance credit" is allowed. Dealer Live Burn credits are subject to Distributor participation and approval by Empire Comfort Systems Sales Management.

Account must be current to participate. Invoice must be paid within terms. Burn credit invoices to be used toward future purchases.

ADDITIONAL DETAILS

Products claimed in this program may not be claimed in other Empire programs. Serial numbers submitted for past claims are ineligible. The first two digits of the serial number must be within three years of installed date.

Units and Burners should remain on display for three years. Log sets may be refreshed annually as needed.



promotions@empiredistributing.net
7406 Route 98 | Arcade, NY 14009 | 585.492.2780



SINCE 1932

Hearth Products Live Burn Affidavit

Dealer Instructions:

- Use this form for new Live Burns
- Dealer submits this form, with photo(s), to Empire Distributing
- Empire will issue a credit to the Dealer based on their cost x percentage listed below.
- Display the items for three years from date of installation.

If this Live Burn is at a New Location, please complete the separate Dealer Locator Form

Dealer Info: Date Installed: _____	
Dealer Name _____	Contact: _____
Address: _____	City/ST/ZIP _____
Phone _____	Email Address _____

Distributor:
Company: _____
Address: _____
City ST ZIP: _____
Phone: _____

Distributor Sales Representative: (Required)
Name: _____
Address: _____
City ST ZIP: _____
Phone: _____

Date Installed: _____

Hearth Product & up to 2 accessories	Serial No	Allowance	TTL	Verification by Empire
1 st		x 50%		
1 st	Accessory 1	x 50%		
1 st	Accessory 2	x 50%		
2 nd		x 75%		
2 nd	Accessory 1	x 75%		
2 nd	Accessory 2	x 75%		
3 rd		x 100%		
3 rd	Accessory 1	x 100%		
3 rd	Accessory 2	x 100%		

Distributor Salesperson Signature: _____

Empire Sales Representative Signature _____

Empire Sales Manager Signature _____

Burn credit invoices to be used toward future purchases. Account must be current to participate.

Send claim form & pictures of display to:



Empire Distributing
 7406 Route 98
 Arcade, NY 14009
promotions@empiredistributing.net

PROGRAMS

BURNER & LOG LIVE-BURN



Effective: March 1 through December 31, 2023

Claim Deadline: February 28, 2024

Products: Vent-Free Burners/Logs and Loft Burners on Log Racks

To help increase exposure for our products, Empire offers this special Live Burn Program on Vent-Free Burners/Log Sets.

Purchase and display three Empire Vent-Free Burners/Log Sets (including Loft Burners) from the Distributor at a total price of \$400.

The Log Rack program is limited to current 24-inch or smaller vent-free burners (to fit the Rack)

- 24-inch Slope Glaze and Loft Burners
- 18-inch Contour Burner & Logs fit the log rack shelves

FILE A CLAIM

Submit a claim via Empire Distributing (promotions@empiredistributing.net) within 60 days of installation. Log rack, burners, and log sets must be submitted on the same Live Burn form. Include a photo of installed units to revive credit. After your claim is processed, a credit will be given to the distributor, and the distributor will reimburse the dealer. Do not submit the form until after the installation is complete. No "advance credit" is allowed.

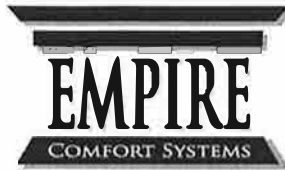
Account must be current to participate. Invoice must be paid within terms. Display credits to be used toward future purchases.

ADDITIONAL DETAILS

This program excludes obsolete products. Products claimed in other programs or promotions will not earn a credit. Serial numbers submitted for past claims are ineligible. The first two digits of the serial number must be within three years of installed date. Log sets may be refreshed annually at a 100% credit. Dealer Live Burn credits are subject to Distributor participation. Limit three burners per location.



promotions@empiredistributing.net
7406 Route 98 | Arcade, NY 14009 | 585.492.2780



Log Rack Live-Burn Affidavit

Effective: March 1 through December 31, 2023

Claim Deadline: February 28, 2024

- Include photos of the log rack with burners burning. Incomplete forms will not be processed.
- Distributor submits document to the Empire Sales Rep and Empire will issue credit to the Distributor.
(Do not submit this form until after the installation is complete. No "advance credit" is allowed.)
- Empire will list the dealership on our web site with a log icon.

If this Live Burn is at a New Location, please complete the separate Dealer Locator Form

Dealer Name _____ Installed Date _____

Contact _____

Street Address _____

City _____ State _____ Zip _____

Phone _____ EMail Address _____

Please indicate which product lines you currently sell:

- Empire Hearth Products
 Empire Heating Products
 Broilmaster Premium Grills

Distributor:
Company:
Address:
City ST ZIP:
Phone:

Distributor Sales Representative: (Required)
Name:
Address:
City ST ZIP:
Phone:

Please use a separate form for each Log Rack. All fields must be completed for processing:

	Empire Model #	Serial Number	Date Installed	Dealer Pays	Distributor Credit Completed by Empire
Burner				\$700	
Log					
Burner					
Log					
Burner					
Log					
Rack*		N/A			

* Log Rack not available for live burning vented log claims.

Distributor Salesperson Signature: _____

Empire Sales Representative Signature: _____

Empire Sales Manager Signature: _____

Updated: 04/22

Burn credit invoices to be used toward future purchases. Account must be current to participate.

Send claim form & pictures of display to:



Empire Distributing
 7406 Route 98
 Arcade, NY 14009
promotions@empiredistributing.net



PROGRAMS

PERSONAL USE

Effective: March 1 through December 31, 2023

Claim Deadline: February 28, 2024

Products: Burners, Fireboxes, Fireplaces, Inserts, Stoves, and Heaters

A personal use Heater or Hearth units and up to two accessories will be reimbursed at 20% for employees of American Hearth, Empire Heating Systems, or White Mountain Hearth dealers and distributors directly involved in sales. Employees not directly involved in sales are not eligible for this program. Personal use units are limited to one per employee.

FILE A CLAIM

Submit a claim via Empire Distributing (promotions@empiredistributing.net) within 60 days of purchase. After your claim is processed, a credit will be given to the distributor, and the distributor will reimburse the dealer.

Account must be current to participate. Invoice must be paid within terms.

ADDITIONAL DETAILS

This program excludes obsolete products. Units claimed in other programs or promotions will not earn a personal use credit. An invoice showing the unit owner's name, address, and units and accessories purchased along with a photo of unit burning in employees home must be submitted with the claim to Empire Distributing (promotions@empiredistributing.net) to be processed. Serial numbers submitted for past claims are ineligible.



promotions@empiredistributing.net
7406 Route 98 | Arcade, NY 14009 | 585.492.2780



BRECKWELL

2023 BURN/ STATIC DISPLAY PROGRAM

Breckwell will offer demonstration allowances on appliances that are displayed and/or actively burned in the dealer’s showroom. Once claim forms have been approved, credit will be applied to future purchases. NO credit will be issued for displays set up outside of the store or for shows or fairs.

The retailer displaying and/or burning Breckwell branded products is eligible to receive a credit of 50% for burning displays and 25% credit for static displays. New burn and static display models cannot replace the same Breckwell model unless the unit is an upgraded unit. The stove used as a demo must adhere to the criteria below with photo that they are following the guidelines.

Commitment Dealer

The commitment is defined as three or more displaying Breckwell units. The commitment dealer displaying and/or burning Breckwell units is eligible to receive a credit of 75% for burning displays and 25% credit for static displays. The stove used as a demo must adhere to the criteria below with photo that they are following the guidelines. This allowance is a once per year allowance.

Photographs submitted must show the following

- The store front
- The unit’s placement in the store
- How the stove is installed
- Stove must be burning for burn credit
- No close-up or blurred photos of the stove
- Three unit maximum per location on static display

**Photographs may be used for future publication, features, or installation training

Store’s Name: _____ Date: _____

Address: _____

Phone: (_____) _____ Store Manager’s Signature _____

Manufacturer reserves the right to verify burn or static displays at any time during display period.

MODEL DISPLAYED

Model: _____ Serial: _____

Installation Date: _____

Unit Cost: _____

Comment: _____



BRECKWELL

GUIDELINES FOR QUALIFYING ACCOUNTS WITH CO-OP ADVERTISING

1. 2% OF Breckwell purchases made between January 1 and December 31 will be available for co-op advertising with qualifying accounts. This does not apply to parts, accessories and freight charges.
2. Claims must be submitted on co-op forms and must be filled out completely. All documentation specified below, must be included for Breckwell to process the claim.
3. Reimbursement schedule:
 - A. Breckwell will issue credit for 50% of the cost of any advertisement that is dedicated 100% (including the Breckwell logo) to qualifying appliances.
 - B. Will issue credit for 25% of the cost of advertisement that is at least 50% dedicated to Breckwell (including Breckwell logo) and does not contain a product which directly competes with the Breckwell line of products.
 - C. Advertisements that contain less than 50% Breckwell appliances or do not include the Breckwell logo are not eligible for co-op credit.
4. Documentation Required:
 - A. Newspaper and magazine ads must include an original tear sheet showing the name of the publication date which corresponds to the billing invoice.
 - B. For radio and TV ads, you must include a written copy of the advertisement which has been notarized by the station.
 - C. All co-op claims must include a copy of the invoice showing the cost of the ad.
5. All co-op claims must be received by Breckwell on or before January 15th for the previous year Advertising Credits. No credit will be issue for claims received after that date.
6. Any unused co-op funds will not be carried over to the next year.

Submit to: Empire Distributing | promotions@empiredistributing.net



BRECKWELL

DEALER CO-OP CLAIM FORM

This form is provided by Breckwell/ Acadia to ensure an easy way for dealers and distributors can keep records and submit claims for Co-op Advertising credits.

To help process your claim efficiently, assemble all paid invoices, full paid tear sheets of newspaper ads, notarized script used from radio or TV station, etc. These are to be in the order they appear on the form below. One form per claim.

We also recommend that you keep copies of ads and invoices that you are submitting. When filling out the claim form, include the following information.

- 1. Dealer's Name 1.Dealer: _____
 - 2. Distributor's Name _____
 - 3. Date on Form _____
 - 4. Date of advertisement _____
 - 5. Type of advertisement- _____
Newspaper, radio, TV, etc.
 - 6. The amount that the ad cost. 2.Distributor: _____
3. Date: _____

DISTRIBUTOR USE ONLY	BRECKWELL
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4. Ad Date	5. Media Type Used	6. Ad Amt	7. % of Ad Claimed for Co-op	%	Amount

HARGROVE MANUFACTURING CORPORATION

207 Wellston Park Road Sand Springs, OK 74063 (918) 241-4166 Fax (918) 241-2212



2023 Gas Log Burn Allowance Certificate Showroom Display

1. Install and Burn any vented or vent free set of HARGROVE GAS LOGS for a minimum of 90 days between September 1, 2023 and December 31, 2023.
2. Email this form and a photo of the display to promotions@empiredistributing.net, or attach a photo of the display to this certificate and mail to:

Empire Distributing
7406 Route 98
Arcade, NY 14009

- Install 1 set and receive a credit from Hargrove of 50% of the invoice price of the log set used
- Install 2 sets and receive a credit so your cost will be \$100 for each set used
- Install 3 or more sets and receive a credit so your cost will be \$75 for each set used
- Install Hargrove's display stand with 3 burning log sets and receive a credit so your cost will be \$75 for each item (3 logs sets and 1 display stand – total cost \$300)
 - For 2 sets or more, add \$50 cost for each electronic ignition system used

Retailer Name: _____

Location: _____

Today's Date: _____ Installation Date: _____

Model #: _____ Model#: _____ Model#: _____

Invoice #: _____ Invoice Amount: _____

Signature: _____



<<<CERTIFICATES MUST BE RECEIVED PRIOR TO JANUARY 31, 2024 TO QUALIFY>>>

HARGROVE MANUFACTURING CORPORATION

207 Wellston Park Road Sand Springs, OK 74063 (918) 241-4166 Fax (918) 241-2212



2023 Gas Log Burn Allowance Certificate
Showroom Display – RADIANT HEAT GAS LOGS

1. Install and Burn any set of HARGROVE ASPEN, CROSS, RUSTIC, WOODLAND, or CANYON TIMBERS gas logs for a minimum of 90 days between September 1, 2023 and December 31, 2023.
2. Email this form and a photo of the display to promotions@empiredistributing.net, or attach a photo of the display to this certificate and mail to:

Empire Distributing
7406 Route 98
Arcade, NY 14009

3. You will receive a credit from HARGROVE for 100% of the invoice price of the set of logs used.

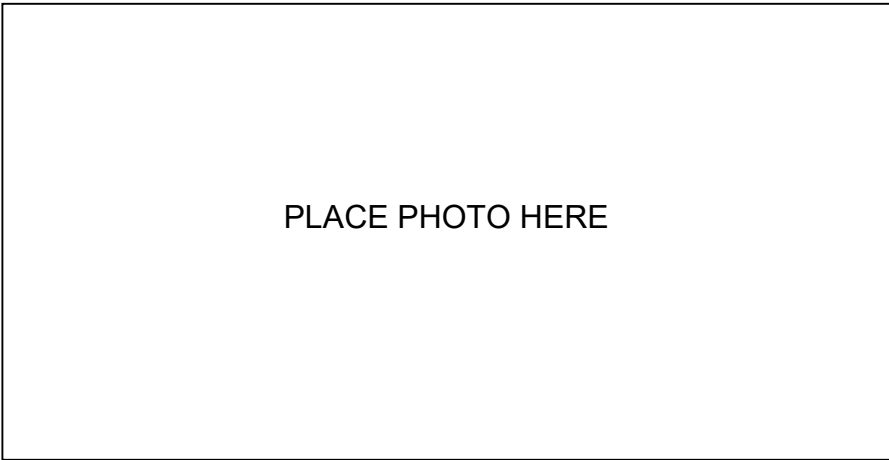
Retailer Name: _____

Location: _____

Today's Date: _____ Installation Date: _____

Model #: _____ Invoice #: _____ Invoice Amount: _____

Signature: _____



<<<CERTIFICATES MUST BE RECEIVED PRIOR TO JANUARY 31, 2024 TO QUALIFY>>>



DISPLAY PROGRAM

DISPLAY PROGRAM GUIDELINES

Dealer will receive 50% credit on live burn display and 25% credit on static displays. Once approved, credit will be applied to future purchases.

- Display credits are available on each product SKU. Burn credits are limited to one per SKU per year and must stay on display for two burn seasons.
- Credit forms must be sent in within 90 days of receiving the product
- **New for 2023!** MF Fire Marketing Materials must be displayed with the stove as well as having MF Fire present on the dealer’s website.
- MF Fire products must be displayed in a finished display. All pictures should be submitted after the completion of the showroom display has been completed.
- Burn displays must display a full fire in the unit
- Pictures of the display must include a wide view of the display in the showroom.
- Please submit one display credit form per model on display

Dealer Name: _____ Date: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____ Email Address: _____

Date Installed (MM/DD/YYYY): _____ Invoice # _____

Display Credit Requested: Non Burning Display Please Add to Dealer Locator
 Live Burning Display

Qty	Item No	Description	Serial #	Dealer Cost

Submit a picture of the display in your showroom along with this form to Empire Distributing at: promotions@empiredistributing.net



Co-Op PROGRAM

Co-Op PROGRAM GUIDELINES

The program is designed to cover selected expenses for the advertising and marketing of MF Fire branded products. The co-op allowance is based on 2% of net purchases, to date, from January 1 of the current co-op year and up to 50% of the actual advertising and marketing costs that meet the following criteria. Once approved, credit will be applied to future purchases.

- Digital: MF Fire logo must be prominently displayed.
- Newspaper: MF Fire logo must be prominently displayed
- Magazine: MF Fire logo must be prominently displayed.
- Direct Mail: MF Fire logo must be prominently displayed.
- Outdoor: MF Fire logo must be prominently displayed.
- Point-of-sale: MF Fire logo must be prominently displayed.
- Television: MF Fire logo must be prominently displayed and the MF Fire brand name must be mentioned twice in a 30 second spot.
- Radio: MF Fire brand name must be mentioned twice in a 30 second spot.
- Home shows: Booth space is reimbursable up to 50% of the cost. The MF Fire logo and products must be prominently displayed.
- Joint advertising: MF Fire reimbursement will be prorated when non-MF Fire brands/products are included in advertising and marketing materials.

MF Fire holds the right to deny submitted claims.

Dealer Name: _____ Date: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____

Email Address: _____

Date of Advertisement (MM/DD/YYYY): _____

Please provide final cost of co-op claim and attach final invoice or other appropriate billing documentation.

Please provide proof of advertising. Approved file types are .jpg or .pdf.

Submit a picture of the advertising and supporting billing documentation along with this form to:
Empire Distributing at promotions@empiredistributing.net.



2023 DISTRIBUTOR BURN/STATIC CREDIT CLAIM FORM

Please email back with picture and copy of invoice to: promotions@empiredistributing.net

PLEASE INCLUDE PICTURE(S) OF THE INSTALLATION/ACCESSORIES/OPTIONS AND A COPY OF THE INVOICE. ONLY ONE (1) CLAIM PER EMAIL AND ONLY ONE (1) PRODUCT PER CLAIM FORM OTHERWISE IT WILL BE RETURNED WITHOUT BEING PROCESSED. APPLIANCES AND ACCESSORIES/OPTION ONLY, NO VENTING CREDITED. SEE NEXT PAGE FOR EXAMPLES OF DISPLAYS THAT WILL BE DENIED OR ACCEPTED.

BURN CLAIM (WOOD & PELLET STOVE, INSERT, AND ZC FIREPLACE) - only accessible to distributors who commit to LEVEL A.

To be accepted, the picture must clearly show *that the unit is burning in a showroom environment and is connected to a chimney.* The surroundings of the stove must therefore be clearly shown in the picture and must not be opened to interpretation. If not, the claim will be systematically refused. ***(Please note that tiny fires with kindling only do not qualify).***

STATIC CLAIM (INSERT AND ZC FIREPLACE) - only accessible to distributors who commit to LEVEL A.

A picture of the unit displayed in the dealer's showroom must be provided. To be accepted, the picture must clearly show that the unit is displayed in a showroom environment and *inserted in a wall setting finished with stone, brick, tile, gypsum, etc.* The surroundings of the insert or fireplace must therefore be clearly shown in the picture and must not be open to interpretation. If not, the claim will be systematically refused.

DEALER INFORMATION:

Dealer Name: _____
Dealer Address: _____

Distributor: _____
Distributor Contact: _____
Distributor Email: _____

HEARTH PRODUCT INFORMATION:

(Dealer invoice attached)

Product Code: _____ Serial #: _____
Product Name: _____

Date Installed: _____
Dealer Invoice #: _____

ACCESSORY/OPTION INFORMATION:

(Dealer invoice attached)

Product Code: _____ Description: _____
Product Code: _____ Description: _____
Product Code: _____ Description: _____
Product Code: _____ Description: _____

Date Installed: _____
Dealer Invoice #: _____
Dealer Invoice #: _____
Dealer Invoice #: _____
Dealer Invoice #: _____

REIMBURSEMENT:

Dealer Cost: \$ _____

Amount Claimed: _____

Burn display credit claims must be submitted by the distributor directly to SBI's head office. Once a claim is approved, a credit of **25% of the dealer's net cost**, plus applicable taxes, will be issued to the distributor (SBI participation). The distributor will issue a credit of **50% of the dealer's net cost**, plus applicable taxes, directly to the dealer. For **Static display** credit claims, a credit of **12.5% of the dealer's net cost**, plus applicable taxes, will be issued to the distributor (SBI participation). The distributor will issue a credit of **25% of the dealer's net cost**, plus applicable taxes, directly to the dealer.

SBI Representative
(Print Letters): _____

Signature: _____

Date: _____



2023 DISTRIBUTOR BURN/STATIC CREDIT CLAIM FORM

Please email back with picture and copy of invoice to: promotions@empiredistributing.net

Time frame for the claim submitted to SBI to be processed:
August 1st to February 28th = 90 days. - March 1st to July 31st = 45 days.

BURN DISPLAY (WOOD & PELLET STOVE, INSERT, AND ZC FIREPLACE)

WILL BE ACCEPTED



It is obvious that the appliance is hooked-up and with a big burning fire in a dealer's showroom. This will be a true buying incentive.

WILL BE DENIED



Tiny fires with kindling only do not qualify.

STATIC DISPLAY (INSERT AND ZC FIREPLACE)

WILL BE ACCEPTED



Obvious that the appliance is in a dealer's showroom and inserted into a finished wall setting. This will be a true buying incentive.

WILL BE DENIED



Not obvious that the appliance is in a dealer's showroom.

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

- Display any current IHP Brand fireplace, stove or insert in your showroom.
- Qualified products include the appliance, accessories, and proprietary IHP venting.
- Product must be permanently installed, operational for display purposes, and representative of current production products offered by IHP at time of installation.
- Non-burning (Static) 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.
- Account must be current to participate.
- Display credit invoices to be used toward future purchases.

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 photograph of the display showing the product permanently installed and operational.
- Submit the complete claim form and supporting information to promotions@empiredistributing.net for review and approval.
- Claims sent directly from Dealers will be returned for resubmission through their Servicing Distributor.

CLAIM INFO



**Please fill in all info, do not leave blank lines between items,
and please submit as an Excel file, no scanned versions.**

Account Name: _____

Account # to Claim Against: _____

Type of Claim (Check One)

Co-Op _____

Burn Display _____

Model Home _____

Co-Op

Purchase or Event Date: _____

Burn Display

(For Dist Use Only)

Dealer Name: _____

City, State, Zip: _____

Installation Date: _____

Purchase Date: _____

Model Home Claims:

(For Dist Use Only)

Dealer Name: _____

Builder: _____

Subdivision/Area Name: _____

Build Out # Units: _____

Installation Date: _____

Purchase Date: _____

Submit to: promotions@empiredistributing.net