

Promotion & Advertising Terms for VELUX 5-Star Installer

VELUX® promotion and advertising program:

VELUX America Inc. provides a complete promotion and advertising program to all qualified 5-star installers based on 2% of prior year installed sales. 25% of available funds (up to a maximum dollar amount of \$2,000) may be used for VELUX promotional items/wearables.

Form of reimbursement: Check

Please note: A minimum of 50% of the funds must be claimed between January 1 to June 30, with the balance to be used **prior to or no later** than the third week in December.

- All installers are to claim at least 1/2 of their funds by June 30 or lose that part of their P&A.
- All installers are to claim at least 1/2 of their promotional items/wearables allowance by June 30 or lose that part of the allowance.

Available funds, as outlined in these terms, cannot be carried over to the following year.

P&A claim form:

The P&A claim form can be downloaded from www.veluxusa.com. Choose "Professionals" "Literature". Next to "Choose Brochure Type", select "Dealer Documents".

Send claims to (email preferred):

VELUX America LLC
PO Box 5001 Greenwood, SC 29648-5001
Contact: Darlene Davenport
Fax: 864-943-2621
E-mail: darlene.davenport@velux.com

Eligible media:

VELUX America LLC offers promotion and advertising reimbursements.

Eligible media includes Television; Newspapers; Catalogs; Google AdWords; Radio; Circulars; Flyers; Yellow Pages; Outdoor Advertising; Web Sites; Contractor Leads, VELUX Pay per Click. If the advertisement contains suppliers in addition to VELUX, VELUX will prorate the eligibility of the claim to the portion that VELUX represents. All submittals are subject to approval.

- To receive reimbursement for broadcast media, a station affidavit and a paid media invoice must be submitted.
- To receive reimbursement for a print advertisement, a tear sheet or copy of the printed piece, postal receipts (if applicable) and a paid invoice must be submitted.
- Web sites created and maintained in-house by employees do not qualify for reimbursement. Only web sites created, maintained, and invoiced by an outside agency qualifies.
- VELUX Paid Search Program: Invoices received from Ravenel for the VELUX Paid Search Program may be forwarded monthly to Darlene Davenport for reimbursement. **Note:** Certain limitations apply to funding with available P & A. Please refer to the current 5-Star Skylight Specialist paid search program participation form for complete details regarding P&A funding.

Eligible promotional events and promotional items/wearables:

Eligible events are home and buying shows, builder nights or builder breakfasts, or any other event where VELUX is promoted to customers. A copy of the contract/registration form showing show dates / cost is required. If a deposit / payment is required for an event in the following year, proof of payment is required. Promotional money may also be used for VELUX items or wearables as featured on our promotional products web site. VELUX promotional products can be found at www.promosamerica.com. Co-branding the VELUX logo with a dealer's logo must be submitted for prior approval.

Claim requirements:

- All media downloads are available through www.veluxusa.com
- All print ads require our logo in accordance with print specifications
- E-mail all prior approvals to Darlene.davenport@velux.com



Skylights

Promotion and Advertising Claim Form

Dealer Name
Customer # (if known)
Address
City, State, Zip
Phone/Fax
Date of Claim
Claim # or Reference

NOTE: Claims will not be processed without proof of performance as listed below for Advertising and Events.

ADVERTISING: Print: (1) Original tear sheet (no faxed copies), printed piece or web site Address, (2) Paid Invoice
Broadcast: (1) Station Affidavit, (2) Paid Invoice, (3) Copy of Script/Storyboard

Table with 4 columns: MEDIA, DATE(S), TOTAL COST, VELUX PORTION

EVENTS: Attach information to verify the event; e.g., brochures, letter of invitation, flyers, etc. Participation will be confirmed by a VELUX Representative.

Table with 4 columns: EVENT TYPE, DATE(S), TOTAL COST, VELUX PORTION. Includes rows for VELUX Rep(s) and Dealer Representative(s).

DON'T FORGET:

- 1. To enclose required documentation - Original ads - no faxed copies.
2. *Ads must feature the current VELUX logo.
3. A minimum of 50% of funds must be used between January 1 to June 30, or lose that portion, with the balance to be used prior to or by the end of the third week in December.
4. *Any variations from standard guidelines require prior approval.
5. Reimbursement is limited to available funds.
6. A VELUX representative must be present at events.

CONTACT and SUBMITTAL:

VELUX America Inc.
Attn: Darlene Davenport
PO Box 5001
Greenwood, SC 29648-5001
Phone: (864) 941-4834
Fax: (864) 943-2621
E-mail: darlene.davenport@velux.com

*Please refer to the contact information to receive the current VELUX Promotion & Advertising Terms. You may log on to www.veluxusa.com to download Logos and Product Photos.