



**2010 Consumer Cash Back  
Contractor Enrollment Form**

**DISTRIBUTOR** \_\_\_\_\_

Promotion Dates: **April 15, 2010 through November 15, 2010\*** see terms & conditions

Contractor Enrollment Deadline: \_\_\_\_\_, **2010**

Consumer Claim Form Submittal Deadline: **November 30, 2010 (postmark date)**

*Complete Information Below and fax to \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_  
Or, e-mail scanned form to \_\_\_\_\_*

Contractor Business Name: \_\_\_\_\_

Contractor Principal Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Office Phone #: \_\_\_\_\_ Office Fax #: \_\_\_\_\_

Email Address: \_\_\_\_\_

Website URL: \_\_\_\_\_

Distributor Branch Purchased From: \_\_\_\_\_

Distributor Account Number: \_\_\_\_\_

I, \_\_\_\_\_, agree to the terms and conditions set forth under this program and agree that I am responsible for ½ (50%) for each consumer rebate awarded to those consumers that purchase qualifying Ruud systems from me.

Contractor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Dist. TM# \_\_\_\_\_ Dist. TM Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## **2010 Consumer Cash Back Promotion April 15, 2010 through November 15, 2010**

### **Promotion Details & Terms & Conditions for Contractors**

- Homeowner will receive a Rebate (Check) upon purchase of any Ruud qualifying system.
- Qualifying product is outlined on the enclosed product matrix.
- Rebate Funding Responsibilities:
  - Equipment will be sold to Contractor at present price level.
  - Contractor covers (50%) of Rebate to homeowner.
  - Ruud & Distributor cover (50%) of Rebate to homeowner
- Contractor can use earned accrued co-op dollars to promote / advertise promotion in their market.
- Contractor must use pre-approved ads or obtain prior approval for any ads used to promote this offer.
- Upon completion of installation, Consumer must submit proof by providing Homeowner purchase invoice, indicating model and serial numbers of outdoor/indoor units, AND completed Rebate Redemption Form including:
  - **Qualifying Product(s) Model number(s) and serial number(s) (where applicable)**
  - **Date of Equipment Installation**
  - **Contractor and Homeowner name and address**
  - **Homeowner and Contractor Signature**
- Rebate Check will be mailed to Homeowner within 6 weeks from receipt of required documentation.
- Contractor is billed 50% on their Distributor account for their rebate portion and will be invoiced at the end of the month in which they are submitted.
- Contractor cannot submit their share of cost of Rebate to Distributor for co-op credit .
- No Rebate Checks will be processed until all required proof of installation documents are submitted to TradeOne Marketing by the Homeowner in accordance with coupon guidelines.
- All participating Contractors **must be registered for the Rebate Promotion by completing and signing Consumer Rebate Promotion Contractor enrollment \* and be listed on the CIMS (Contractor Information Management System).**
- Promotion enrollment deadline date is \_\_\_\_\_, 2010.
- Products must be installed by **November 15, 2010** in order to qualify for rebate claims.
- All promotion claims must be postmarked to Trade One Marketing no later than **November 30, 2010**.
- Contractor must sell product during the promotion period: **April 15, 2010 through November 15, 2010**.
- Commercial applications / commercial properties (rental properties) do not apply.
- Only applies to residential replacement applications in single-family dwellings.
- Rebate is applicable to multiple units on a single-family dwelling.
- Account must be in good credit standing with Distributor in order to participate in this special promotion.
- **Contractor may assist with the on-line rebate coupon completion, but the HOMEOWNER is responsible for mailing the Redemption Form and a copy of the sales receipt/invoice to TradeOne.**
- A Check for the qualified rebate amount will be sent directly to the homeowner.
- Homeowners can track rebate progress at [www.ruudrebate.com](http://www.ruudrebate.com)
- All rebate claims and copies of the supporting documentation listed above must be mailed to: Ruud Consumer Cash Back Rebate; c/o TradeOne Marketing; 11149 Research Blvd., suite 400; Austin, TX 78759
- All claims must be postmarked by **November 30, 2010**.
- Contact person for program information is: \_\_\_\_\_

\*Rebate Promotion - Contractor Enrollment form will be made available via your Distributor TM