

## 2021 Burn Display Program

Effective January 1, 2021

Pacific Energy Fireplace Products' showroom display program is designed to give Dealers the best possible advantage to upgrade their showrooms with new product. The credit is shared between Pacific Energy Fireplace Products and the Distributor.

- All Pacific Energy and Town & Country units may be purchased for BURN DISPLAY at 50% credit towards the total dealer cost.  
STATIC DISPLAY at 25% credit towards the total dealer cost.

Non-qualifying products: True North Stoves and Inserts.

### Program Guidelines

- BURN DISPLAY: Authorized Dealers must install, finish and maintain a permanent display on the retail floor.
- BURN and STATIC Displays must remain on the retail floor for two years from the installation date unless product is modified by the factory.
- Each display credit may include the unit and options.
- Claim must be filed 60 days from the install date.
- Dealer's Sales Rep required to sign off on completed claim.

### Procedure

- Once the installation is complete (in a showroom setting), Dealers submit a complete Burn Display Credit Request Form along with a **colour image of unit burning in showroom setting** (photo verification) to their Distributor along with a copy of the dealer invoice.
- The Distributor will forward the application to Pacific Energy Fireplace Products.
- The dealer is allowed one display credit per unit installed.
- One claim form per burn display.
- Allow 30 days for processing of credit.

**PACIFIC ENERGY**

**TOWN & COUNTRY**

Distributor: \_\_\_\_\_

Dealer Name: \_\_\_\_\_

Dealer Sales Rep: \_\_\_\_\_

Dealer Address: \_\_\_\_\_

Dealer Sales Rep Signature: \_\_\_\_\_

\_\_\_\_\_

**1 BURN DISPLAY**

- Unit must be installed and operational for 2 years.
  - Copy of dealer invoice and photo verification of display must be attached with claim.
  - Claim must be filed 60 days from the install date.
- 50% Burn Credit on Total Dealer Cost**

**STATIC DISPLAY (NON BURNING)**

- Display must remain on the floor for 2 years.
  - Dealer invoice and photo verification of display must be attached with claim.
  - Claim must be filed 60 days from the install date.
- 25% Burn Credit on Total Dealer Cost**

**2 DISPLAY UNIT INFORMATION**

Unit: \_\_\_\_\_

Install date: \_\_\_\_\_

Serial #: \_\_\_\_\_

Total Dealer Cost: \_\_\_\_\_

Options: \_\_\_\_\_

**3 DEALER BURN CREDIT**

Burn Display \_\_\_\_\_ x .50 = \$ \_\_\_\_\_  
Dealer Cost Dealer Credit

Static Display \_\_\_\_\_ x .25 = \$ \_\_\_\_\_  
Dealer Cost Dealer Credit

**PACIFIC ENERGY OFFICE USE ONLY**

Unit + Options     Serial Number     Dealer Invoice     Photo Verification

BURN CREDIT CALCULATIONS \_\_\_\_\_

Total Credit: \_\_\_\_\_

**DISTRIBUTOR**

CM #: \_\_\_\_\_

**Discount split with Distributor**

Date: \_\_\_\_\_

\_\_\_\_\_ x .50 = \$ \_\_\_\_\_  
Total Dealer Credit    Distributor Credit

Approved by: \_\_\_\_\_

\_\_\_\_\_  
Signature