



# 2012 CARRIER ENTERPRISE MID-ATLANTIC DEALER PARTICIPATION AGREEMENT

I wish to participate in Carrier Enterprise Mid-Atlantic Marketing Program as presented. I agree to the dealer requirements as outlined in the 2012 CEMA Program Guide.

YES! Enroll Me! CEMA Comprehensive Internet Marketing Solution - Norfolk

Dealer Investment: \$4,000 (\$400/per month beginning March 2012—December 2012)

Company Name: \_\_\_\_\_

Advertising Contact : \_\_\_\_\_

Account Number: \_\_\_\_\_ TM Name: \_\_\_\_\_

Advertising Address : \_\_\_\_\_

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Web site address: \_\_\_\_\_

Target Zip Codes: \_\_\_\_\_

Co-op Selection:	Quantity	X	Unit Cost	=	Total Cost
1: _____	_____	_____	_____	_____	_____
2: _____	_____	_____	_____	_____	_____
3: _____	_____	_____	_____	_____	_____

You will be contacted directly from Mediagistic to co-ordinate your co-op selection(s), creative and 2012 start dates.

I understand that this is a year-long program and my signature below reflects my participation in the program from January 2012 through December 2012. **Cancellations cannot be made after December 15, 2011 without financial penalty.** Confirmation of your Program participation will be made by December 20, 2011.

DEALER PRINCIPAL'S SIGNATURE                      PRINT NAME                      DATE

Please fax this form to: Stephanie Phillips, 866-534-1062 by November 30, 2011

### Internal CE

Co-op    Incentive    Infinity    Dealer Mail



Easy. Simple. Effective.

## PowerBuy - Your Comprehensive Advertising Solution

For 2012, CE Mid-Atlantic has created an easy, simple and effective way to reach more customers. It's called PowerBuy. With it, you will reach customers both online and offline.

Today, 69% of consumers go online to do research before purchasing services like HVAC. So we created the most comprehensive online plan in the HVAC business including;

Local Dealer Locators, Dynamic Dealer Sites with offers and custom information, Social Media components (Facebook, YouTube and Twitter), Syndicated content (blogs, news posts, tweets), Pay-Per-Click and Search engine optimization campaigns.

PowerBuy is a powerful program that gives you a 12-month online presence, working for you 24/7.

Make your PowerBuy program even more powerful by adding traditional Guerilla marketing collateral pieces like Yard Signs, Door Hangers, Referral Cards, Calendar Magnets, List Magnets, Magnet Mail or Direct Mail.

## Comprehensive Internet Marketing Solution

The Internet is now the primary tool for consumers' buying decisions. Today it's vital that dealers utilize a multi-channel marketing approach that includes the Internet. The PowerBuy program is the perfect Internet marketing solution.

Online channels are drastically different than traditional advertising media. Research shows that Internet consumers are better educated, have higher incomes, and purchase more quality items. Return on Investment (ROI) is highly measurable. Ads can be precisely targeted. Valuable customer trends are revealed almost as they happen.

### Our 2012 Comprehensive Internet Marketing Solution will include:

- Local Market Dealer Locators
- Dynamic Dealer Sites with offers and custom information
- Social Media (Facebook, YouTube and Twitter)
- Syndicated Content (blogs, news posts, tweets)
- Pay-Per-Click
- Search Engine Optimization
- Appointment request notification
- Appointment follow-up



# Social Media

Whether you personally use it or not, social media is part of your customers' daily lives. 72% of the Internet population is active on at least one social media network; whether it's Facebook, Twitter, LinkedIn or other social sites.

While social media buzz can be a great asset for your business, it is very time consuming. That's why we have included a social media solution to our PowerBuy program, engaging your customers on every level.

## PowerBuy's Social Media Solution will:

- Create your social profile
- Manage multiple social profiles
- Create, manage and update multiple campaigns
- Keep users entertained through interactive posts
- Increase potential users through viral feeds
- Monitor activities
- Analyze campaigns
- Synchronize news feeds and updates on multiple platforms
- Personalize your social media presence
- Monitor what your competitors are doing



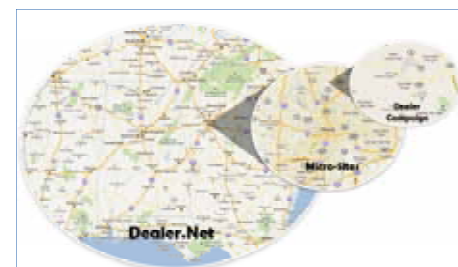
## CE Mid-Atlantic is Investing in the Future!

Since its launch in 2010, www.MidAtlanticDealerNet.com has delivered over 4,000 internet leads and phone calls to advertising CE Mid-Atlantic dealers.

In August 2011, the www.HamptonRoadsHVACDealers.com Pilot was launched and has made an immediate impact and our SEO and SEM presence has increased and producing outstanding results.

Beginning January 2012, we are expanding our footprint to all the CE Mid-Atlantic markets with our PowerBuy Comprehensive Internet Marketing Solution.

Having this multi-faceted Internet Strategy will position us as leaders in 2012 and beyond.



### COMPREHENSIVE INTERNET MARKETING SOLUTION

- Local Dealer Locators
- Dynamic Dealer Sites with offers and custom information
- Social Media (Facebook, YouTube and Twitter)
- Syndicated Content (blogs, news posts, tweets)
- Pay-Per-Click
- Search Engine Optimization
- Appointment request notification
- Appointment follow-up from Mediagistic

Contact your Regional Account Manager, Hailey Plunkett at 866.837.6997 ext. 227 today to activate your 2012 PowerBuy Program.



## Ready to continue growing your business?

Mediagistic is ready to help! By integrating creative development and innovation with turbo-charged technology, we're not only ready for the future... we're helping create it. With over 8 years of in-house HVAC marketing experience in targeting, measuring, analyzing, integrating and prospecting, we have your marketing solutions.

We leverage tools like Nielsen, Arbitron, Respondent Level Data, ABC, Scarborough and The Media Audit to choose the most effective media, based on the desired demographic. We look for the media 'footprint' that best matches yours, in order to minimize waste. We assimilate all of the data and creates a specific plan for you, whether it's for a single direct mail drop or an Annual Plan.



We take direct mail to the next level by statistically identifying your best prospects using a new form of Predictive Modeling Technology which examines thousands of possible demographic and psychographic patterns to find consumers who most closely resemble your best customer. This allows us to improve response rates and lower costs by eliminating households that will likely never respond to your offer.



Each year we successfully mail millions of HVAC direct mail pieces across the U.S., giving us an unrivaled understanding and the experience necessary to target the right customer with the right message. Our in-house creative staff and high volume, optimize the direct marketing process to enhance performance and make it more affordable. Adding new technology to your existing products such as QR Codes, gives even more opportunity to take aim at your target audience.

After hitting the target, it becomes even more important to close it! Don't guess, utilize tools like Call Track, a comprehensive call tracking system routed directly through your existing phone system that captures critical data to measure and monitor your sales closing process. Call Track is provided to you at No Charge with your advertising program.



Our promise is simple, you get more information, media and more expertise for the same budget. You don't have to spend a dime more, to get more. More information, media means more ads, more customers and more sales.

## Maximize your marketing dollars with an Annual Plan!

An Annual Advertising Plan uses a proven process of research, planning and execution to give you maximum Return On Investment (ROI). We use a proven process of research, planning and media tools to give you a maximum return on your advertising investment.



## What are the benefits?

- Fully integrated: creative, production, Internet & traditional marketing, media planning & media buying
- Cost-effective sales growth and recession-proof strategies for your business
- Closely monitored progress of each element with weekly conference calls
- Extensive campaign measurement, tracking, reporting, and advertising reviews
- Elimination of your time spent managing individual advertising campaigns
- Improved lead quality
- Building and expanding a cohesive brand image for your business
- Access to an experienced and fully dedicated team with the tools and the technology

With an Annual Plan, Mediagistic becomes your partner in business, working along-side as your very own marketing department. Ask Hailey Plunkett to demonstrate the tools we've created for you. They are designed with one purpose in mind -to help you gain more customers and increase sales.