



## AMERICAN OUTDOOR GRILL DISPLAY PROGRAM

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The American Outdoor Grill Display Program is intended for dealers to display and demonstrate AOG Products. To be eligible for these programs, all display products must be current models and prominently displayed during the selling season (April-September). All products must be in new condition and presented in an appealing manner and well represented on the dealer's website. **Only one display of each model will be eligible for a display allowance.** All requests for display credits must be accompanied by a copy of the Display Claim Form with a **photo of the display** showing the unit in the store setting.

### **BUILT-IN, PORTABLE, AND POST MOUNTED GRILL DISPLAY PROGRAM**

To encourage our dealers to display built-in, portable, and post mounted AOG **on their showroom floors**, or in an outdoor display area,

- ★ **An additional 50% credit will be issued on new Built-in, Portable and Post Mounted AOG grills and accessories.**
- ★ **A onetime \$750.00 credit from Co-op advertising funds will be issued to offset the cost of the permanent cabinet, masonry enclosure, or island for displaying only American Outdoor products. Request for credit must be accompanied by a photo of the product **in the display area.****

Display units must be current models in new condition and displayed for the selling season.



### **MODEL HOME DISPLAY PROGRAM**

AOG built-in grills, doors and accessories installed in a permanent enclosure at a model home may be submitted as Co-op Advertising Claims. Project must have a projected build out of at least 10 homes.

A photograph of the installation with the name of the project and address of the installation should accompany the claim. The claim must also include a copy of the invoice indicating that the grill is for installation in a model home. The co-op credit will be based on 50% of the net cost for the AOG equipment.

### **COOKING DEMONSTRATION PROGRAM**

Additional discount can be earned by conducting cooking demonstrations at advertised events. Dealers purchase an American Outdoor Grill at their standard discount to be used as a cooking demonstration unit. Then, each time they conduct a cooking demo, **supported AOG advertising**, they will receive an additional 10% discount through their Co-operative Advertising and Promotional Fund for the grill and any other cooking equipment (side burner, etc.). The additional 10% discount may be applied for up to 5 demos (an additional 50% off!).

Once the demonstrations are completed, submit a request for Co-op credit and a copy of the advertisements (which are also eligible for co-op Advertising Credit).