



# SPRING SAVINGS

..... GAS FIREPLACE SALE .....

• **May 1<sup>st</sup> – June 30<sup>th</sup> 2019** •

## What is the promotion?

- Between May 1<sup>st</sup> – June 30<sup>th</sup> 2019 your customers can **receive up to a \$500 rebate** for purchasing a qualifying Regency product as listed.
- This offer will provide consumers with four possible rebate values corresponding to select products: ○
- **The rebate will be split between dealers and Regency.** Dealers will offer a \$250, \$200, \$150 or \$100 instant rebate on eligible products and Regency will pay a \$250, \$200, \$150 or \$100 manufacturer’s mail in rebate to match the instant discount.

<b>\$500</b>	CV40E, CB40E, CC40RE, CC40LE, CB72EPV, CV72E
<b>\$400</b>	HZ54E, HZ42STE, HZ40E, U900E, U1500E
<b>\$300</b>	B41XTE, B41XTCE, B36XTE, B36XTCE, HZ30E, P36D, P36, P36E
<b>\$200</b>	HZ965E, L965E, P131, P121, P90, P33, P33E, P33CE, HZ33CE, HZO60, HZO42

## What will you receive from Regency to help you make this promotion a success?

- Updated sample digital advertisements, print advertisements, and ads for use in local newspapers, magazines and other media will be available on Ignite at: [www.regencyignite.com](http://www.regencyignite.com)
- Regency will be sending out printed POP to be placed around your showroom to help advertise the promotion.
- Presence on our Regency website: our dealer locator will indicate that you are participating in the promotion.

## Offer and dealer details:

- The offer is only valid for Regency products (as listed above) sold between May 1<sup>st</sup> – June 30<sup>th</sup> 2019.
- Dealer must offer a \$250, \$200, \$150 or \$100 instant rebate corresponding to the eligible product at the time of purchase to give the customer the total rebate listed above when combined with the manufacturer’s rebate.
- **Dealer must show the instant rebate as a line item on the consumer’s sales invoice.**
- To qualify for participation, dealers must advertise during the promotion period using Regency sample ads, radio scripts, flyers, google ads or other digital advertising.
- Dealers must prominently display point of purchase materials for this promotion in their showroom.
- Please encourage your customers to both submit their claims and check their rebate status online at: [www.regency-fire.com/Claims.aspx](http://www.regency-fire.com/Claims.aspx). Promotion codes for this offer are: in the USA, **2019-SpringRebate-USA** and in Canada, **2019-SpringRebate-CAN**. “How to submit your claim” instruction sheets are available for download on Ignite. Please advise consumers that they have until **September 23<sup>rd</sup>, 2019** to submit their rebate online and postmark their rebate forms.
- **Dealer must provide the 9-digit serial number of the unit to the customer so they can submit their Regency claim.** Submissions that are incomplete, without a valid 9-digit serial number, a discount line item on the sales invoice, an attached final invoice showing purchase paid in full, or not sold within the promotion period will not be honored/paid. This rebate offer is limited to (1) rebate per serial number. Serial numbers that were claimed in previous Regency promotions are not valid for this offer. Checks will be sent solely to consumer addresses.
- Dealers should not complete or mail rebates on behalf of the consumer as they may be denied.

**If you have any questions, please contact your account executive or your local Regency branch.**