

# FREE Stuff 2010

www.totaline.com

## Get an auto tumbler and flask gift set.\*



*Actual promotional item styles may vary slightly.*

**Buy any Payne® air conditioner, furnace or packaged product *and* any Totaline thermostat *all on one invoice.***



\* Follow the instructions on page 2 and complete the **FREE STUFF** offer. Offer must be completed and a proof of purchase from a Totaline sales center will be required. See page 2 for complete details. One tumbler and flask gift set per person - certified HVAC/R professionals only. Offer good while supplies last. Offer subject to change or discontinuance without notice.

**TOTALINE**®

# Instructions

1. **Complete Survey** on Page 3.
2. **Complete Quiz** on Page 4.
3. **Complete Mailing Information and Additional Questions** on Page 5.
4. **Attach** the copy of a single invoice showing proof of purchase (a single 2010 invoice showing purchase of a Payne® air conditioner, furnace, or packaged product and any Totaline® thermostat from a Totaline sales center).
5. **MAIL** the copy of your invoice and the completed pages, postmarked before 12/31/10, to:

Seaboard Graphics  
2010 Totaline Free Stuff  
7570 Oswego Road  
Liverpool NY 13090

or **FAX** the copy of your invoice and the completed pages to:

Fax Toll Free: 1-800-211-8649



**Get a tumbler  
and flask gift set**

## Terms and conditions

Get a FREE tumbler and flask gift set with online offer completion and proof of purchase (a single 2010 invoice showing purchase of a Payne® air conditioner, furnace, or packaged product and any Totaline® thermostat from a Totaline sales center).

Only licensed or certified HVAC/R dealers, contractors, or technicians who are legal residents of the 50 United States, District of Columbia, or Canada and 18 years of age or older at time of offer completion are eligible to participate in this "FREE TUMBLER AND FLASK GIFT SET" offer. Employees of the Sponsor, its parent, their respective affiliates, subsidiaries, advertising and promotional agencies, and the immediate family members (spouse and parents, children and siblings and their spouses, and individuals living in the same household) of each are not eligible. Void where prohibited by law. All federal, state, provincial, and local laws and regulations apply.

**One tumbler and flask gift set per customer – no exceptions.** Actual promotional item styles may vary slightly. Offers good while supplies last. Offer subject to change or discontinuance without notice. A single Totaline sales center invoice may only be used for one (1) Totaline Free Stuff Offer.

In order to receive your FREE TUMBLER AND FLASK GIFT SET you must complete pages 3, 4 and 5, provide us with mailing instructions, and mail us the completed pages.

You should receive your item approximately three to six weeks after our receipt of your complete offer request.



# Survey

We have a handful of questions to ask that should take you no more than a few minutes to complete.

The questions are easy...and maybe even fun!

Best of all, they're worth the time. Complete the questions, follow the offer instructions, and FREE STUFF will be on its way from our warehouse to you!

## 1. How did you first learn about this particular FREE STUFF offer?

Your responses are very important to us. They help us determine which publications and efforts are reaching you. We'll continue to support the publications and efforts that are working well, so please select **carefully and honestly**.

### Trade Publications

- ACHR News (The News)
- Totaline newsletter folded into ACHR News (The News)
- Contracting Business
- Indoor Comfort News
- HVACR Business
- HVAC Insider
- Plumbing and HVAC Product News
- HPAC (Heating, Plumbing, Air Conditioning Magazine)

### Online/Websites

- achrnews.com (The News) website
- contractingbusiness.com website
- hvac-talk.com website
- totaline.com website
- wwgtotaline.ca website
- hvacpartners.com website
- hvacrbusiness.com website

### E-mail

- ACHR News (The News) e-mail newsletter
- Contracting Business e-mail newsletter
- HVACR Business e-mail newsletter
- e-mail from Totaline
- Totaline newsletter that was e-mailed to me

### Direct Mail

- direct mail ad or postcard
- direct mail distributor flyer
- direct mail distributor spring or fall program

### At a Totaline Sales Center

- store display
- store poster
- store flyer
- 09 FREE STUFF book for Dealers, Contractors and Technicians
- counter sales associate told me
- spring or fall program
- back of invoice, receipt or packing slip
- inside box or bag
- Totaline newsletter that I picked up at the store
- in-store video display

### Telephone

- on-hold message

### Other?

Please specify: \_\_\_\_\_



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## 2. When was the last time you visited a Totaline Sales Center?

- just yesterday
- in the last week
- in the last month
- in the last six months
- in the last year
- it's been more than a year
- I've never been in one

## 3. Generally speaking, which of the following is MOST IMPORTANT when you purchase an air conditioner or furnace?

- features
- a well-known brand name
- dependability
- appearance
- low price
- innovative features
- warranty length



# Quiz

Simply answer the questions below and follow all the instructions carefully.

If you need help answering the questions, the information on the right will help you out.

**1.) The Payne® limited warranty is good for how many years?**

- A.) To infinity and beyond!
- B.) 20,000 or so.
- C.) 10.
- D.) Is this a trick question? There is no limited warranty.

**2.) How do customers receive the Payne 10-year limited warranty?**

- A.) Register their product with the mail-in form.
- B.) They find it carefully hidden in a delicious Payne Bar.
- C.) Register their product online.
- D.) They need to enter a Cutest Payne Product photo contest.
- D.) Both answers A and C are correct.

**3.) How do Payne and Totaline sales centers bring you peace of mind?**

- A.) By offering you a Tumbler And Flask Gift Set so you can relax and enjoy a refreshing beverage.
- B.) By providing a 10-year limited warranty.
- C.) By offering HVAC/R meditation classes.
- D.) Both answers A and B are correct.



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### Happiness is a 10-Year Warranty.

HVAC/R professionals know that reputation is everything. If a customer doesn't trust that you will do the job the right way for the right price, they will go elsewhere. That's why Totaline® sales centers are so excited that Payne® offers a 10-year limited warranty!

#### Value and peace of mind.

If you're faced with a value-conscious customer, Payne equipment is a great choice. But you shouldn't have to choose between value and peace of mind. If you're looking for warranty on an affordable air conditioner, heat pump or furnace, check out the Payne products at your Totaline sales center. Your customers will sleep well at night knowing they are covered for up to 10 years!

#### Activation is easy.

The Payne 10-year limited warranty is super simple to activate. All your customer has to do is fill out the form online or mail in a completed paper form within 90 days of installation and they'll be covered.



# Mailing Information

\* = Required

First Name \* \_\_\_\_\_

Last Name \* \_\_\_\_\_

Company \_\_\_\_\_

Address 1 \* \_\_\_\_\_

Address 2 \_\_\_\_\_  
*Use street address. We are unable to ship to a P.O. Box*

City \* \_\_\_\_\_

State/Province \* \_\_\_\_\_

ZIP/Postal Code \* \_\_\_\_\_

Country \* \_\_\_\_\_

E-mail Address \* \_\_\_\_\_

Phone Number \* \_\_\_\_\_

HVAC/R License # \_\_\_\_\_

State/Province of Issuance \_\_\_\_\_

Yes, I would like to receive advertising, marketing materials and other communications from Totaline, its affiliates and business partners related to their businesses and product offerings.

Sharing. We will share only aggregated demographic information with our business partners that is not linked to any personal information that can identify any individual person. We use an outside company to fill and ship our Free Stuff offers. These companies do not retain, share, store or use personally identifiable information for any secondary purposes.

Special Offers. From time to time, Totaline, its parents, affiliates and business partners may send advertising, marketing materials and other communications related to their businesses and product offerings to Participant at Participant's mail, email and/or phone addresses. Out of respect for the privacy of our users we present the option to not receive these types of communications.

## Distributor

Distributor Name \* \_\_\_\_\_

Location \* \_\_\_\_\_



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## Final Questions

Answer the following questions as closely as you can. If none of the choices reflect your opinion, please select Other and use the fill-in box.

**What does the Factory Authorized Parts brand mean to you? \***

- A.) I don't know.
- B.) Original Equipment Manufacturer parts for all HVAC equipment brands
- C.) Original Equipment Manufacturer parts for Carrier equipment
- D.) Original Equipment Manufacturer parts for Bryant equipment
- E.) Original Equipment Manufacturer parts for Payne equipment
- C, D, and E are all true
- Other \_\_\_\_\_

**Compared to using other replacement components for HVAC equipment repair, Factory Authorized Parts are: \***

- easier to install than other products
- no different than installing other products
- more difficult to install than other products
- I don't know.
- Other \_\_\_\_\_

**Compared to using other replacement components for HVAC equipment repair, installing Factory Authorized Parts requires: \***

- less time than installing other products
- the same amount of time as installing other products
- more time than installing other products
- I don't know.
- Other

