

BENEFIT DETAILS-MARKETING



SOCIAL MEDIA PLATFORM

Working with Wallace Eannace's marketing firm, we will build one (1) social media platform for your company. Platforms include: LinkedIn, Facebook, Twitter, Etc...



PRESS RELEASE FORMAT & POST*

Working with Wallace Eannace's marketing firm, we will complete press releases for your company that will be posted on multiple industry specific social media platforms, including your own. *Contractor to complete Press Release Form.

FREQUENCY

HydroPro 4 per year
HydroPro Plus 8 per year



CO-OP MARKETING

Wallace Eannace will contribute to your marketing activities, with an equal dollar match, anytime you promote your company and *Wallace Eannace supported brands. The Co-Op Marketing contribution by Wallace Eannace are up to the following amounts, per year:

FREQUENCY

HydroPro \$500
HydroPro Plus \$1,000



LOCHINVAR/ B&G GIFT CARD*

Wallace Eannace will give a Visa prepaid credit card for every Lochinvar or Bell & Gossett product purchased and registered, per schedule below: *Registration required

FREQUENCY

PRODUCT	HYDROPRO	HYDRO PLUS
Lochinvar Knight Boiler	\$25	\$36
Lochinvar Noble Boiler	\$15	\$22
Bell & Gossett Circulator	\$7	\$14

RAFFLES AND PRIZES

Wallace Eannace, working with its network of wholesale distributors, engages in raffle games and giveaways. Prizes include items like:

Flat panel TV	Phones
Laptop Computers	Visa Gift Cards
Events - Tickets	Etc...

FREQUENCY

HydroPro	3 Tickets per product purchased
HydroPro Plus	6 Tickets per product purchased

ANNUAL AWARD CEREMONY

Every year, Wallace Eannace throws an award ceremony at an exclusive NYC restaurant where it recognizes its HYDROPRO Plan Members and distributes awards for top performers. This ceremony is available to the contractor firm owner and one (1) guest.

Award #1 - Most products used
Award #2 - Best Co-op marketing
Award #3 - Most complex job



2 PROGRAMS TO CHOOSE FROM

HYDROPRO (\$10,000 Value) \$500 per year

- ✓ 2 Brand product commitment
- ✓ Lochinvar: 10 units installed per year
- ✓ Bell & Gossett/Goulds: 30 units installed per year

Utilizing WE mobile app
Register product at install via picture of serial number

HYDROPRO PLUS (\$20,000 Value) \$1000 per year

- ✓ 2 Brand product commitment
- ✓ Lochinvar: 20 units installed per year
- ✓ Bell & Gossett/Goulds: 60 units installed per year

Utilizing WE mobile app
Register product at install via picture of serial number

HYDROPRO

For Residential and Light Commercial Plumbers
Join Now and Receive Exclusive Member Benefits

50 Newtown Rd • Plainview, NY 11803
Sales & Support: 516-454-9300
wea-inc.com





PROGRAM HIGHLIGHTS

TECHNICAL

- ✓ System Sizing, Design & Diagrams
- ✓ In-Field Pre Installation Assessment
- ✓ In-Field Project Completion Assessment & Energy Efficiency Optimization
- ✓ 100% Product Satisfaction Guarantee

MARKETING

- ✓ Co-Op Marketing to Support your Growth
- ✓ Press Releases Completed for your Projects
- ✓ Social Media Platform Built for Your Business
- ✓ Gift Cards for Competitive Advantage

For over 95 years Wallace Eannace has supported contractors in their endeavors to run best-in-class plumbing and HVAC businesses.

Historically, select contractors have requested and received high value activities on a fee for service basis.

Through the HYDROPRO Plan, Wallace Eannace is now making a suite of services available to all Contractors. The cost is small the value is high!



PRODUCT TRAINING

Trainings are provided at contractor's office/ shop, including a catered Meal.

HydroPro Plus members also receive one (1) training at a local restaurant.

Trainings at restaurants are kept short so contractor firms can enjoy dinner with their co-workers and network with Wallace Eannace technical staff.

FREQUENCY

HydroPro	2x per year at your office – catered
HydroPro Plus	4x per year. 3x at your office. 1x at restaurant

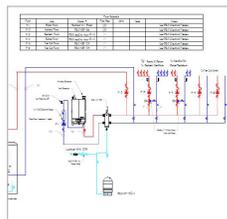


SYSTEM SIZING & DESIGN

Wallace Eannace will review your project specifications, assess outcome requirements, and advise on best products to ensure a system that is priced competitively, optimized for performance, and centers on a quick, error free installation.

FREQUENCY

Unlimited



SYSTEM/PIPING DIAGRAMS

Wallace Eannace will provide a piping and instrumentation diagram showing the piping and related components of a physical process flow.

FREQUENCY

Unlimited



PRE-INSTALLATION ASSESSMENT

Wallace Eannace Service Team will conduct a detailed field-survey of existing conditions to ensure your project is designed for easy, error free installation, thus minimizing completion time and costly oversights.

FREQUENCY

HydroPro	3 per year, on job site
HydroPro Plus	6 per year, on job site



ENERGY EFFICIENCY OPTIMIZATION

Wallace Eannace Service Team will conduct a detailed review of your system installation to ensure it is optimized for energy efficiency, long term operating success, and to meet customer expectations.

FREQUENCY

HydroPro	3 per year, on job site
HydroPro Plus	6 per year, on job site



100% PRODUCT SATISFACTION GUARANTEE

Wallace Eannace stands behind our HYDROPRO partners with a No Quibble Guarantee.

If you properly install the Wallace Eannace represented products to the manufacturer's guidelines and are dissatisfied with the performance of the product within the first year, we will pay the labor and materials to remove it and provide a full refund for the product.

FREQUENCY

Included