

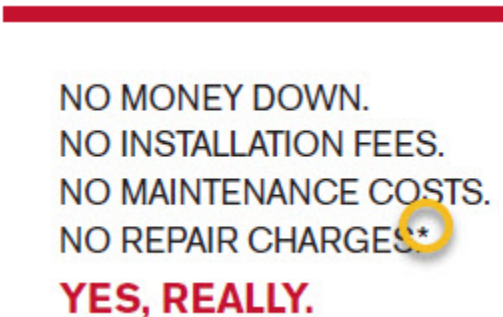
Use of Advantage Alliance Name and Logos in Dealer Created Marketing

If you are interested in **creating your own** marketing materials, utilizing the Advantage Alliance Program name and logos, promoting the program on your local website or linking your website to the www.AdvantageAllianceProgram.com website, pre-approval by our marketing team prior to publishing will be required to assure compliance with **legal disclaimers, consumer law, trademark notices, etc....**

Legal disclaimers are required when making certain claims about the program. For example, when making claims like “equipment maintenance and service are covered” or “no parts or labor charges for repairs”, the claim should be marked with an asterisk leading to the following legal disclaimer:

**See the Advantage Alliance Program Agreement for full details & exclusions.*

An asterisk and legal disclaimer would be needed in the following example:



Consumer laws also prohibit making certain claims or using specific language in conjunction with the Advantage Alliance Program. Here are a few examples of words/language that should **never** be used along with acceptable replacements:

Unacceptable

Rent or rental

Free

No charge

No cost

Acceptable

Lease or Membership

Included or No additional charge

Included or No additional charge

Included or No additional charge

An example of acceptable language would be:

Enjoy all the following, for one low monthly payment:

- **NEW** equipment
- **NO** money down
- Installation **INCLUDED**
- Seasonal maintenance **INCLUDED**
- Repairs (parts and labor)* **INCLUDED**
- 24/7 emergency service **INCLUDED**
- Priority scheduling **INCLUDED**



Trademark/Copyright notices are required when using the Advantage Alliance Program name or logos. Our name and logo should never be used without permission and must always be accompanied by our legal tag lines.

© 2020 Advantage Alliance Pro LLC ADVANTAGE ALLIANCE, ADVANTAGE ALLIANCE PROGRAM and the ADVANTAGE ALLIANCE PROGRAM Logo are trademarks of Advantage Alliance Pro LLC.

Your Account Manager can get you started on the approval process. If you have any questions around the **rules and parameters** regarding marketing materials, logos, marketing avenues, the Advantage Alliance Program name or similar items, please refer to your Advantage Alliance contract.