

use

the arsenal  
for new business

with

Lochinvar's Residential Boiler

*VIP CONTRACTOR Program!*



**Lochinvar VIP**  
Contractor Program



[www.knightheatingboiler.com](http://www.knightheatingboiler.com)



# Contractor Program

Lochinvar is looking for top contractors to go into battle with our expansive line of residential boiler products. When you qualify for the VIP Contractor Program, you get all the tools you need to succeed ...plus VIP rewards for your hard work.

## VIP Support and Tiered Rewards

- A dedicated website ([www.knightheatingboiler.com](http://www.knightheatingboiler.com)) that consumers can easily access for additional information on Lochinvar's residential boiler products.
- Approved VIP Contractors receive a free customizable listing on [www.knightheatingboiler.com](http://www.knightheatingboiler.com). Add pictures of your storefront, company logos and a description of your available services or company mission statement to personalize your listing.
- Co-Op for Advertising (See your distributor for details)
- The Knightly Newsletter – a monthly newsletter from Lochinvar World Headquarters concerning product updates, new releases, Knight VIP Contractor Showcases, and tips from our own Technical Service Experts.

>>>New to the Program this year is our tiered reward program!

For each tier achieved of registered boiler purchases, you are rewarded!\*

- |                        |  |                         |  |
|------------------------|--|-------------------------|--|
| <b>1 registration</b>  | = Hat and Gloves                               | <b>10 registrations</b> | = Multimeter                               |
| <b>3 registrations</b> | = Lochinvar Fleece Jacket                      | <b>15 registrations</b> | = Combustion Air Gas Analyzer with Printer |
| <b>5 registrations</b> | = Choice of Camouflage Coat or Dri-Duck Jacket |                         |  |

\*Qualifying product lines for this contest include KNIGHT (excludes KNIGHTXL), Efficiency+ and Solution Heating Boilers.

## Knight VIP Contractor Showcase 2008-09

Enter Lochinvar's VIP Contractor Showcase and have the opportunity to showcase your handiwork and the chance to win your choice of Cabella's, Bass Pro or a BP Fuel Card in the amount of \$250.00! Just send in photos of your best installations. Submittals will be reviewed by a panel of Lochinvar judges. Submit your entries on the VIP Connection - [www.lochinvar.com/vip](http://www.lochinvar.com/vip)

- **Monthly winners will be selected to receive a \$250 Gift Card of their choice from Cabella's, Bass Pro Shop or a BP gas card.**
- **One overall winner will be selected and will win their choice of a floor standing Knight (KBN080) or a wall mount Knight (WBN080).**



## >>> The Experience Gets EXTREME...!

This year, the "Experience" is getting rev'd up! TWICE this year, 12 top selling VIP Contractors will enjoy an exhilarating ride-along with the Jeff Gordon Driving School at the Nashville Superspeedway. Winners will receive a tour of the track and ride shotgun with professional drivers for 3 laps of all-out speed! This Extreme Experience will be followed up with hands-on advanced KNIGHT training and will include airfare, lodging, meals ...plus a Lochinvar plant tour!



Lochinvar invites you to "Save Your Spot" and get with the program! . . .

register today at [www.knightheatingboiler.com](http://www.knightheatingboiler.com).

You'll get a FREE 6-in-1 Screwdriver just for applying!



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[www.Lochinvar.com](http://www.Lochinvar.com) • [www.knightheatingboiler.com](http://www.knightheatingboiler.com)



You register...

...you win!