

MARKETING NEWS

Rewards Program Review

With the current “AwardperQs” Rewards Program approaching its one-year anniversary, now is a great time to review the program and remind you of just how it works. Hopefully, you’re regularly reading this newsletter, taking the monthly quizzes and earning Fasco “AwardperQs” – your own type of “perks” that you can redeem for a wide range of exciting merchandise options.

Just be 1 of the first 10 participants in your region to complete the quiz and answer all 10 questions correctly, and you’ll receive 100 AwardperQs. With 7 different regions across the country, that’s a total of up to 70 people each month...and 1 of them could be you!

Every Participant Has a Chance to Earn AwardperQs

We will continue to send out the notification email when each newsletter and quiz is posted on the

Rewards Program website. This will occur around the first of each month, but on different days and at different times...so no one ever knows exactly when to expect it. This levels the playing field and gives all program participants an equal chance. Sometimes the email will go out during the last few days of the previous month, and sometimes it will be in the first several days of the current month.

So watch your email carefully and keep your *Fasco Catalog #45* and *Fasco Facts* booklet handy! As always, you can find the answers to the quiz questions in one of these resources, and in the monthly newsletter. And remember, all merchandise on the website comes with a 100% satisfaction guarantee – plus your AwardperQs never expire. So keep reading this newsletter and taking your quizzes every month for your chance to earn AwardperQs!

Don't miss out on great rewards like these:



19-Piece SS BBQ Set – Just 223 AwardperQs

Electric String Trimmer – Just 387 AwardperQs



15" LED Widescreen HDTV – Just 713 AwardperQs



Happy Holidays From Fasco – Along With Our Thanks For Your Support Throughout the Past Year!

It's hard to believe that the holidays will soon be upon us, and that another year is drawing to a close. That makes this the perfect time to wish you and yours a joyous holiday season, and also to extend our thanks for your continuing support over 2013, as well as in the coming new year!

So much has happened throughout the past 12 months,

perhaps the greatest of which was the transition of our Customer Service Department and product inventory from our old Eldon, Missouri, facility to our new center in LaVergne, Tennessee. While our location may have changed, one thing that hasn't is our commitment to providing our valued distributors like you with one of the best and most diverse lines of HVAC products in the business,

along with industry-leading customer service to back that up.

We're looking forward to a great 2014 and hope that you are, too. So if there's any advice or suggestions on how we can better meet your needs in the coming months, please don't hesitate to let us know. But until we hear from you again – best wishes for the holidays and new year!

MARKETING NEWS

Upcoming eLab Webinars and Training Sessions

With eLab, you can take part in free training and educational programs on ECM motors and ECM-equipped systems. Upcoming sessions will feature a variety of ECM-related topics, which can offer invaluable experience direct from the manufacturer for anyone who works in the HVAC industry. Plus, eLab sessions are a really convenient way to learn, since you “attend” the sessions on your own computer.

You can register for any of the free eLab webinar sessions by visiting thedealertools.com/training and signing up today. Future eLab sessions will be offered throughout the mornings and afternoons on the following dates:

- **December: 3 & 17**
- **January: None Scheduled**
- **February: To Be Announced**



Tradeshows Schedule

Our representatives are hitting the road again, attending a number of industry events across the country. They'll be showcasing some of Fasco's best-selling direct replacement motors, blowers and accessories, so if you're attending any of the shows listed below, be sure to stop by the Fasco/Regal Beloit booth and say hello!

HARDI Fall Conference/ Trade Show

Phoenix, Arizona
December 7-10

AHR Expo

New York, New York
January 21-23

MARKETING NEWS

Fasco at the IHACI Annual HVAC/R/SM Performance Contracting Product and Equipment Trade Show

Fasco was a proud participant at the 2013 Institute of Heating and Cooling Industries annual trade show on November 13th, held at the Pasadena Convention Center in Pasadena, California.

Recognized as the largest HVAC/R/SM performance contracting trade show in the west by HVAC corporations throughout the United States,

Fasco (along with Regal Beloit sister companies Genteq and Century) was one of more than 130 exhibitors at the show. To everyone who stopped by our booth, said hello and looked at our great family of products, thank you! If you missed us at IHACI, we hope to see you in a few weeks at the AHR Show in New York. (See details below.)



Fasco representatives were on hand at the annual IHACI trade show held November 13 in Pasadena, California. The reps greeted attendees, and offered the latest information about Fasco's extensive line of heating and cooling products and accessories.

AHR Reminder: Visit us at Booth #1157

