



2026 FIRE MAGIC AND AMERICAN OUTDOOR GRILL DISPLAY PROGRAMS

Fire Magic and American Outdoor Grill Display Programs are intended for dealers to display and demonstrate Fire Magic and AOG Products. To be eligible for these programs, all display products must be current models and prominently displayed for the selling season (April -September). All products must be in new condition and presented in an appealing manner free from all packing materials including plastic wrap and well represented on the dealer's website. **Only one display of each model will be eligible for a display allowance.** All requests for display credits must be accompanied by a copy of the Display Claim Form with a **photo of the display** showing the unit in the store setting. Display programs are only available to dealer customers in the primary distribution area of the servicing distributor.

BUILT-IN, PORTABLE, AND POST MOUNTED GRILL DISPLAY PROGRAM

To encourage our dealers to display built-in, portable, and post mounted Fire Magic Gas, Charcoal, and Electric Grills, Pizza Ovens and Gourmet Griddles, and AOG **on their showroom floors**, or in an outdoor display area,

- ★ **An additional 50% credit will be issued on new Built-in, Portable and Post Mounted Fire Magic Gas, Charcoal, and Electric and AOG grills and accessories, and Fire Magic Pizza Ovens and Gourmet Griddles.**
- ★ **A onetime \$750 credit from Co-op advertising funds will be issued to offset the cost of the permanent cabinet, masonry enclosure, or island for displaying only Fire Magic or American Outdoor product. Requests for credit shall be made within 90 days of the purchase and must be accompanied by a photo of the product in the display area.**
- ★ **Note: \$750 credit does not apply to RH Peterson Co. islands which are included in the standard program.**





FIRE MAGIC RACK DISPLAY PROGRAM

Fire Magic Grills and a Fire Magic Vent Hood can be displayed in the 2-Unit Rack Display (Model #5007B). The display will accommodate two 24" or 30" Fire Magic or any American Outdoor Grills in any combination (the racks are adjustable) and a Fire Magic 36" Vent Hood. Additional racks can be added to display additional units.

Racks can also be used to display a Pizza Oven, Gas Griddle or Side Cookers. The racks are constructed of steel and have heavy-duty wheels for easy mobility.

The Fire Magic 2-Unit Rack is valued at \$800.00. You can receive the rack for \$500.

***Side Burner Display Bracket Kit (Model #5007B-ACCY)** required to display up to (4) Fire Magic Side Cookers using the Fire Magic Rack Display (Model# 5007B), or a Pizza Oven and Gas Griddle. Net cost \$75.



MODEL HOME DISPLAY PROGRAM

Fire Magic built-in grills, Pizza Oven and/or Gas Griddle, doors and accessories installed in a permanent enclosure at a model home may be submitted as Co-op Advertising Claims. Project must have a projected build out of at least 10 homes.

A photograph of the installation with the name of the project and address of the installation should accompany the claim. The claim must also include a copy of the invoice indicating that the grill is for installation in a model home. The co-op credit will be based on 50% of the net cost for Fire Magic equipment.

COOKING DEMONSTRATION PROGRAM

Additional discount can be earned by conducting cooking demonstrations at advertised events. Dealers purchase a Fire Magic Grill, Pizza Oven or Gourmet Griddle or American Outdoor Grill at their standard discount to be used as a cooking demonstration unit. Then, each time they conduct a cooking demo, **supported by Fire Magic or AOG advertising**, they will receive an additional 10% discount through their Co-operative Advertising and Promotional Fund for the grill and any other cooking equipment (searing station, power burner, side burner, etc.). An additional 10% discount may be applied for up to 5 demos (an additional 50% off!).

Once the demonstrations are completed, submit a request for Co-op credit and a copy of the advertisements (which are also eligible for co-op Advertising Credit).