

require some mechanism, usually a toll free ("800") telephone number, to solve technical and other problems, and hope for sales training and assistance.

3. Product Promotion and product support is expected of manufacturers of heating equipment. Typical practices in U.S. markets combine:
  - Active advertising campaigns -- often directed at the trade.
  - Attendance at trade shows, particularly the ASHRAE-ARI Exposition, the ASA Trade Show, the WHA Trade Show, and the Mid-Atlantic Plumbing, Heating, and Cooling Exposition.
  - Membership in industry trade associations such as the American Society of Heating Refrigeration, and Air-conditioning Engineers (ASHRAE), Gas Appliance Manufacturers Association (GAMA), Wood Heating Alliance (WHA), American Gas Association (AGA), Gas Research Institute (GRI), North-American Heating and Air Conditioning Wholesalers Association (NHAW), and Hydronics Institute (MI).
4. Terms and Pricing are expected to conform to U.S. practices, discount structures, and overall price levels. U.S. terms often allow for 30 days of credit extension, and generally make allowance for freight. Discount structures are similar to those in Canada, with distributors and dealer/contractors receiving discounts of 40-45% and 5-15% off published trade prices, respectively, and additional discounts for volume or other special purchases. Exact price levels are difficult to determine because of the many product configurations, styles, and options available, and because U.S. manufacturers attempt to disguise pricing, but they appear to correspond to Canadian levels for most products. (Comparisons may be made with the price level estimates in the main report's section VI).
5. Customs and Transportation are the two areas where Canadian products can appear the most different from their U.S. manufactured counterparts. Distributors and manufacturer's representatives interviewed expressed very strong opinions that these differences be minimized by Canadian manufacturers by including tariffs in quoted prices, arranging for products to clear customs