

HGTV Trade Out Guidelines

7/27/21

HGTV's relationships with advertisers are very important. Producers are not allowed to place brand-identified free or discounted merchandise/vendors in any show without permission from the network. All requests for free or deeply discounted products, services or locations by production companies should be submitted to their programming executive before any vendor is contacted. The Vendor Request Form can be found on the producer portal.

The guidelines below outline the level of exposure approved trade-outs can receive. Additionally, we're providing guidance around which categories may include national brands and which categories are restricted to local vendors only. All vendors must still be submitted for approval.

A full report of the approved vendors that are ultimately negotiated and appear in-show should be shared with the programming executive and associate producer via the Trade Out Logo Log with episode numbers, time code references and monetary value prior to episode delivery (alongside credits approval)

Approved Vendor Criteria

- Only local vendors or national vendors that fit into the categories outlined below should be submitted for approval.
- Approved trades should be providing goods and/or services valued greater than \$2500 per episode.
- Only a tasteful number of trade-outs per series should be included, as determined by the program executive.
- No trade outs will be approved for pilots, as we can't confirm they will always air.

Approved Vendor Exposure

- **One shot of organic branding in-show.**
 - Primary talent should not be seen during or near the branded visual shots for any trade-outs.
 - Shot cannot contain websites, handles or phone numbers
 - No verbal mentions
 - No verbal product attributes, features or benefits for a particular brand.
 - Logos on vendor clothing should be sized tastefully and not include phone number, websites or social handles.
 - Lower thirds for vendors appearing on camera should remain generic: "HVAC expert" instead of "Carrier Installer."
- **Listing in credits.**
 - Any product or service used in show that is received gratis or at a deep discount should be listed in the credits of each episode where they appear under "Promotional Consideration Provided By..." in the credit's font (no logos) in the standard font size.

Talent/Vendor Relationships:

- There may be instances when talent, through their relationships with vendors, bring products/services to the show for free. This product/service can be used in show, but any visible branding of the product/service in-show would need to be vetted via the process above. Talent may not make promises of any in-show branding, nor allow vendors to promote their donations in marketing materials using network or show IP (including photos, etc.).

Additional guidelines:

- **Press & Publicity:** Approved vendors may not use HGTV or show logos, images from the show, personal set photography or images of talent on any marketing materials, including but not limited to in-store, digitally, in print, etc.
- **Location Signage:** in-show signage for locations and shopping trips should be requested via the same standard trade out process on the vendor request form.
- **Compensation:** Production companies **cannot** receive payment from trade out vendors for presence in episode(s).

- **Advertiser Conflicts:** If paid integration is sold by the network in a category that had been approved for trade, the network could request to move the trade to another episode or remove it altogether.
- **National Branding:** As a reminder, in the general course of production, aside from approved trade outs, integrations, and guidelines outlined in our Apple and Automotive logo policies, production teams should avoid/shoot around logos in the field.

Category Approval Guidance

All vendors should be submitted to your program executive and associate producer. Vendors that do not fall into this list should not be requested. **Please note, no paint trades or big box retail/e-tail of any kind will be approved.** Contact your program executive if you have questions

MAY REQUEST NATIONAL VENDORS	RESTRICTED TO LOCAL VENDOR REQUESTS ONLY
Artwork Bathroom Vanities Building Services Cabinet Hardware Cabinets Countertops Curtains/Window Treatments Door Handles/Hardware Doors Exterior Lighting Fencing Firepits Fireplaces Flooring Supplies Garage Doors/Systems House Wrap Insulation Interior Lighting Kitchen Hoods Landscaping Large Kitchen Appliances Lumber Pools, Pool fencing/supplies Railings Roofing Screens (porches, windows) Siding Specialty Items (saunas, pool tables, etc) Specialty Machinery Staging Companies Tile Tile Supplies Wallpaper Windows **Indoor/Outdoor furniture and Décor <i>manufacturers</i> may be considered (no national retail or online stores that ship nationally will be approved)	Bathroom Fixtures Closet Systems Contractors or Labor Craft Supplies Decking Grills Handheld/Power Tools HVAC Indoor Furniture and Décor Retailers Kitchen Fixtures Movers/Moving Supplies Outdoor Furniture and Décor Retailers Pavers/Patio Skylights Small Appliances Wood Flooring ** Shooting Locations must be local mom & pop stores (no national brick and mortar stores, big box retail or online vendors will be approved)