
Excellence in Lighting Retailer or Showroom

- Eligibility:** **Excellence Award – Lighting Retailer or Showroom**
Lighting retailers or showrooms stocking and promoting ENERGY STAR qualified residential light fixtures. **To be eligible for an award, applicant must be a partner in good standing, having complied with applicable partner commitments.**
- Description:** This award recognizes lighting retailers and showrooms which demonstrate outstanding effort and achieve noteworthy success selling ENERGY STAR qualified residential light fixtures. Through promoting the program, training associates, and stocking shelves with qualified products, lighting retailers and showrooms contribute immensely to furthering ENERGY STAR'S goals in the residential light fixture market.
- Applications will be reviewed with consideration given for company size, presenting the opportunity for organizations both large and small to distinguish themselves in the marketplace.
- ***Awards will be presented at the 2009 American Lighting Association Annual Conference, the 2009 Dallas International Lighting Market, or another prominent industry event.***
- Narrative:** Your narrative description should be no more than **five pages**, but may be accompanied by samples of specific promotions, advertisements, or other activities your organization led in 2008. Applicants are encouraged to expand applications with details of internal energy efficiency improvements, and additional ENERGY STAR/energy efficiency education offered to employees beyond that associated with qualified light fixtures.
- Criteria:** Criteria for evaluating this award are listed below. In describing your company's activities, please organize your submission consistent with the outline below and be as specific as possible. (For example, in describing use of the ENERGY STAR logo on a company Web site or advertisement, provide specific timing and placement information, visibility to the public (perhaps number of hits/impressions in a period of time), and size/placement of the logo.)

Award Evaluation Criteria

Product Selection

- Provide goals/targets for increasing stock of ENERGY STAR qualified light fixtures (e.g. increases in number of SKUs or percentage of SKUs).
- Describe all efforts to work with vendors to increase stock of ENERGY STAR qualified light fixtures.
- Report progress in meeting these goals/targets (e.g. increases in number of SKUs or percentage of SKUs).

Sales Associate Training

- Demonstrate the integration of ENERGY STAR into training strategy and in all existing training vehicles.
- If applicable include information on how your organization worked with vendors or utility/state/regional partners to increase ENERGY STAR sales associate training.
- Report progress in implementing plan and achieving goals.
- Please list all training efforts and include (as available) all training materials that include ENERGY STAR, e.g. publications, web-based, in-person. For **all** materials used, please include the following information, where applicable:

- Materials used
- Scope (# stores, if more than one)
- Co-sponsors (utility or manufacturer programs)
- Number of employees reached

In-Store Marketing

- Please list all in-store ENERGY STAR marketing efforts, e.g. displays, signage, consumer educational events, and include in-store marketing materials (as available). For **each** effort, please include the following information, where applicable:

- Materials used
- Scope (# stores, if more than one)
- Permanent or temporary (if temporary, dates)
- Co-sponsors (utility or manufacturer programs)
- Impressions (e.g. store traffic)

Ex-Store Marketing

- Please list and include (as available) all ex-store ENERGY STAR marketing efforts, e.g. advertising (broadcast, print, direct mail), web promotions. For **each** effort, please include the following information, where applicable:

- Distribution/markets
- Duration
- Co-sponsors (utility or manufacturer programs)
- Impressions/circulation