



# 2009 ENERGY STAR<sup>®</sup> Awards

## General Instructions

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### What you need to submit/upload:

- A 300-word executive summary highlighting the main elements of your application.
- An electronic copy (Word or WordPerfect) of your narrative
- Supplemental documents such as photos, pamphlets, copies of advertisement, videos, audio files, etc., can be uploaded with your application as PDF files (each file must be less than 12 MB). If necessary, you can mail hard copies of supplemental material (address below).

### When you need to submit it:

- A complete electronic application must be **uploaded by December 12, 2008**. EPA and DOE will not accept any applications or materials uploaded/postmarked after this date.
- Any collateral material that is mailed must be **postmarked no later than December 12, 2008**.

### How you need to submit:

- All Partner applications must be electronically submitted through your "My ENERGY STAR Account" ([www.energystar.gov/mesa](http://www.energystar.gov/mesa)). The electronic system will be available November 17, 2008.
- If you are not currently an ENERGY STAR Partner an electronic copy of your application should be emailed to [Quarforth.Alyssa@epa.gov](mailto:Quarforth.Alyssa@epa.gov).
- Any supplemental material that cannot be submitted electronically should be sent it to the address listed below. An overnight or two day delivery service is recommended.

#### Via US Postal Service:

Alyssa Quarforth  
US EPA  
Ariel Rios Building  
1200 Pennsylvania Avenue, NW  
Mail Code 6202J  
Washington, DC 20460

#### Via Overnight Delivery Service:

Alyssa Quarforth  
US EPA  
1310 L Street, NW  
9th Floor  
Washington, DC 20005-4113  
Phone: (202) 343-9604

### What to expect after you submit:

- **Confirmation of Receipt:** You will get an email within 24 hours confirming any materials you submit electronically. It will be sent to the Primary and Communications contact in the award application. EPA will confirm receipt of hard copy materials by email within a few days. If you do not receive confirmation within 48 hours for electronic submissions or one week for hard copy materials, please contact the ENERGY STAR Awards Coordinator, Alyssa Quarforth, at (202) 343-9604 or [quarforth.Alyssa@epa.gov](mailto:quarforth.Alyssa@epa.gov).
- **Notification:** You will be notified by January 31, 2009 on the status of your application.

**Additional information:**

- ENERGY STAR Awards Ceremony will be March 31, 2009 in Washington, DC.
- Organizations may apply for more than one award if they meet the eligibility requirements. In such cases, a complete award application package must be submitted for each award.
- There are two broad categories of ENERGY STAR awards that you can apply for: Partner of the Year and Excellence Awards. The Sustained Excellence Awards, our highest honors, are given to organizations who have won Partner of the Year for several years and their achievements continue to surpass those of the previous year.
- Due to the volume of material that will be received, EPA and DOE will not be able to return any materials or promotional pieces.
- Where applicable, quantify your activities and the results (e.g., percent improvement, number of marketing pieces produced, number of people reached), and include electronic copies of documentation that support claims made (e.g., photos of promotional materials, samples of advertisements with the ENERGY STAR mark, copies of training materials used, etc.).

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# Excellence in Lighting Retailer or Showroom

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**Eligibility:** 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

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### 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