

2019 WECC Residential Lighting Program

Appendix C—Retailer Marketing, Merchandising, And Education Plan

Retailer Name: _____

Manufacturer Name (if applicable): _____

Products categories you are applying for in this proposal:

- LED Lighting
- LED Downlight Fixture

1) Proposed start and end date(s) of promotion:

2) Please provide a short narrative of promotion:

- 3) Describe (and provide drafts/samples, if available) all “point of purchase” marketing to be allowed to be used in the Promotion (check all that apply):

Type of POS		Description	Will you fund?
<input type="checkbox"/>	ENERGY STAR signage		
<input type="checkbox"/>	Sponsor signage		
<input type="checkbox"/>	Qualified Product Stickers		
<input type="checkbox"/>	Qualified Product Signs		
<input type="checkbox"/>	Receipt Messaging		
<input type="checkbox"/>	Video Wall Advertising		
<input type="checkbox"/>	Other (please list)		

- 4) Tell us about your inventory, stocking, and merchandising plan to persuade your consumer base to purchase the eligible product:
- 5) Describe your in-store education and training plan for your sales staff regarding this program. Include plan to educate on Lighting Facts label, LED technology and Lumens:
- 6) Please confirm and describe the process that assures these incentive funds are passed to consumers:
- 7) Please describe what training, marketing or education you will provide to your customer base to create behavioral change around choosing ENERGY STAR products. Include plan to educate customers on Lighting Facts label and Lumens:

8) Please describe other promotional activities:

Tactic	Description
In-store demonstrations	
Advertising	
Inventory adjustments	
Education	
POP materials	
Merchandising improvements	
Product placement	
Other	

9) Do you have an in-store recycling program for CFLs? If so, please tell us about your recycling programs and how we might engage with them (if possible):

10) Describe what systems/processes are in place to assure that LED purchases adhere to the maximum of 12 units per customer:

CHECKLIST TO INCLUDE WITH YOUR APPLICATION FOR FUNDING

- ✓ Planogram of qualified products
- ✓ Inventory Plan
- ✓ Example communication and education provided to in-store staff
- ✓ Photos and/or other relevant pieces of information for use when reviewing your application