



New Jersey's Clean Energy Program™ Energy Efficient Products Markdown – RFP



June 2014

Dear Prospective Energy Efficiency Program Partner:

The New Jersey Board of Public Utilities and its Clean Energy Program (“NJCEP”) (“Program”) is pleased to announce the Fiscal Year 2015 (“FY15”) Energy Efficient Products Promotion which will run from September 16, 2014 through June 30, 2015.

There will be two possible tracks for partner participation: 1) Creative Outreach and Education Promotion and 2) Markdown Promotion. Both are open to all manufacturers, distributors, New Jersey retailers and other trade ally partners. A partner may submit a proposal for one or both tracks. The deadline for submission of both RFPs is **5:00 PM EDT July 15, 2014**.

The Energy Efficient Products Markdown promotion will allow partners to use incentives to reduce the retail prices of ENERGY STAR® qualified lighting products. New this year is the inclusion of a new category of advanced power strips. The goals of this year's promotion are to:

- Promote the sales of ENERGY STAR qualified lighting products and/or advanced power strip models that use less than 1 watt of power in Stand-by mode and have electrical and coax surge protection where applicable in New Jersey at reduced prices. Emphasis should move away from CFLs and focus primarily on LEDs.
- Educate consumers and retailers on the benefits and uses of energy efficient lighting and/or advanced power strips.
- Leverage manufacturer, retailer and other partner resources to promote New Jersey's Clean Energy Program and the many ways it can help them reduce their energy bills.

Partners who are approved for the FY15 Promotion must sign agreements with Honeywell (“Program Market Manager”) to participate in the markdown promotion and receive reimbursement. Payment of markdown reimbursements will be based entirely on documented, credible, store-level sales data.

To participate in the FY15 Markdown Promotion, partners must respond to this solicitation with a completed application by **5:00 PM EDT July 15, 2014**. This application package must include:

- A cover letter describing the proposed markdown promotion, indicating the manufacturer, retailer or other Trade Ally contacts, and signed by the named individuals.
- A completed FY15 Markdown application form.
- A proposed marketing plan including a verification plan for product and/or in-store signage which clearly identifies the *New Jersey's Clean Energy Program* sponsorship to New Jersey residents.
- Sample Point of Sales (POS) report documentation.
- Contact information for the authorized retailer representative to sign off on POS report certification (POS data report certification required with submittal of all invoices).
- Sales data for eligible products included in the proposal.
- A list of proposed New Jersey retail or event locations.

Programs and funding for the FY15 New Jersey Markdown Promotion are pending approval by the New Jersey Board of Public Utilities and are expected to be announced in late June. All awards will be contingent on final Board approval of FY15 programs and budgets. The program reserves the right to cancel or modify this solicitation. The Program will award Partners the right to use incentives on a competitive basis as described below. For more details, please see the attached Promotion Requirements and Guidelines as well as the Frequently Asked Questions.

If you have any questions, please contact Kevin Burke at (800) 225-0127 ext.3103

Sincerely,

A handwritten signature in black ink that reads "Kevin Burke". The signature is written in a cursive style with a large, sweeping "K" and "B".

Residential Energy Efficiency Program Manager
New Jersey's Clean Energy Program™

Promotion Requirements and Guidelines

I. Application Components

1. **Project Description:** Please provide a description, no more than 5 pages, of the proposed promotion. Describe each component including the objectives of the proposed activities and the expected impact those activities will have on product sales. Description must also indicate how *New Jersey's Clean Energy Program* messaging will be incorporated into these activities throughout the promotion period (submit sample messaging with proposal). Clearly describe the role of each participating party (i.e. manufacturer, retailer, distributor and other partners), including marketing to be undertaken, promotional event support, etc. Note which party will be the primary contact and who will submit the proof of performance and POS data certification.
2. **Retail store or event locations covered under this proposal:** Attach a store list with store number, address(s), and zip codes of those sites which will be participating in the promotion. Retailers with storefronts must have location(s) in New Jersey, and only those locations will be eligible. Store list must be provided in both hard copy and electronic format (MS Excel preferred). Partners offering discounted ENERGY STAR qualified products at events must attach a list of proposed events and locations.
3. **Communications:** Describe the process by which communications will be made from the Trade Ally partner to the store level on all aspects of the promotion including: products offered, product price points, date(s) product will arrive in stores, and advertising and marketing support. Provide the method by which each store's managers, department managers, and sales associates will be informed about the promotion and the marketing signage requirements.
4. **Qualified promotional product:** Provide a list of all models that will be included in the promotion (see attached markdown trade ally product worksheet form). Confirm that all lighting models included are listed as currently qualified on the ENERGY STAR EPA/DOE web page, and will be available in the targeted retail stores/event during the period of the promotion. Partners may propose LED products that are pending DOE test results and EPA/DOE ENERGY STAR approval in the July 1, 2014 thru June 30, 2015 timeframe. Promotions including advanced power strips should provide documentation showing that the models use less than 1 watt of power in Stand-by mode and have electrical and coax surge protection where applicable.
5. **Retail price incentives:** List pre-incentive retail price for each model number proposed before markdown is taken and projected retail price NJ consumers will pay at retail for the product after markdown. (see attached markdown trade ally product worksheet form). Provide proposed incentive per product and total incentive funding requested.
6. **Sample proof of performance (POS Data Report):** Payments for markdown incentives will be made based upon proof of performance showing actual quantities sold during the promotion period. Proposal must include sample electronic point of sales (POS) reports in order to be considered. Refer to Attachment A for the types of proof of performance that will be acceptable for payment purposes. The sample POS data reports must be approved by the Program prior to final promotional agreement. At a minimum, the POS report will include sales data by SKU, quantity sold, store/event location and date range. POS data reports will be provided on a monthly basis unless a less frequent period is agreed. Invoices must also include a POS data report certification form (see attachment C) to be signed by an authorized representative of the retailer Trade Ally Partner to be true and accurate. Additionally, proof of delivery documentation of lighting products shipped to New Jersey store locations may be requested. Final documentation for all incentive payments must be submitted no later than July 15, 2015.
7. **Baseline sales data:** The Markdown Promotion is intended to provide retail incentives on eligible ENERGY STAR lighting products and advanced power strip models that use less than 1 watt of power in Stand-by mode and have electrical and coax surge protection where applicable that are already being carried by participating Trade Ally Partner retailers. To help the Program determine the impact of the proposed promotion, applications must include sales data for all advanced power strip models that use less than 1 watt of power in Stand-by mode and have electrical and coax surge protection where applicable and ENERGY STAR qualified lighting products carried at the retail locations indicated for the period of one year or most up to date POS data available.

8. **Timeline:** Application will include a timeline for the proposed promotion, including the anticipated start date and end date for each markdown, and any other important dates. Projects must begin when trade ally agreement is signed and end by no later than June 30, 2015.

II. Proposal Evaluation Criteria & Consideration (in no particular order)

Proposals that meet the promotion requirements will be evaluated based on the following criteria:

1. **Ability to Leverage Resources.** Proposals should indicate financial contributions (additional partner discounts) the Trade Ally Partners are providing to the project, including but not limited to special promotional pricing.
2. **Verified Quality Product.** Preference will be given to ENERGY STAR qualified lighting products that have undergone additional, independent, third party testing not paid for by the manufacturers with results indicating performance meeting or exceeding ENERGY STAR requirements. Preference will be given to advanced power strip models that have undergone additional, independent, third party testing not paid for by the manufacturers with results indicating performance meeting or exceeding use of less than 1 watt of power in Stand-by mode and have electrical and coax surge protection where applicable.
3. **Consumer Choice.** Preference will be given to proposals that feature LEDs and maximize consumer options by offering a variety of ENERGY STAR qualified products such as A style LEDs, LED reflectors or various candle shapes as well as qualifying indoor and outdoor fixtures. For advanced power strip promotions, preference will be given to those retailers who offer a variety of products at tier one and tier two.
4. **Comprehensiveness.** Preference will be given to proposals that include all ENERGY STAR qualified lighting products sold at the participating retailers in the markdown promotion.
5. **Enhanced Marketing Support.** Preference will be given to proposals that include permanent in-store signage for the duration of the promotion. Preference will also be given to, prominent in-store display space, special POP, advertising, product knowledge sessions for sales staff, and in-store demonstrations.
6. **Specialty Lamps.** Preference will be given to those proposals that support underserved product categories.
7. **Communication & Customer Service.** The Program strongly encourages Trade Ally Partners to establish a clear chain of communications from the manufacturer/buyer to the store manager and sales associate levels. Preference will be given to those proposals that succinctly establish a process/plan, (with checks and balances), that ensures sales associates and consumers will be well served with product information and education by the participating retailer.
8. **Customer Education.** Preference will be given to proposals that clearly communicate the features and benefits of ENERGY STAR lighting and/or advanced power strips through product packaging, in-store signage, POP materials, and advertising. This includes "environmentally friendly" product packaging (in the case of lighting) that shows clear product specification such as wattage, color, lumens and equivalent incandescent replacement. Advanced power strips should include clear instructions and benefit statements. Product packaging with clear instructions on product returns in case of premature failure will be given preference.
9. **Sales Real Estate Commitment.** Preference will be given to proposals that increase shelf or floor space for advanced power strips or ENERGY STAR labeled lighting products.
10. **Good Point of Sales Data.** Preference will be given to proposals that provide point of sales data above the minimum requirements in attachment A and are highly accountable.
11. **Market Lift.** Trade Ally proposing promotions utilizing program incentives for incremental sales of qualified products that demonstrate verifiable lift over existing sales volumes will score higher in the proposal evaluation.
12. **Performance.** Prior partner performance of similar promotion.
13. **Recycling.** Partners that propose CFL recycling at the retail stores level or offer other recycling options to consumers will score higher in the proposal evaluation under recycling.

III. Promotion Requirements and Guidelines

- **Partners must place and maintain signage throughout the promotional period indicating that the product discount is courtesy of New Jersey's Clean Energy Program.** A standard template for using the logos will be provided. All marketing materials and messaging must be approved in advance. The Program may terminate a promotion or project at any time for non-compliance.
- All products being promoted must be supported with signage approved by the Program noting the discounted price.
- All signage, displays, advertisements, etc. utilizing the NJCEP logo must be approved by the Program prior to their placement.
- The Program reserves the right to reject projects that are not targeted to New Jersey residents.

IV. General Eligibility

This promotion is designed to provide retail price incentives support for promotional activities conducted by Trade Ally Partners in New Jersey.

All models must be available in the applicable retail stores during the period of the promotion and carry the ENERGY STAR logo on product packaging as required by EPA.

Trade Ally Partners must agree to the Promotion Requirements and Guidelines outlined in this solicitation. Funding for activities can only be provided for retail or event locations within the State of New Jersey. Trade Ally Partners must provide a store list (both hardcopy and electronic – MS Excel preferred) with zip codes for these activities. Non-retail offers, Electric wholesalers and catalog retailers are excluded.

To be eligible to participate in the promotion, Partners must meet the following criteria:

1. Partners must complete all approved promotions by June 30, 2015. Promotional product sold after June 30, 2015 or not invoiced by July 15, 2015 will not be eligible for retail price incentive markdowns.
2. Partners will cooperate fully with Program requests for information as to products ordered and shipped to each retailer to ensure products are available during the promotion period.
3. Partners will cooperate fully with Program field staff and provide access to promotional products in inventory.
4. Partners must have a method for tracking and recording the actual (or estimated) impact of the proposed activities on the sales of their qualified products.

Partners shall report immediately any suspected incidents of irregularities or fraud to the Program.

No payments will be made to any Partner prior to the execution of a signed agreement.

Reimbursements of markdown incentives will be made only upon submission by Partners of proof of performance showing actual quantities of promotional products sold during the promotion period ending June 30, 2015. Requests for reimbursement must be consistent with the models, number of products and incentive amounts included in the agreement between the Partners and the Program. For point of sale data requirements see Attachment A.

The Program reserves the right to verify point of sale documentation submitted. If all elements of the proposed project(s) are not complete, or adequate proof of performance is not submitted by the specified date, the Program reserves the right to pro-rate the amount of the payment to reflect only the portion of the project that was completed and documented. Fraudulent documentation may result in prosecution, termination from the promotion, and non-payment of all outstanding claims.

The Program will require updates as to products ordered and shipped to each retailer to ensure products are available during the promotion period and funds are being spent (see Attachment B). The progress of promotions will be monitored during the promotional period by comparing submitted proof of performance against sales milestones included in the agreement between the Program and Trade Ally Partners. If sales milestones are not met, the Program reserves the right to reduce the amount of incentives awarded.

The Program reserves the right to impose additional requirements, as necessary, in order to maintain the integrity of the program.

The promotion design and funding outlined in these rules and related promotion materials reflect the current intent of the New Jersey Board of Public Utilities and its Clean Energy Program, but may be modified by the Program at any time and without prior notification. The Program may terminate a promotion or project at any time for non-compliance.

Partners cannot state or imply that they have been rated, ranked, or endorsed by the Program. Partners may not use or display any of the logos, names, or identity unless approved in advance by the Program.

It is the Partner's responsibility to ensure that all uses of the ENERGY STAR logo comply with ENERGY STAR program requirements.

New Jersey's Clean Energy Program™

FY15 Markdown Promotion

Application Form

To be complete, your application **must** include all of the following information:

Contact Name:		Company:	
Mailing Address:			
City:	State:	Zip Code:	
Contact Phone:		Contact Fax:	
Email Address:			
Retail Project Partner:			

1. ENERGY STAR qualified Promotional Products (Check all that apply):

- | | | |
|--|--|--|
| <input type="checkbox"/> LED Light Bulbs | <input type="checkbox"/> LED Recessed Downlights | <input type="checkbox"/> Ceiling Fan w/Light Kit |
| <input type="checkbox"/> Hardwired Fixtures (Indoor/Outdoor) | <input type="checkbox"/> Torchiere | <input type="checkbox"/> Ceiling Fan Light Kit |
| <input type="checkbox"/> Compact Fluorescent Lamps (CFLs) | <input type="checkbox"/> Portable Fixtures | <input type="checkbox"/> Specialty CFLs |

2. Other Promotional Products:

- Advanced Power Strips

3. Type of Promotional Activity(ies) - (Check all that apply, must check at least one):

In-Store Promotional Displays:

- End Cap Display
 Point of Purchase Materials (POP)
 Headers/Signage
 Other (Explain): _____

Advertising:

- Newspaper Ad(s)
 TV/Radio
 Retailer Circular
 Other (Explain): _____

4. Provide a description of your proposed project, using the attached guidelines provided in Section I.

5. Provide a completed Product Type/Incentive Level Worksheet included in this packet.

6. Name of Participating Manufacturer, Retailer and/or Trade Ally partner: Applications must be signed by both the manufacturer and the retailer in order to be considered.

Signature of Trade Ally Primary Contact

Signature of Retailer or Manufacturer Partner

Name (printed or typed)

Name (printed or typed)

Date

Date

By signing this document, you certify that:

1. You have read, understand, and agree to the attached Promotion Requirements and Guidelines.
2. The information in this proposal is true and correct. You understand that submission of misleading, untrue, or incorrect information will be grounds for disqualifying all of the proposed activities in this proposal.

Proposals must be submitted electronically to the email address below. A hardcopy may be sent by post.
(You may request an electronic version of the application):

Kevin Burke
Energy Efficiency Programs Manager
New Jersey's Clean Energy Program™
c/o Honeywell Smart Grid Solutions
(800) 225-0127 extension 3103
973-890-1531 fax
Kevin.Burke2@honeywell.com

**New Jersey's Clean Energy Program
FY15 Markdown Incentive Schedule**

FY15 Maximum Available Incentives: Partners may only request incentives for qualified products up to 50% of retail price and not exceed maximum available incentives listed below including multi-packs.

All products requesting incentives must have a minimum light output of 300 Lumens.

Note additional eligibility requirements in section IV of RFP

2014-2015 NJCEP Lighting Markdown Promotional Products	Maximum Incentives Allowed
ENERGY STAR qualified CFL's	
Bare Spiral CFL or A-Lamp Covered CFL (single pack)	\$0.60/bulb
Bare Spiral CFL or A-Lamp Covered CFL (multi-pack)	\$0.50/bulb (\$6 max per package)
Specialty CFL (single pack)*	\$2.00/bulb
Specialty CFL (multi-pack)*	\$1.50/bulb (\$6 max per package)
ENERGY STAR qualified LED's	
ENERGY STAR qualified LED Light Bulbs -	
Omni directional A Style LED	\$4.50 - \$7.00/bulb
Omni directional A Style LED	\$3.00 - \$5.00/bulb (\$30 Max per package)
LED Reflectors - R20,R30,R40,PAR38 (single pack)	\$5.00 - \$10.00/bulb
LED Reflectors - R20,R30,R40,PAR38 (multi-pack)	\$3.00 - \$7.00/bulb (\$42 Max per package)
LED MR16 or Candle shape (single pack)	\$1.00 - \$2.00/bulb
LED MR16 or Candle shape (multi-pack)	\$1.00 - \$1.50/bulb (\$6 max per package)
ENERGY STAR qualified Fixtures	
ENERGY STAR qualified LED Recessed Downlights (single pack)	\$5.00 - \$15.00/unit
ENERGY STAR qualified LED Recessed Downlights (multi pack)	\$3.50 - \$10.00/unit (\$60 Max per package)
Desk / Clip Lamps	\$3.00 - \$5.00/fixture (\$5 Max per package)
Indoor Portable Light Fixtures (Table, floor, torchiere)	\$4.50 - \$7.00/fixture (\$7 Max per package)
Indoor Permanent Light Fixtures (single pack)	\$5.00 - \$15.00/unit
Indoor Permanent Light Fixtures (multi pack)	\$3.50 - \$10.00/unit (\$60 Max per package)
Outdoor Light Fixtures (single pack)	\$4.50 - \$10.00/fixture
Outdoor Light Fixtures (multi pack)	\$3.00 - \$7.00/fixture (\$7 Max per package)
Ceiling Fans w/lights or light kits	\$7.50 - \$15.00/unit (\$15 Max per package)
Advanced Power Strips	
Advanced Power Strips and Education **	\$7.00 - \$10.00/APS
* Specialty cfl's are defined as reflector CFL's Globe shaped CFL's, and 3-way, dimmable, dusk/dawn, high Lumen (> 1750 CFL's)	
** Must educate consumer on proper product usage at point of sale	

The following products are NOT eligible for incentives:

- ENERGY STAR qualified outdoor fixtures which do not use a LED or fluorescent lamp.
- Other energy efficient lighting products that are not ENERGY STAR qualified.
- Other ENERGY STAR qualified solid state lighting (SSL) technologies not listed above

FY15 NJCEP Markdown Promotion

Frequently Asked Questions

WHAT INCENTIVES ARE AVAILABLE? The FY15 Markdown Promotion provides incentives that Trade Ally Partners can use to reduce the retail price of advanced power strip that have undergone additional, independent, third party testing not paid for by the manufacturers with results indicating performance meeting or exceeding use of less than 1 watt of power in Stand-by mode and have electrical and coax surge protection where applicable and eligible ENERGY STAR[®] lighting products during the promotion period. Trade Ally Partners have flexibility in how they apply these incentives. The “Maximum Available Incentives” table lists the maximum incentive that may be applied per unit, by type of product. Partners are free to propose incentive levels equal to, or lower than, these maximums.

WHY WOULD A PARTNER PROPOSE TO USE LESS THAN THE MAXIMUM INCENTIVE? Proposals will be evaluated on the value created in terms of dollars per kilowatt hour of energy saved. The lower the incentive proposed per product, the greater the kilowatt hours of savings per program dollar spent, and the greater the value of the proposal. More valuable proposals will be given preference in the awarding of incentives.

HOW ARE THE INCENTIVES PAID? Partners sign an agreement with the Program Market Manager detailing the numbers of specific advanced power strips and/or ENERGY STAR qualified lighting products to be sold during the promotion, and how much Program incentive will be applied to each unit. After products are sold at reduced prices during the promotional period, Trade Ally partners submit an invoice with the **approved** “POS” data report documenting that the agreed upon number of eligible products have been sold and an authorized retailer POS data report certification .

WHO CAN APPLY? Partners may apply to this Markdown Promotion RFP as well as the Creative Outreach and Education RFP. This promotion is open to Trade Ally Partners that sell advanced power strip that have undergone additional, independent, third party testing not paid for by the manufacturers with results indicating performance meeting or exceeding use of less than 1 watt of power in Stand-by mode and have electrical and coax surge protection where applicable and/or eligible ENERGY STAR lighting products to New Jersey residents through retail locations (including online stores) or through events in New Jersey. A manufacturer may submit several proposals with different retailers, and vice versa. However, each unique retailer/manufacturer pair should submit only one proposal covering all promotions that these Trade Ally Partners want to conduct together. **Note, no more than 3 proposals per Trade Ally partner may be submitted for consideration.**

IS THERE CO-OP ADVERTISING SUPPORT? The Program will **not** offer co-op advertising support due to reduced budgets.

HOW MUCH MONEY IS AVAILABLE? The minimum product markdown request that will be considered in the FY15 Promotion is \$50,000. (See application for specific incentive levels). **No single manufacturer, retailer, Trade Ally partner team shall be awarded more than \$1,000,000 in the initial markdown incentive award. Additional funds, if available, may be awarded later in the fiscal year based on promotion performance.**

WHAT TYPES OF ACTIVITIES ARE ELIGIBLE? Incentives will be awarded based on the quality of the proposals, and at the discretion of the Program. To be eligible for the incentives, the Partners must meet all promotion requirements. Partners should work together to provide a customized program to promote advanced power strip that have undergone additional, independent, third party testing not paid for by the manufacturers with results indicating performance meeting or exceeding use of less than 1 watt of power in Stand-by mode and have electrical and coax surge protection where applicable and/or ENERGY STAR[®] qualified lighting products and educate New

Jersey residents on its benefits. Proposals should include details on how the Partners plan to market to their customers, including displays, demos, and advertising and educational materials. **New Jersey’s Clean Energy Program sponsorship must be clearly identified to New Jersey residents.** The Program is interested in innovative, retail-oriented marketing approaches that meet the required promotion requirements and timeframe.

HOW WILL MY APPLICATION BE EVALUATED? Each application will be scored on ability to meet promotion requirements, marketing and promotion plan, and value to the Program. Preference will be given to proposals that make the most efficient use of incentive funds, maximize the number of LEDs and specialty CFLs promoted, include “environmentally friendly” packaging and offer clear display of LED/CFL /Fixture specifications (such as wattages, color, equivalent incandescent replacement). (Please refer to Section II for promotion evaluation criteria and consideration.) Advanced power strips should include clear instructions and benefit statements.

HOW DO I GET STARTED? Carefully review the application materials, including the Promotion Guidelines. Complete the application materials, including the Application Form and Funding Worksheet.

WHAT ARE THE IMPORTANT DATES?

Application Package Due	5:00 pm on July 15, 2014
Partners Notified	Early to Mid-August
Promotions Start (Upon signed agreement)	September 16, 2014
Promotion Ends	No later than June 30, 2015
Final Incentive Reimbursement Due	By July 15, 2015

WHO CAN I CONTACT IF I HAVE QUESTIONS? You may contact Kevin Burke at (800) 225-0127 extension 3103 or by email at kevin.burke2@honeywell.com.

Markdown RFP Attachment A:

Proof of Performance Requirements

A. Product Incentive	Required Proof of Performance (Includes but is not limited to)
<p>Markdown:</p> <p>Trade Ally Partners must submit all the required proof of performance in order to receive incentive funding for product sold in New Jersey retail stores.</p>	<p>Invoices from Trade Ally Partners requesting incentive payment must be addressed to:</p> <p style="padding-left: 40px;">New Jersey’s Clean Energy Program Markdown Promotion c/o Honeywell 145 Route 46 West Wayne NJ 07470 Attn: Kimberly Talt</p> <ol style="list-style-type: none"> 1. Invoices must include an invoice number, date, detail model numbers, quantity of products sold, product type, and incentive level according to product type, total incentive funding, and final requested amount. Only qualified products sold during the promotional period will be approved. Invoice support for markdown incentive must include actual point of sales data report (electronic) provided by the retailer for the invoice period. 2. Payments for markdown incentives will be made based upon proof of performance showing actual quantities sold during the promotion period, from the time of the signed trade ally agreement through June 30, 2015. The POS data reports submitted with invoices must be the same as sample included with proposal and approved by the Program prior to final promotional agreement. Invoices must also include a POS certification form (see attachment C) to be signed by an authorized representative of the retailer Partner to be true and accurate. Minimum requirements for POS data reports includes sales data by SKU, quantity sold, store location and date range. POS data reports will be provided on a monthly basis unless a less frequent period is agreed. 3. Additional documentation may be required to show proof of delivery of products to retail store locations, ex: copy of invoices, purchase orders, packing slips or bill of lading from manufacturer to retailer showing retail store and address where product delivered, quantity delivered, date delivered, and signature of recipient. 4. Trade Ally Partners are encouraged to combine multiple store locations into one invoice and submit no more than two invoice packages per month in order to expedite payment. 5. Final documentation for all incentive payments must be submitted no later than July 15, 2015.

Markdown RFP Attachment B: Shipment Update Report Template

Partners may be asked to submit shipping reports as additional proof of performance (sample below).

Retailer A

Status	Date	Product Type 1 (i.e. 13W)	Product Type 2 (i.e. 15WR30)	(etc.)
Scheduled to Ship	8/1/2013	5,000	3,000	(etc.)

Markdown RFP Attachment C:

Point of Sales Report Certification

(to be included with all invoices and POS reports)

I, _____ hereby certify that to the best of my knowledge the data reported on the Point of Sales (POS) report(s) for the period covering _____ are accurate and a true reflection of qualified ENERGY STAR[®] lighting products sold during the promotion period.

Retailer: _____

Manager: _____

Title: _____

Signature: _____

Date: _____

(Trade Ally contact for Sales Report Certification to be specified in proposal)