



Retail Energy-Efficient Appliance Program

Illinois Retail Merchants Association
19 South LaSalle Street, Suite 300
Chicago, IL 60603
Phone: 312.726.4600
Fax: 312.726.9570



www.illinoisenergy.org/appliances



Courtesy of the American Recovery and Reinvestment Act and the Illinois Department of Commerce and Economic Opportunity

RETAILER ENROLLMENT PROGRAM DETAILS

Note: Deliver date change...see page 2 Illinois ENERGY STAR® Appliance Rebate Program Details
For Promotion of High Efficiency Replacement Products
PHASE 2

Purpose: To enlist the support of retailers for the second promotion of the American Recovery and Reinvestment Act of 2009 (ARRA) ENERGY STAR Appliance Rebate Program within the State of Illinois

Time Frame: The program will begin at 8 AM on September 24, 2010 and end at 9PM or until program funds are depleted, whichever is first.

A marketing campaign and sales promotion will be launched for ENERGY STAR qualified replacement clothes washers, dishwashers, freezers, and refrigerators. Prior to its launch, retailers will be encouraged to use Point of Purchase materials to help promote the program. Complimentary POS marketing materials will be emailed and mailed to all program participants on Friday, September 10th. Retailers are also welcome to use their own marketing materials for this purpose.

- NOTE: U.S. Department of Energy requires this program be marketed as *replacement program*. The program's goal is to have customers replace their old inefficient appliances with new, ENERGY STAR qualified models.

Program Participation Details: The State of Illinois has just over \$3 million in stimulus money to fund a rebate program for purchasers of select new ENERGY STAR qualified replacement appliances. As a retailer, you will be eligible to participate in the program by offering rebates to your customers if you sign the enrollment form and agree to abide by the rules of the program. The details of the program are provided below and cover the following: which products are eligible for the rebate, how the rebates must be administered, the amount of the rebate, required promotion of the program, how to invoice the State and end of program delivery dates. If you have any questions about the information provided on this form, please call the Illinois Retail Merchants Association (IRMA) office at 312.726.4600 for more information.

■ **Products.** The following new ENERGY STAR qualified replacement products will be eligible for rebates at participating retail stores on September 24, 2010 – Clothes washers, dishwashers, freezers and refrigerators*.

- **The rebate program is for in-store sales only. On-line sales are not eligible for a rebate.**
- **Pre-Sales will not be allowed for any of the qualifying replacement appliances in the Retail Energy Efficiency Appliance Program. All Sales must be both initiated and made by customers in the store on September 24, 2010.**
- **Disabled individuals physically unable to make their purchases in-store may do so by calling a participating retailer. NOTE: This is ONLY for persons physically unable to make their purchases in-store. The State reserves the right to revoke any and all rebates made by individuals violating or misusing this stipulation.**

■ **Rebates.** Customers making qualifying replacement purchases will receive an instant rebate at point of sale.

- **Instant Rebates.** Customers will receive an instant rebate at point of sale of 15% off the price of any of the qualifying ENERGY STAR replacement appliances listed above.
- **Rebate Caps:** There will be a maximum rebate of \$250 per replacement appliance purchased using this program. This will allow for more appliances to be sold and for the funding to stretch to more participants.

■ **Self-Certification.** This is a appliance replacement program. Customers must complete a self certification form attesting that the appliance purchased is for replacement purposes.

■ **Eligibility.** The following are the general restrictions on the rebate offering. First, the purpose of the ARRA funds is to aid residential customers. As such, customers paying with a corporate credit card, corporate check, or corporate buying accounts are not eligible. Second, there is a limit of one appliance of a specific type per visit (example: a customer buying two qualifying refrigerators would only receive one rebate).

■ **Sales Data Reporting.** In order to adequately monitor the amount of funds available to administer the program, retailers must email **hourly** sales reports to SalesReport@irma.org beginning at 9:00 a.m..

FAILURE TO ENTER HOURLY SALES TOTALS MAY RESULT IN A RETAILER BEING IMMEDIATELY DROPPED FROM THE PROGRAM. YOU MUST REPORT TOTALS EVEN IF YOU DID NOT HAVE ANY SALES DURING ANY HOUR OF THE PROGRAM.

Illinois ENERGY STAR® Appliance Rebate Program Details For Promotion of High Efficiency Replacement Products

■ **Delivery Restrictions.** All appliances rebated under this program must be delivered by close of business Monday, October 25, 2010 (**NEW DATE!**)

■ **Invoicing.** Retailers must submit an invoice to the State's chosen administrator in order to be reimbursed for rebate distribution. The invoices will be paid within 30 days of receipt.

Invoices will be accepted in three phases. The first phase will begin on Thursday, September 30th for all rebated replacement appliances delivered by close of Business September 29, 2010. The second phase will begin on Tuesday, October 19, 2010 for all appliances delivered by close of business Monday, October 18, 2010. The third and final phase will begin on October 26th for all appliances delivered throughout the program. Any returns and refunds owed to the state must be included in this third phase of invoices. All invoices must be submitted to the state by 5:00 p.m. Central Time on Friday, October 29, 2010. Invoices will include the following information for each rebated purchase: Make, Model number, Purchase price, Date purchased (or date rebate paid), Rebate amount paid and Purchaser zip code. Participants must enter all of this data into a spreadsheet that can be accessed on the program website: www.helpgreenillinois.org. In addition, participants will must email or fax copies of the receipts given to customers as a support for the rebate requested.

■ **Signage.** The program will provide Point of Purchase (POP) materials free of charge to retailers which will be emailed and mailed on Friday, September 10, 2010, although retailers will be permitted to use their own materials.

Again, note that this program must be marketed as a *replacement program* for customers to replace their old inefficient appliances with new ENERGY STAR qualified models.

■ **Timing.** The Fall program will be one day, September 24, 2010. **Rebates can only be offered from 8:00 am – 9:00 p.m. or until funds are exhausted.** The program administrator reserves the right to adjust the end point of the program based on remaining funding. **Should the program require shut-down prior to 9:00 p.m., all participating retailers will be notified via email no later than 2 hours prior to the close of the program. After end of the notification period, no rebates may be offered.** For example, if the notification email is sent at 3 p.m. the last instant rebate will be honored at 4:59 p.m.

It is the responsibility of each retailer to diligently check their email for this notification.

Rebate Return Policy

In the event that a replacement appliance purchased with a rebate during the program period is returned and **not replaced**, any rebate funds that have been reimbursed by the state must be returned by close of business on December 3, 2010.

Rebates should be returned by a check made out to "Illinois ENERGY STAR Appliance Rebate Program 2" and mailed to the following address:

**Illinois ENERGY STAR Appliance Rebate Program
3800 Watt Ave., Suite 105
Sacramento, CA 95821**

If an appliance is returned and the retailer has submitted his/her invoice but has yet to be reimbursed, the retailer must submit through email or fax a copy of the return receipt. The amount of the returned rebate will be deducted from the total rebate amount owed to the retailer. The adjusted reimbursement will be sent to the retailer in the form of a check or electronically in accordance with the retailer's chosen preference.

Copies of return receipts should be emailed or faxed to the following email/fax number: ilsrebates@egia.org or 800.506.9073.

Clarification from the federal government on which appliances are considered ENERGY STAR qualified:

The Illinois program is offering rebates on the following replacement appliances: refrigerators, freezers, clothes washers and dishwashers that are ENERGY STAR qualified. The eligibility of a product will be determined by its presence on the appropriate ENERGY STAR qualified product list. These lists are updated continuously by the ENERGY STAR program in real time. You may find the appropriate list by going to www.energystar.gov/products. Any product that is not on this list will not be eligible for the Illinois SEEARP program so check that all those products that are labeled as ENERGY STAR qualified in your stores are on the appropriate list.

A January, 2010 ruling by the Environmental Protection Agency removed 21 LG and Kenmore refrigerator models from the ENERGY STAR qualified product list. **These models did not meet the ENERGY STAR CRITERIA and will not be eligible for a rebate.**

A full listing of the models affected by this ruling may be found at the following website:
[http://www.energystar.gov/ia/products/downloads/letter to EEPS on LG.pdf](http://www.energystar.gov/ia/products/downloads/letter%20to%20EEPS%20on%20LG.pdf)

* Specific details regarding invoicing and bill payment will be forwarded in the enrollment packet issued to participants after receipt of the signature page of this form.