



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

Illinois ENERGY STAR® Appliance Rebate Program Details

Purpose: To enlist the support of retailers for the 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 on April 16, 2010 with a scheduled end date at the close of business April 25, 2010 or until program funds are depleted, whichever is first.

- **Earth Day 2010.** This spring, surrounding Earth Day, a marketing campaign and sales promotion will be launched for ENERGY STAR qualified clothes washers, dishwashers, freezers, refrigerators, and room air conditioners. 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, March 19, 2010. Retailers are also welcome to use their own marketing materials for this purpose.

Program Participation Details: The State of Illinois has received just over \$13 million in stimulus money to fund a rebate program for purchasers of select new ENERGY STAR qualified appliances and water heaters and high-efficiency HVAC equipment. Over half of that funding has been set aside specifically for the sale of white goods 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 haul-away incentives. 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 products will be eligible for rebates at participating retail stores April 16-25, 2010 - Clothes washers, dishwashers, freezers, refrigerators*, and room air conditioners.
 - **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 appliances in the Retail Energy Efficiency Appliance Program. All sales must be made by customers in the store on the dates that the program is active in Illinois.**
- **Rebates.** Customers making qualifying purchases will receive an instant rebate at point of sale and will also be offered an additional mail-in rebate if they show proof that their old freezer or full-sized refrigerator was hauled away to be recycled.
 - **Instant Rebates.** Customers will receive an instant rebate at point of sale of 15% off the price of any of the qualifying ENERGY STAR white goods appliances listed above.
 - **Mail-in Rebates.** If the customer allows their old stand-alone freezer (any size) or full-sized (≥ 7.75 cubic feet) refrigerator or refrigerator/freezer combination unit to be hauled away and recycled for scrap, the customer can fill out a form to receive an additional \$75 mail-in rebate as an incentive to discourage non-energy efficient products from being sold on the secondary market. The customer can access the forms either in the store or at the IL DCEO website – www.illinoisenergy.org/appliancerebates. They must mail the rebate form to the address listed on the form along with a copy of their receipt (showing the purchase of a new ENERGY STAR product and accompanying 15% rebate) and written proof from the retailer or hauler that the old item has been hauled away.

- 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 discount).
 - Daily Sales Data. In order to adequately monitor the amount of funds available to administer the program, retailers must provide **daily** sales data online through the program website at: www.helpgreenillinois.org. Retailers will submit their daily totals ONCE by noon for the previous day's sales. For example, Friday's sales totals must be entered into the system by Saturday at noon. **FAILURE TO ENTER DAILY 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 on a given day of the program.
 - Delivery Restrictions. All appliances purchased under this program must be delivered by close of business Monday, May 10, 2010.
 - Invoicing. Retailers must submit an invoice to the State (or its chosen administrator) in order to be reimbursed for rebate distribution. The invoices will be paid within 30 days of receipt. **Invoices will be accepted beginning on Tuesday, May 11, 2010 and must be submitted by 5pm on Tuesday, June 8, 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 will enter all of the necessary data into a spreadsheet that can be accessed on the program website: www.HelpGreenIllinois.org. In addition, participants will either email or fax copies of the receipts given to customers as support for the rebate requested.
 - Recycling. The State will attempt to negotiate with JACO Environmental and ARCA to pursue utilization of their recycling facilities or point haul-away companies to state recycling/scraping facilities if haul away contractors do not have recycling capabilities
 - Signage. The program will provide Point of Purchase (PoP) materials free of charge to retailers which will be emailed and mailed on Friday, March 19, 2010, although retailers will be permitted to use their own materials.
 - Timing. The Spring program will run during the week surrounding Earth Day (April 16-25, 2010). The program administrator reserves the right to adjust the end points of the program periods given remaining funding. **Should the program require shut-down prior to April 25, all participating retailers will be notified via email by 3 p.m. on the last day of the program. After this notification is sent, no rebates may be offered the following day.** Any rebates offered on the following day or subsequent days will NOT be repaid by the State under any circumstances. It is the responsibility of each retailer to diligently check their email for this notification.
 - For example, if the notification email is sent at 3 p.m. on Wed April 21, 11:59 p.m. April 21 is the last instance a rebate will be honored.
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