

PLEASE CHECK THE APPROPRIATE BOX OR THE APPLICATION WILL BE RETURNED: **New Construction** **Existing Business**

This application expires March 31, 2012. Return signed, completed application and itemized invoice postmarked within 45 calendar days of project installation, but no later than March 31, 2012, unless an earlier date is specified by a Focus on Energy promotion. Focus incentives are subject to change. Please visit focusenergy.com/incentives/business to ensure you are using the most current form. Questions: Call 800.762.7077

SECTION 1: CUSTOMER LEGAL INFORMATION

Company Legal Name:		Tax Identification Number (Complete ONE only, must be 9 digits): FEIN #: _____ - _____ - _____ OR SSN: _____ - _____ - _____		
Legal Mailing Address:		City:	State:	Zip Code:
Business Classification of Customer (Check ONE only. Required for all businesses, including non-profits): <input type="checkbox"/> Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Sole Proprietorship-Individual <input type="checkbox"/> LLC <input type="checkbox"/> Other _____				Owner Name (Corporations excluded):

SECTION 2: PAYMENT INFORMATION

Make Incentive Check Payable to: <input type="checkbox"/> Company <input type="checkbox"/> Business Owner's Legal Name (Only if Sole Proprietor) <input type="checkbox"/> Trade Ally (Complete Section 4)				
Make Check to: <input type="checkbox"/> Company Legal Address <input type="checkbox"/> Job Site Address <input type="checkbox"/> Alternate Address (complete below):			Attention To:	
Alternate Pay Address:		City:	State:	Zip Code:

SECTION 3: JOB SITE INFORMATION

Job Site Name:		Project Contact Name:		
Job Site Street Address (physical location):		Project Contact E-mail:		
City:	State: WI	Zip Code:	Project Contact Telephone:	
Electric Provider at Job Site:		Electric Provider Primary Acct #:		
Natural Gas Provider at Job Site:		Natural Gas Provider Primary Acct #:		
Project Installation/Service Date:		Describe Building Use (example: Food processing plant):		

SECTION 4: TRADE ALLY INFORMATION (See Trade Ally information section on the Program Information and Requirements page)

Trade Ally Name:		Tax Identification Number (complete ONE only if receiving payment - must be 9 digits): FEIN #: _____ - _____ - _____ OR SSN: _____ - _____ - _____		
Trade Ally Street Address:		City:	State:	Zip Code:
Trade Ally Contact Name:		Contact Telephone:	Contact E-mail:	
Business Classification of Trade Ally (Check ONE only): <input type="checkbox"/> Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Sole Proprietorship-Individual <input type="checkbox"/> LLC <input type="checkbox"/> Other _____				

SECTION 5: CUSTOMER SIGNATURE (Please Read & Sign)

Certification: The following certifications are required in order for this form to substitute for the IRS form W-9. Under penalty of perjury, I certify that:

- The number shown on this form is the correct taxpayer identification number.
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the IRS that I am subject to backup withholding as a result of a failure to report all interest or dividends or (c) the IRS has notified me that I am no longer subject to backup withholding.
- I am a U.S. citizen (includes a U.S. resident alien).

The undersigned agrees that the stated energy-efficient measure(s) was (were) installed at the job site address listed above as part of the Focus on Energy Program. I have read and agree to the Terms & Conditions within this application. To the best of my knowledge, the statements made on this application are complete, true and correct, and I have submitted the appropriate supporting documentation to receive an incentive. **Itemized Invoice Attached**

Customer Signature:	Customer Name (Print):	Date:
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SECTION 6: APPLICATION SUBMITTAL Select the building type that represents where equipment was installed or service was performed (check **ONE** only). Send or fax form to corresponding address or e-mail BPforms@focusenergy.com.

<input type="checkbox"/> Industrial (manufacturing, food processing, paper mill, etc.) Focus on Energy Incentives 5609 Medical Circle, Suite 201 Madison WI 53719 Fax: 608.277.2947	<input type="checkbox"/> Agriculture (farms, greenhouses, aquaculture, etc.) Focus on Energy Incentives 440 Science Drive, Suite 400 Madison WI 53711 Fax: 608.233.7262	<input type="checkbox"/> Commercial (retail office, bar/restaurant, lodging, healthcare, vehicle/repair, etc.) Focus on Energy Incentives 10535 N Port Washington Rd., Suite 201 Mequon WI 53092 Fax: 262.240.0825	<input type="checkbox"/> Schools & Government (public/private schools, government buildings, municipalities, etc.) Focus on Energy Incentives 2923 Marketplace Drive, Suite 108 Fitchburg WI 53719-5320 Fax: 608.467.1417
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COMMERCIAL REFRIGERATION INCENTIVE APPLICATION

Measure		Quantity Installed	Retrofit Incentive	New Construction Incentive	SUBTOTAL
Anti-Sweat Heater Controls	for Freezer Case	_____ # of Standard Doors	\$40 per Door	\$40 per Door	
		_____ # of Low-Heat Doors	\$40 per Door	\$40 per Door	
		_____ # of No-Heat Doors	\$40 per Door	\$40 per Door	
	for Cooler Case	_____ # of Standard Doors	\$40 per Door	\$40 per Door	
		_____ # of Low-Heat or No-Heat Doors	\$40 per Door	\$40 per Door	
Efficient Reach-In Case Doors	for Freezer Case Door	_____ # of Low-Heat Doors	\$50 per Door	\$50 per Door	
		_____ # of No-Heat Doors	\$100 per Door	\$100 per Door	
	for Cooler Case Door	_____ # of No-Heat Doors	\$10 per Door	\$10 per Door	
LED Lighting in Reach-in Freezer or Cooler Cases Reservation Code: _____		_____ # of Doors Converted to LED	\$25 per Door	Not Eligible	
Occupancy Sensors for LED Lighting in Reach-in Cases		_____ # of Doors Controlled	\$10 per Door	\$10 per Door	
In Reach-in Freezer or Cooler Case: ECM Evaporator Fan Motors Replacing Shaded Pole or PSC Motors		_____ # of ECM Motors	\$30 per Motor	\$30 per Motor	
In Walk-in Freezer or Cooler: ECM Evaporator Fan Motors Replacing Shaded Pole or PSC Motors		ECM Motors Replacing Shaded Pole or PSC Motors <1/20th hp _____ # Freezer _____ # Cooler	\$30 per Motor	Not eligible	
		ECM Motors Replacing Shaded Pole or PSC Motors ≥1/20th hp _____ # Freezer _____ # Cooler	\$60 per Motor	Not eligible	
		_____ # of ECM Motors Replacing PSC Motors ≥1/10th hp Installed in: Freezer <input type="checkbox"/> Cooler <input type="checkbox"/>	\$40 per Motor	Not eligible	
Night Curtains for Open Coolers		_____ # of Linear Feet Covered	\$9 per Linear Foot	\$9 per Linear Foot	
Beverage Cooler Controls Does the device contain an external occupancy sensor? <input type="checkbox"/> Yes <input type="checkbox"/> No		_____ # of Beverage Coolers Controlled	\$50 per Cooler	\$50 per Cooler	
TOTAL INCENTIVE REQUESTED					
Incentives not to exceed cost of the product.					\$

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COMMERCIAL REFRIGERATION REQUIREMENTS

GENERAL REQUIREMENTS

1. Grocery, convenience and other retail stores served by qualifying utilities with refrigerated or frozen food display cases are eligible for these incentives. Check the Focus on Energy website (www.focusonenergy.com) to verify eligibility.
2. Invoice must include brand name and model number or equipment/control system that is installed.
3. For multiple locations, a spreadsheet can be submitted as a substitute for multiple applications. Spreadsheets for a variety of technologies can be found at focusonenergy.com/spreadsheet.

A. Anti-Sweat Heater Controls

1. Install equipment that senses the relative humidity in the air outside of the display case and reduces or turns off the glass door (if applicable) and frame anti-sweat heaters at low humidity conditions.
2. Equipment must control heaters on frame and mullion in all instances, and door, if equipped with heater.

B. Efficient Reach-In Cooler Case Doors

1. For refrigerated cooler case applications, only no-heat doors qualify; low-heat doors are not eligible.
2. Both no-heat and low-heat doors qualify if used on freezer cases.

C. LED Lighting in Reach-In Freezer or Cooler Case

1. A reservation code is required. Please contact 888-598-4376 to speak with a Focus on Energy Advisor to receive a code.
2. Incentives are available for retrofits in existing refrigerated display cases only. Retrofit projects must completely remove the existing fluorescent fixture end connectors and ballasts to qualify (wiring may be reused).
3. Please enter the quantity of doors converted to LED lighting, not the number of fixtures.
4. Eligibility is limited to products that appear on one of the following qualified product lists (QPLs):
 - ENERGY STAR qualified commercial LED lighting
 - Design lights consortium solid state lighting QPL

D. Occupancy Sensors for LED Lighting in Reach-In Cases

1. Sensors for both end-of-aisle and individual cases qualify.
2. Please enter the quantity of doors controlled by sensors, not the number of sensors.

E. Efficient Fan Motors in Reach-In Case

1. Incentives are available for ECM (electronically commutated motor) fan motor retrofits in existing refrigerated display cases and for new installations. New ECM motors may be an upgrade or replace either S-P motors or PSC motors.

F. Efficient Fan Motors in Walk-in Freezer or Cooler

1. Incentives are available for ECMs replacing shaded pole motors or PSC motors on existing walk-in freezer and walk-in cooler evaporator fans (does not include condenser fan motors). Incentive not available for equipment in *new* walk-in freezers or coolers.

G. Night Curtains for Open Coolers

1. Applies to professionally-installed, "permanent", low emissivity (reflective) night curtain products only.
2. Linear foot measurement is the side-to-side (not top to bottom) measured width of all installed night curtains.

H. Beverage Cooler Controls

1. Controls must be applied to self-contained commercial merchandising beverage coolers only. Coolers must have see-through doors, may or may not have interior lighting, and must have net capacity ≥ 8 cubic feet.
2. Controls may function in one of two ways: (1) Controls must include a passive occupancy sensor to turn off lights and compressor when surrounding area is unoccupied for a preset length of time, or (2) system will leave lights on while controlling compressor operation based on sales activity instead of occupancy. Control should periodically power up machine at intervals to maintain product temperature and provide compressor protection. For coolers containing non-perishable contents only.

PROGRAM INFORMATION AND REQUIREMENTS

INCENTIVES

Cash incentives are limited to \$250,000 per project and \$500,000 per customer per calendar year for all Focus on Energy rewards (prescriptive and custom). Payments are usually made within 8-10 weeks from the date that all completed paperwork is received. Depending on your business tax classification, you may receive IRS Form 1099 for incentives totaling over \$600 in a calendar year.

PRESCRIPTIVE INCENTIVES

Any project with an expected reward exceeding \$25,000 must receive written approval BEFORE project initiation or equipment purchase. Check the Focus on Energy Web site at focusonenergy.com/incentives/business or call 800.762.7077 for more information.

CUSTOM INCENTIVES

If your project does not fit the descriptions on this prescriptive incentive application form, it may qualify for a custom incentive which requires approval prior to project initiation and ordering equipment or issuing purchase orders. Direct inquiries to 800.762.7077 or visit focusonenergy.com/incentives/business.

TERMS AND CONDITIONS

- Incentive Offer:** This application covers products installed and services performed between October 1, 2011 and March 31, 2012. Applications must be postmarked within 45 calendar days of project installation but no later than March 31, 2012 unless an earlier date is specified by a Focus on Energy promotion. Applications received beyond the 45 days or after March 31, 2012 will not be accepted. Please keep a copy for your records. Incomplete applications will be returned.
- Proof of Purchase:** This application must have complete information and be submitted with an invoice itemizing the product(s) and/or services(s) received. Purchase orders, proposals and quotes are not considered proof of purchase. See the requirements section of this application for more details. Sample invoices can be found at focusonenergy.com/sampleinvoice.
- Compliance:**
 - All projects are expected to comply with federal, state and local codes.
 - All equipment must be new. Used or rebuilt equipment is not eligible for rewards with pre-approval. Leased equipment must receive pre-approval BEFORE project initiation or entering into the equipment lease. Replaced equipment must be removed and not reused elsewhere.
 - Equipment must meet specification requirements and be purchased and operating prior to submitting a reward application form.
 - The customer is required to maintain accurate records of the project work including but not limited to installation records, invoices and maintenance information for a period of two (2) years from the date the incentive was paid. Focus on Energy reserves the right to inspect such project records for a period of two (2) years from the date of the incentive being paid.
- Payment:** Focus on Energy reserves the right to a full recovery of any incentive payments if Focus determines that the customer has misrepresented information on the project or is ineligible. Should the customer or its representative apply for and receive duplicate payment, Focus reserves the right to recover payments made in excess of the entitled incentive.
- Publicity:** Focus on Energy reserves the right to publicize customer's participation in this program, unless specifically requested otherwise in writing. Requests should be e-mailed to bpforms@focusonenergy.com. Customers or trade allies may not use the Focus on Energy name or logo in any marketing, advertising or promotional materials without prior written permission. When referencing Focus involvement with any project, customers shall collaborate with Focus marketing staff to prepare any press release and to plan for any news conference and agrees to provide Focus, for its prior written approval, a written copy of any advertisements or promotional material regarding this program prior to publishing any such advertisements or promotional material. Focus reserves the right to deny use of the Focus on Energy name and logo.
- Program Discretion:** Incentives are available on a first-come, first-served basis. This offer is subject to change or termination without notice at the discretion of the Focus on Energy Program. Some Focus participating electric and/or natural gas providers have incentive programs outside of Focus on Energy. Customers of these providers might not qualify for incentives from both programs. These customers should check with their electric and/or natural gas provider to verify eligibility for dual incentives in order to comply with program rules.
- Internal Labor:** Focus on Energy excludes internal labor (i.e. non-contracted labor) for private companies or individuals when calculating total project costs.
- Disclaimers:** Focus on Energy, the program administrator, the State of Wisconsin, and participating utilities:
 - Do not endorse any particular ally, manufacturer, product, or system design by offering this program;
 - Will not be responsible for any tax liability imposed on the customer as a result of the payment of incentives;
 - Make no representation or warranty, and assume no liability with respect to the quality, safety, performance, or other aspect of any design, consulting, product, system, equipment, or appliance installed or received and expressly disclaim any such representations, warranties, and liability, including, but not limited to, any implied warranties of merchantability or fitness for a particular purpose. Please contact your trade ally for detailed manufacturer equipment warranties.
 - Do not guarantee that installation and operation of energy-efficient equipment will result in reduced usage or in cost savings.
 - Is not responsible for the proper disposal/recycling of any waste generated as a result of this project; and
 - Is not liable for any damages, including any incidental or consequential damages, arising out of the operation or malfunction of the products, equipment or appliances, or the installation thereof.
- Monitoring and Verification:** Focus on Energy evaluates program efficacy by monitoring energy use/production prior to and after installation of your energy efficiency or renewable energy project. Program staff may conduct this monitoring or perform an inspection of the facility to survey the installed projects for a period of two (2) years from the date of the incentive being paid. Your signature on this application provides Focus on Energy approval to obtain energy data directly from your electric and/or natural gas provider(s). Any customer receiving an incentive may be contacted by an evaluator to verify service/equipment installation or be asked to complete a customer survey.
- Indemnification:** Signatory(ies) and applicant(s) shall indemnify the Focus on Energy program, its administrator, the State of Wisconsin, and participating utilities, their respective affiliates, subsidiaries, parent companies, officers, directors, agents, and employees against all losses, damages, expenses, fees, costs and liability rising from any design, consulting, product, system, equipment, or appliance.
- Utility Eligibility:** Customers who are served by a participating electric provider but not a participating natural gas provider will only qualify for incentives for electric technologies. Customers who are served by a participating natural gas provider but not a participating electric provider will only qualify for incentives for natural gas technologies. Customers who have both a qualifying electric provider and a qualifying natural gas provider will qualify for incentives on both electric and natural gas technologies. Customers who use propane or other non-qualifying fuels will not qualify for incentives for any gas technologies.
- Misrepresentation:** Making false statements on any Focus on Energy incentive application is punishable by law. Any person who knowingly files an application containing any materially false information or who purposely and misleadingly conceals information commits a fraudulent act that subjects such person to criminal and civil penalties. Any and all funds determined to have been acquired on the basis of fraudulent information must be returned to the Focus on Energy program. This section shall not limit other remedies that may be available for the filing of false or fraudulent applications, including, but not limited to, referral to law enforcement authorities.

TRADE ALLY INFORMATION

A trade ally represents the company who provided/installed the equipment for a project or performed the service for which a customer is seeking an incentive. Program allies are trade allies who have signed an agreement with Focus on Energy which allows them to enjoy certain program benefits, one of which is to receive direct payment of incentives at your request. Incentives can only be paid directly to an ally if they have completed and submitted a Program Ally Application.

The FEIN and Business Classification of the trade ally is required IF you received your incentive as a credit on your invoice, whereby the incentive is paid directly to the program ally. In this scenario, the credit must be clearly labeled as the Focus on Energy incentive and deducted from the amount due.

If your project was completed by more than one trade ally (example, equipment was purchased from one trade ally but installed by another trade ally) and the incentive is being paid to you the customer, please enter the information of the trade ally who installed your equipment in Section 4: Trade Ally Information. If the equipment was self-installed, please enter the information of the trade ally from whom you purchased the equipment.

Focus on Energy works with eligible Wisconsin residents and businesses to install cost effective energy efficiency and renewable energy projects. Focus information, resources and financial incentives help to implement projects that otherwise would not get completed, or to complete projects sooner than scheduled. Its efforts to help Wisconsin residents and businesses manage rising energy costs, promote in-state economic development, protect our environment and control the state's growing demand for electricity and natural gas.