

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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INSTRUCTIONS FOR COMPLETING THIS FORM – PLEASE READ

- The specifications for eligible equipment are listed within each lighting technology on this form. **If the technology you are installing is specified differently than how it is listed on this form, please call to verify eligibility.** Custom incentives are available for many technologies not listed. Some technologies require additional information that must be filled in under “Specifications and Required Information” column. **Replacements are one for one unless specified.**
- This form must accompany an **itemized** invoice with quantity, manufacturer, model number, date and cost for each piece of equipment for which an incentive is expected. High Performance T8 and Low Watt T8 systems require manufacturer and model number for ballast and lamps to appear on invoice. Incomplete applications or invoices will significantly delay processing of incentive. Replaced equipment must be removed from service.
- Outdoor lighting projects are NOT eligible for prescriptive incentives, but may be eligible for custom incentives. ALL CUSTOM INCENTIVES MUST BE APPROVED BY Focus on Energy PRIOR TO EQUIPMENT PURCHASE.
- Post installation light levels are expected to meet current IESNA recommendations and comply with all applicable electrical, safety and energy codes. Fixtures must be UL listed.
- Dairy and Livestock Lighting Incentive Requirements: All fixtures installed in animal housing or milk house area must conform to National Electric Code 547 (i.e. wet location, sealed and gasketed fixtures).

LIGHTING TECHNOLOGIES Please fill in blanks for all items you are requesting an incentive for.

INCANDESCENT REPLACEMENTS

Equipment Type	Specifications and Required Information	Retrofit Incentive	New Construction Incentive	Quantity	Total
Compact Fluorescent Lamp (CFL) or Cold Cathode					
<ul style="list-style-type: none"> ■ Replace incandescent lamps with CFL or cold cathode screw-in lamps and/or permanently wired fixtures with pin based CFL lamps. ■ One for one replacement of incandescent only. Rebated bulbs may not be used for resale or giveaway type promotions. 					
CFL/Cold Cathode Lamps	Replace 100W or less incandescent with CFL or Cold Cathode up to 32 Watts. Screw base only.	\$2/Bulb Limited to 50% of product cost up to \$2/bulb	Not Eligible		
CFL Reflector Flood Lamps	Replace 100W or less incandescent with CFL flood lamps with integrated reflector up to 30 Watts. Screw base CFLs only.	\$4/Bulb	Not Eligible		
High Wattage CFL Lamps	Replace a greater than 100W incandescent lamp with CFL from 33-115 Watts. Medium Edison screw base CFLs only.	\$5/Bulb	Not Eligible		
CFL Fixtures	Replace incandescent fixtures with permanently-wired new fixtures containing pin-based CFL lamps.	\$15/Fixture	Not Eligible		

Low Wattage Ceramic Metal Halide (CMH)

- Install ceramic metal halide (CMH) fixtures or lamps as listed below instead of or replacing incandescent fixtures or lamps.
- Total CMH wattage must be lower than existing total incandescent wattage to qualify.

CMH Fixtures 20-70 Watts	Incentive is for complete hardwired fixtures containing qualified CMH lamp and electronic CMH ballast. Incandescent Wattage Removed _____	\$25/Fixture	\$25/Fixture		
CMH Integral Ballast Lamps	Retrofit existing 70-100W incandescent flood or spot lamps with ≤25W Ceramic Metal Halide reflector lamp with integrated ballast.	\$15/Lamp	Not Eligible		

ENERGY STAR™ Qualified LED Downlights



- Install complete luminaire unit including housing, trim, reflector, lens, heat sink, driver and light source instead of or replacing incandescent fixtures.
- Product must appear on ENERGY STAR LED luminaire qualified products list, and product type must contain the word “downlight”.
Please see focusonenergy.com/incentives/business/lighting.aspx for more information.

ENERGY STAR LED Downlights	Replace 60-100W incandescent with ENERGY STAR qualified LED downlight 18 Watts or less.	\$25/unit	\$25/unit		
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LINEAR FLUORESCENT—HIGH EFFICIENCY LOW GLARE FIXTURES

Equipment Type	Specifications and Required Information	Retrofit Incentive	New Construction Incentive	Quantity	Total
High Efficiency, Low Glare 2'x4' Recessed fixtures as described below					
<ul style="list-style-type: none"> ■ Install a new High Efficiency/Low Glare 2' x 4' recessed fixture <u>instead of</u> or <u>replacing</u> a 2x4 recessed troffer fixture containing 3 or 4 F32T8 or F40T12 lamps. ■ Please verify approved product list at focusonenergy.com/business/lighting or call for preapproval. Fixture efficiency must be 80% or greater. ■ T8 lamps and ballast must be listed on CEE High Performance T8 list to qualify. T5 fixtures must contain 2 F28T5 lamps (T5HO are not eligible). ■ Must be a new fixture or complete retrofit unit incorporating advanced lighting distribution and glare control optics. Specular reflector kits are not eligible for this incentive. 					
2 lamp F28T5 Recessed Indirect Fixture	Fixture Model # _____	\$10/Fixture	\$10/Fixture		
2 lamp HPT8 High Efficiency Recessed Fixture	Fixture Model # _____ Ballast Model# _____ Lamp Model # _____	\$10/Fixture	\$10/Fixture		

HIGH PERFORMANCE T8 (HPT8) OR REDUCED WATTAGE T8 (RWT8) SYSTEMS

Install or replace 4 foot T12, or upgrade standard T8 system with a 4 foot High Performance T8 (HPT8) OR 4 foot Reduced Wattage T8 (RWT8) system. Lamps & ballast must meet the guidelines below or system will not qualify for ANY incentive. If your system has more than two ballast or lamp models, provide the additional information on the spreadsheet located at www.focusonenergy.com/spreadsheet. Please call with any questions prior to initiating project.

LAMP REQUIREMENTS

- High Performance T8 systems must contain high lumen (3100 initial), long life F32T8 lamps and be listed on CEE High Performance T8 list.
- Reduced Wattage T8 systems must contain 25W or 28W T8 (straight or U shaped) lamps and be listed on CEE Reduced Wattage T8 list.

BALLASTS REQUIREMENTS

- Qualified lamps (above) must be paired with either of the following ballast types:
 - LOW or NORMAL ballast factor (BF) ballast from the CEE "High Performance T8" or "Reduced Wattage T8" qualified product lists posted at www.focusonenergy.com/businesslighting.
 - OR Any LOW Ballast Factor electronic ballast (≤0.78 Ballast Factor)
- LOW Ballast Factor ballasts are eligible for additional \$1/ballast incentive - please note quantity in the Low BF Ballast Column.

Equipment Replaced or Upgraded	Equipment Installed—Specifications and Required Information	Retrofit Incentive	New Construction Incentive	Quantity	Low BF Ballast/\$1	Total
4' 1 lamp T12 or standard T8 system	Check qualified lamp wattage used: <input type="checkbox"/> 32W HPT8 <input type="checkbox"/> 4 ft 25W T8 <input type="checkbox"/> 4 ft 28W T8 Lamp Model# _____ Lamp Model# _____ Ballast Model# _____ Ballast Model# _____	\$2/Fixture	\$2/Fixture			
4' 2 lamp T12 or standard T8 system	Check qualified lamp wattage used: <input type="checkbox"/> 32W HPT8 <input type="checkbox"/> 4 ft 25W T8 <input type="checkbox"/> 4 ft 28W T8 Lamp Model# _____ Lamp Model# _____ Ballast Model# _____ Ballast Model# _____	\$3/Fixture	\$3/Fixture			
4' 3 lamp T12 or standard T8 system	Check qualified lamp wattage used: <input type="checkbox"/> 32W HPT8 <input type="checkbox"/> 4 ft 25W T8 <input type="checkbox"/> 4 ft 28W T8 Lamp Model# _____ Lamp Model# _____ Ballast Model# _____ Ballast Model# _____	\$4/Fixture	\$4/Fixture			
4' 4 lamp T12 or standard T8 system	Check qualified lamp wattage used: <input type="checkbox"/> 32W HPT8 <input type="checkbox"/> 4 ft 25W T8 <input type="checkbox"/> 4 ft 28W T8 Lamp Model# _____ Lamp Model# _____ Ballast Model# _____ Ballast Model# _____	\$5/Fixture	\$5/Fixture			

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LINEAR FLUORESCENT BALLAST & LAMP- NON-HIGH BAY APPLICATIONS

Equipment Type	Specifications and Required Information	Retrofit Incentive	New Construction Incentive	Quantity	Total
Relamp Existing T8 fixtures with Reduced Wattage T8 – LAMP ONLY					
<ul style="list-style-type: none"> Relamp existing T8 fixtures with Reduced Wattage 4' (straight or U shaped) lamps or Reduced Wattage 8' T8 LAMP ONLY (incentive is not available on top of another incentive for a RWT8 system or any other system where the same Reduced Wattage T8 lamps are installed. 					
Replace existing 4 foot 32W T8 lamps with:	<input type="checkbox"/> 25W T8 <input type="checkbox"/> 28W T8 lamps	\$2.00/Lamp	Not Eligible		
Replace existing 8 foot 59 W T8 with :	<input type="checkbox"/> 54W 8' T8 lamps	\$0.50/Lamp	Not Eligible		
Replace or retrofit 8 foot T12 Fixtures (install 4' HPT8 or Reduced Wattage T8)					
<ul style="list-style-type: none"> Replace or retrofit standard 8 foot T12 systems with a 4 foot high performance T8 systems as described below. Must contain high lumen, long life F32T8 lamps or Reduced Wattage T8 lamps (see qualified product lists). AND a normal or high ballast factor ballast from the CEE qualified product lists posted at www.focusonenergy.com/businesslighting. 					
8 foot 2 Lamp T12	Tandem 2-4'HPT8 or Reduced Wattage lamps and one Normal or High Ballast Factor HPT8 ballast from CEE HPT8 Ballast list Ballast Model # _____ Lamp Model # _____	\$10/Fixture	Not Eligible		
8 foot 2 Lamp T12	4-4'HPT8 or Reduced Wattage lamps and one Normal or High Ballast Factor HPT8 ballast from CEE HPT8 Ballast list Ballast Model # _____ Lamp Model # _____	\$10/Fixture	Not Eligible		
8 foot 1 Lamp T12HO	2-4'HPT8 or Reduced Wattage lamps and one Normal or High Ballast Factor HPT8 ballast from CEE HPT8 Ballast list Ballast Model # _____ Lamp Model # _____	\$10/Fixture	Not Eligible		
8 foot 2 Lamp T12HO	4-4'HPT8 or Reduced Wattage lamps and one Normal or High Ballast Factor HPT8 ballast from CEE HPT8 Ballast list Ballast Model # _____ Lamp Model # _____	\$20/Fixture	Not Eligible		
8 foot 2 Lamp T12VHO	4-4'HPT8 or Reduced Wattage lamps and one Normal or High Ballast Factor HPT8 ballast from CEE HPT8 Ballast list Ballast Model # _____ Lamp Model # _____	\$40/Fixture	Not Eligible		

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HIGH BAY LIGHTING

Indoor applications only. Outdoor lighting may be eligible for custom incentive. Contact Focus on Energy for preapproval. Fixture mounting height over 15'.

Equipment Type	Specifications and Required Information	Retrofit Incentive	New Construction Incentive	Quantity	Total
Pulse Start Metal Halide (PSMH)					
Must be permanently-wired ballast and lamp retrofit or complete new fixture – screw in retrofit lamps do not qualify. Incentive is per fixture replaced.					
320W PSMH	Replace 400W HID fixtures/components with 320W pulse-start metal halide.	\$25/Fixture Replaced	Not Eligible		
320W PSMH	Install 320W ELECTRONIC BALLAST and pulse start metal halide or ceramic metal halide (CMH) lamp <u>instead of</u> or <u>replacing</u> 400W HID fixtures/components	\$50/Fixture Replaced	\$50/Fixture Replaced		
750W PSMH	Install 750W pulse start metal halide <u>instead of</u> or <u>replacing</u> 1000W HID fixtures/components	\$50/Fixture Replaced	\$50/Fixture Replaced		
High/Low HID Control	Add occupancy based high/low control to HID fixture listed above. Control costs must be itemized separately on invoice. Incentive may not exceed purchase price.	\$15/Controlled Fixture	\$15/Controlled Fixture		

High Bay Fluorescent

- New Construction: Install a linear fluorescent high bay fixture from the total fixture wattages as shown on line items below.
- Existing Buildings: Replace High intensity discharge (HID) lamp wattages listed with linear fluorescent high bay fixtures in total fixture wattages as shown on line items below.
- Please read carefully. If fixture configuration is not one for one replacement, or differs from line items please call 800.762.7077 for authorization.
- Incentive is per HID fixture replaced. If replacing one HID with two high bay fluorescent fixtures, wattage must be within specified range.

250 – 399W (lamp wattage) HID	High bay fluorescent ≤155W total fixture Watts Check One: <input type="checkbox"/> 4 lamp T8 <input type="checkbox"/> 2 lamp T5HO <input type="checkbox"/> 3 lamp T5HO <input type="checkbox"/> Other T8 or T5HO less than 155W (List type and Wattage) _____	\$25/Fixture Replaced	\$25/Fixture Installed		
400 – 999W (lamp wattage) HID	High bay fluorescent ≤365W total fixture Watts Check One: <input type="checkbox"/> 6 lamp T5HO <input type="checkbox"/> 8 lamp T8 <input type="checkbox"/> Other T8 or T5HO less than 365 Watts (List type and Wattage) _____	\$25/Fixture Replaced	\$25/Fixture Installed		
400 – 999W (lamp wattage) HID	High bay fluorescent ≤250W total fixture Watts. Check One: <input type="checkbox"/> 6 lamp T8 <input type="checkbox"/> 4 lamp T5HO <input type="checkbox"/> Other T8 or T5HO less than 250 Watts (List type and Wattage) _____	\$60/Fixture Replaced	\$60/Fixture Installed		
1000W (lamp wattage) HID	High bay fluorescent ≤800W total fixture Watts Check One: <input type="checkbox"/> (two) 6 lamp T5HO fixtures/HID replaced <input type="checkbox"/> Other T8 or T5HO between 500W and 800W (List type and Wattage) _____	\$50/Fixture Replaced	\$50/Fixture Installed		
1000W (lamp wattage) HID	High bay fluorescent ≤500W total fixture Watts Check One: <input type="checkbox"/> 6 lamp T5HO <input type="checkbox"/> 8 lamp T5HO <input type="checkbox"/> 8 lamp T8 <input type="checkbox"/> 10 lamp T8 <input type="checkbox"/> (two) 6 Lamp T8 fixtures/HID replaced <input type="checkbox"/> (two) 4 lamp T5HO fixtures/HID replaced <input type="checkbox"/> Other T8 or T5HO less than 500 Watts (List type and Wattage) _____	\$100/Fixture Replaced	\$100/Fixture Installed		
High Bay Occupancy Sensor Control	<ul style="list-style-type: none"> ■ Add occupancy sensors to high bay fluorescent fixtures listed above. ■ Incentives may NOT be combined with lighting controls incentive on page 6. ■ Control costs must be itemized separately on invoice. ■ Incentive may not exceed purchase price. ■ Total Wattage Controlled _____ 	\$15/Controlled Fixture	\$15/Controlled Fixture		

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LIGHTING CONTROLS—OCCUPANCY SENSORS & DAYLIGHTING CONTROLS

Equipment Type	Specifications and Required Information	Retrofit Incentive	New Construction Incentive	Quantity	Total
Occupancy Sensors (Non-High Bay Applications – see page 5 for High Bay Controls)					
<ul style="list-style-type: none"> ■ Install Ultrasonic or Passive Infrared sensor controlling non-high bay fixture types. Socket based occupancy sensors do not qualify. ■ Rapid or programmed start ballasts are recommended for fluorescent fixtures to extend lamp life. ■ Sensors may control more than one fixture; please indicate wattage controlled per sensor in space provided. ■ Timers do not qualify for prescriptive incentives, but may be eligible for custom incentives. 					
Fixture Mounted Sensor	Quantity of sensors controlling 200W or less each _____	\$5/Sensor	Not Eligible		
	Quantity of sensors controlling over 200W each _____				
Wall Mounted Sensor	Quantity of sensors controlling 200W or less each _____	\$7.50/Sensor	Not Eligible		
	Quantity of sensors controlling over 200W each _____				
Ceiling Mounted Sensor	Quantity of sensors controlling 500W or less each _____	\$15/Sensor	Not Eligible		
	Quantity of sensors controlling 501-1000W each _____				
	Quantity of sensors controlling over 1000W _____				

Daylighting Controls

- Add automatic daylighting controls for T5 or T8 lighting, either by use of dimming ballasts or stepped/switched controls.
- Must provide the following: calculations documenting kW controlled as listed on this form, floor plan showing where daylighting controls are used, product data for photocell and daylighting controllers, and control sequence.
- Incentive may not exceed purchase price.
- May not be combined with any other lighting control incentives.

Stepped Control (minimum 2 lighting levels, not including off)	kW Controlled _____ (detailed product data required)	\$175/kW Controlled	\$175/kW Controlled		
Continuous Dimming Control	kW Controlled _____ (detailed product data required)	\$275/kW Controlled	\$275/kW Controlled		

TOTAL INCENTIVE

TOTAL INCENTIVE REQUESTED
Incentives not to exceed cost of the product.

\$

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.