

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 #: | | |
| 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.

| | | |
|---------------------|------------------------|-------|
| Customer Signature: | Customer Name (Print): | Date: |
|---------------------|------------------------|-------|

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

- The intent of these design incentives is to help offset the cost of completing additional design work required for energy efficiency measures to be implemented as part of a New Construction project with Focus on Energy.
- Prior to completing the schematic design phase, the design team leader must work with Focus on Energy to define your incentive request and review compliance with the requirements listed in this Design Incentive Agreement.
- All incentives must be pre-approved by Focus on Energy. Time of payment is specified in the requirements section below for each design activity.
- Incentive offers may be reduced or denied if the design work for the incentive begins before the design incentive is approved.
- If payment is made to the design team, the team member receiving the payment is responsible for distributing the design incentive to other subcontractors and design team firms, as appropriate.

DESIGN INCENTIVE APPLICATION

New Construction Program Track: Systems Track Whole Building Track

| Design Activity | Requirements | Incentive Available | Incentive Requested |
|---|---|---------------------|---------------------|
| Daylighting Design | <ol style="list-style-type: none"> 1. Minimum of 10 kW of lighting controlled by the daylighting controls. Installations less than 10 kW will have the design incentive pro-rated according to the system capacity. 2. Must use automatic daylighting controls (no manual switching). 3. Provide a brief description of the design approach. 4. Must include start-up and functional testing procedures for the controls to be installed. 5. Must, at a minimum, meet the lighting power densities outlined in the New Construction Baseline Fact Sheet available at focusonenergy.com/newconstruction. 6. Lighting levels are expected to meet current IESNA recommendations and comply with all applicable electrical, safety and energy codes. 7. The design incentive is paid after the New Construction Program verifies Proof of Completion documentation and that the measures are installed and fully operating, or capable of full operation in the case of seasonal uses. Incentives may be adjusted based on final inspection. | \$2,000 | |
| Ground Source Heat Pump System Design | <ol style="list-style-type: none"> 1. Minimum of 10 ton system. Installations less than 10 tons will have the design incentive pro-rated according to the system capacity. 2. Provide a brief description of the design approach. 3. Must include start-up and functional testing procedures for the Ground Source Heat Pump System to be installed. 4. Describe the method for sizing the Ground Source Heat Pump System loop. 5. Provide a copy of the input assumptions and outputs from loop sizing analysis. Include peak pumping power and peak cooling load. 6. This design incentive is available for custom and whole building track projects, but NOT for the prescriptive ground source heat pump incentive. 7. For projects served by either a qualifying electric provider or a qualifying natural gas provider (i.e., not both) this incentive may be reduced. 8. The design incentive is paid after Focus on Energy verifies Proof of Completion documentation and that the measures are installed and fully operating, or capable of full operation in the case of seasonal uses. Incentives may be adjusted based on final inspection. | \$2,000 | |
| Building Energy Simulation Incentive (For Whole Building Track Projects Only) | <ol style="list-style-type: none"> 1. This incentive is only available for approved whole building track projects where the design team will be performing the energy simulation. If Focus on Energy will be completing the energy simulation, the project is not eligible for this incentive. 2. Before the energy simulation begins, the owner, design team, and Focus on Energy develop a joint statement of the efficiency measures that will be simulated, the baseline design parameters, and the responsibilities of each party. 3. The Whole Building Track Project Information form should be submitted prior to completing or submitting this form or submitted together. 4. Separate modeling runs, both for the baseline and proposed building, may be necessary to comply with the New Construction Program baseline requirements (available at focusonenergy.com/newconstruction). 5. Design team will provide a summary report of the energy modeling results and copies of energy model input/output files for Focus on Energy to review prior to the start of construction. Refer to whole building track report guidelines on page 3 of this application for the required content of the summary report. 6. For projects served by either a qualifying electric provider or a qualifying natural gas provider (i.e., not both) this incentive may be reduced. 7. Payment of this design incentive, and payment of whole building track incentives resulting from the energy modeling process, is contingent upon receiving a satisfactory energy model from the design team that meets Focus on Energy program requirements. 8. The design incentive is paid after Focus on Energy approves the energy modeling results. 9. Please indicate the energy modeling software to be used: _____ | \$3,000 | |

TOTAL INCENTIVE REQUESTED **\$**

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WHOLE BUILDING TRACK REPORT GUIDELINES FOR ENERGY SIMULATION INCENTIVE

For whole building track projects, a short report summarizing the project should be prepared. This report should detail the specific measures (or combinations of measures), associated incentive for each, and key requirements and efficiency levels that need to be met to qualify for the incentive.

For whole building track reports, the following information is required:

- Date of the report, customer's name, project name, and name of the technical assistance firm.
- Summary of the energy savings measures, including key parameters used in energy modeling for the baseline model and "proposed building" model.
- What energy modeling software was used.
- Energy usage/savings information (kW, kWh, and Therms).
 - kW number should be out to two decimal places.
 - Baseline energy use (without any efficiency improvements).
 - Proposed energy use with efficiency improvements.
 - Energy savings (Baseline - Proposed).
- Energy cost savings, including percent of cost saved over baseline (used to determine incentive tier).
- Estimated incentive, based on three-tier system outlined in Whole Building Track section of this guide.
 - Clearly show the percent of energy cost saved and tie this to the appropriate incentive tier.
 - Confirm with new construction program staff that correct incentive tier is used prior to presenting estimated incentive to the customer.
 - Include a disclaimer that the incentive amount is subject to review by Focus on Energy.
 - Include in the report if any of the caps or limits on incentives are in effect.
- Electric and natural gas rates and how these were determined - directly from applicable utility rate (specify which rate and the effective date) or from prior 12 months utility bills (if new facility will be on same rate as an existing facility for the customer) are the preferred methods.
- Estimated project cost, which is the cost of upgrading to the more efficient equipment. This can be for the measures individually or together.
- Provide clear direction on whether each measure/groups of measures was accepted by the customer or not.
- Provide clear direction on whether measures/groups of measures are additive (i.e., modeling run 1 = measure 1, modeling run 2 = measure 1 and measure 2, etc.) or mutually exclusive (modeling run 1 = HVAC system type 1, modeling run 2 = HVAC system type 2).
- For lighting measures, provide some guidance / explanation of how the lower lighting power density will be achieved. Examples: keep lighting levels to minimum required for the space type, use high performance T8 components, choice of fixture type (direct/indirect fluorescent, high bay fluorescent), reduce number of lamps, reduce number of fixtures, etc.

Also, for the final energy modeling results, provide detailed input/output reports from the energy modeling software and/or a copy the actual modeling files for both the baseline and proposed versions of the energy model. This information should be sent to Focus on Energy separately from the report that is sent to the customer, and is needed for the Focus on Energy program evaluators.

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 July 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 a 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.