

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](http://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 <b>ONE</b> only, must be 9 digits):		
	FEIN #: _____ - _____ - _____ <b>OR</b> SSN: _____ - _____ - _____		
Legal Mailing Address:	City:	State:	Zip Code:
Business Classification of Customer (Check <b>ONE</b> 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: <b>WI</b>	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 <b>ONE</b> only if receiving payment - must be 9 digits):		
	FEIN #: _____ - _____ - _____ <b>OR</b> SSN: _____ - _____ - _____		
Trade Ally Street Address:	City:	State:	Zip Code:
Trade Ally Contact Name:	Contact Telephone:	Contact E-mail:	
Business Classification of Trade Ally (Check <b>ONE</b> 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](mailto:BPforms@focusenergy.com).

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

Measure	Quantity Installed	Retrofit Incentive	New Construction Incentive	SUBTOTAL	
<b>LODGING</b>	Guestroom Energy Management Control  _____ # of Rooms  System Controlled: _____ PTAC with Electric Heat _____ PTAC with other heat option* _____ PTHP* _____ Water Source Heat Pump* _____ Fan Coil*	\$75 per Room	\$75 per Room		
	* If not PTAC with electric heat, provide the following:				
	Average cooling capacity of units being controlled:		COP (PTHP)	EER	Heating option included:
	For Water Source Heat Pump & Fan Coils:	Heating Source Type (i.e., Boiler, City Steam, etc.):		Heating System Efficiency (% AFUE):	
	Cooling Source Type (i.e., Chiller):		Cooling System Efficiency (kW/ton):		
<b>VENDING</b>	ENERGY STAR® Vending Machines   Are individual vending machine serial numbers included? <input type="checkbox"/> Yes	_____ # of Machines <input type="checkbox"/> Software Activated	\$100 per Machine	\$100 per Machine	
	Vending Machine Controls	_____ # of Snack Machines controlled	\$15 per Snack Machine controlled	\$15 per Snack Machine controlled	
	Does the device contain an external occupancy sensor? <input type="checkbox"/> Yes <input type="checkbox"/> No	_____ # of Cold Beverage Machines controlled	\$60 per Cold Beverage Machine controlled	\$60 per Cold Beverage Machine controlled	
<b>TRUCK LOADING DOCKS</b>	_____ # of Dock Door Seals Check one: <input type="checkbox"/> Replacing existing seals <input type="checkbox"/> New installation in existing building	\$200 per Door Sealed	Not Eligible		
	_____ # of Leveler Ramp Air Seals (Brush-type edge seals do not qualify)  Is leveler ramp equipped with brush-type edge seals? Check one: <input type="checkbox"/> No—Ramp has no brush-type edge seals <input type="checkbox"/> Yes—Brush-type edge seals installed during project <input type="checkbox"/> Yes—Has existing brush-type edge seals	\$100 per Leveler Ramp Pit Sealed	\$100 per Leveler Ramp Pit Sealed		
	_____ # of LED Dock Light Fixtures  Incandescent Wattage replaced (check one) <input type="checkbox"/> 75W <input type="checkbox"/> 90W <input type="checkbox"/> 150W <input type="checkbox"/> 300W <input type="checkbox"/> other _____  Hours used per week: _____	\$25/fixture	\$25/fixture		

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**SPECIALTY MEASURES INCENTIVE APPLICATION**

	Measure	Quantity Installed	Retrofit Incentive	New Construction Incentive	SUBTOTAL
WATER HEATERS	Power-Vented, Natural Gas, Tank-Type Energy Factor ≥0.64	_____ # of Water Heaters	\$50 per Water Heater	\$50 per Water Heater	
	 ENERGY STAR Qualified Power-Vented, Natural Gas, Tankless, Energy Factor ≥0.82	_____ # of Water Heaters	\$100 per Water Heater	\$100 per Water Heater	
	Power-Vented, Natural Gas Thermal Efficiency rating ≥90%	_____ # of Water Heaters	\$150 per Water Heater	\$150 per Water Heater	
	Indirect Water Heater Integrated with ≥90% AFUE Modulating Boiler	_____ # of Water Heaters	\$200 per Water Heater	\$200 per Water Heater	
	Electric Tank-Type Water Heater Energy Factor ≥0.93	_____ # of Water Heaters	\$50 per Water Heater	\$50 per Water Heater	
	Residential-Type Water Heater Fuel Conversion <input type="checkbox"/> Electric to natural gas <input type="checkbox"/> Electric to LP or oil	_____ # of Water Heaters	\$250 per Water Heater Conversion	Not Eligible	
<b>REMOVED ELECTRIC WATER HEATER INFORMATION</b> – Must be completed for Electric Water Heater being removed					
Brand Name:			Model Number:		
Date Removed:			Fuel Type of Old Water Heater: <input type="checkbox"/> Natural Gas <input type="checkbox"/> LP <input type="checkbox"/> Electricity <input type="checkbox"/> Oil <input type="checkbox"/> Other _____		

**TOTAL INCENTIVE REQUESTED** \$  
Incentive not to exceed cost of the product, unless otherwise designated.

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## SPECIALTY MEASURES REQUIREMENTS

### A. Guest Room Energy Management (GREM) Controls

1. Must be a lodging business.
2. The incentive is for occupancy-based guest room energy management controls.
3. Occupancy control may be key-activated or sensed due to motion or body heat and must control the HVAC system serving the room. Front Desk Only is not included in this incentive offering.
4. Please indicate type of equipment being controlled and answer related questions as indicated.

### B. ENERGY STAR® Vending Machines

1. Incentives are paid to owner of equipment. Invoice must indicate equipment manufacturer, model and serial number. Qualifying Wisconsin address of where unit was installed must be indicated on application or invoice. 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](http://focusonenergy.com/spreadsheet).
2. Invoice paid once per equipment piece as determined by serial number. Program may periodically verify placement of equipment based on information provided.
3. A list of qualifying models can be found at [www.energystar.gov/ia/products/prod\\_lists/vending\\_machines\\_prod\\_list.pdf](http://www.energystar.gov/ia/products/prod_lists/vending_machines_prod_list.pdf).

### C. Vending Machine Controls

1. Incentives are paid to owner of equipment. Invoice must indicate equipment manufacturer and model. Qualifying Wisconsin address of where unit was installed must be indicated on application or invoice. 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](http://focusonenergy.com/spreadsheet).
2. Controls must include a passive infrared occupancy sensor to turn off fluorescent lights and compressor when surrounding area is unoccupied for a preset length of time. Alternatively, system will leave lights and card reader electronics on while controlling compressor operation based on sales activity instead of occupancy. Control should periodically power up machine at regular intervals to maintain product temperature and provide compressor protection.
3. Control for refrigerated vending machines is for machines containing only non-perishable bottled and canned beverages.
4. ENERGY STAR qualified vending machines do not qualify for the sales-based (non-occupancy sensor) control incentive.

### D. Truck Loading Dock Seals

1. These incentives are intended to reduce air infiltration at truck loading docks. Seals must effectively close all gaps between the building and semi trailer. To qualify, building interior space must be heated with natural gas during winter. Refrigerated interior space may qualify for a custom incentive only; refer to CUSTOM INCENTIVES on the PROGRAM INFORMATION AND REQUIREMENTS page.
2. Dock door seals extend out to fill the gap between the dock door and the trailer, including the "hinge gap" that occurs with outwardly swinging trailer doors. New construction projects are not eligible for the dock door seal incentive.
3. Leveler ramp air seals reduce air infiltration from around the loading dock leveler ramp. Air seals may be attached to the exterior of the building or around the edge of the ramp, and must maintain an effective seal both when ramp is in use (raised or lowered) or out of use. Brush-type or whisker-type perimeter/edge seals may be used in conjunction with air seals, but do not qualify for incentive. Incentive is not available for the replacement of existing seals.

### E. LED Dock Light Fixture

1. Install a LED dock light fixture instead of or replacing an incandescent loading dock fixture. Must be a complete replacement luminaire unit, including housing, trim, optics, lens, heat sink, driver and LED light source (may be installed on existing swing arm). Must be listed on the approved dock light product list posted at [www.focusonenergy.com/businesslighting](http://www.focusonenergy.com/businesslighting). Please indicate wattage of incandescent bulb replaced and weekly hours of use in spaces provided on page 2.

### F. Residential-Type Energy Efficient Water Heaters

1. These incentives are for residential-type water heaters on the pre-qualified list only. Commercial grade water heaters must go through the custom program. Water heaters for dairy farm milk houses may not use residential type equipment and must use the Dairy and Livestock Incentive Application.
2. Qualifying equipment lists can be found at [focusonenergy.com/Incentives/Business](http://focusonenergy.com/Incentives/Business) or by calling 800.762.7077.
3. Must be central units used to supply domestic hot water to an entire premise. Point-of-use units are not eligible.
4. Equipment eligibility is verified through AHRI Directory of Certified Product Performance for Water Heating Equipment ([ahridirectory.org](http://ahridirectory.org)), ENERGY STAR prequalified list ([energystar.gov](http://energystar.gov)), and other reliable sources. Tankless water heater must meet all ENERGY STAR criteria and be listed on ENERGY STAR prequalified list.
5. Energy factor is the overall efficiency of the water heater. Recovery efficiency or Energy Guide rating may NOT be substituted for energy factor.
6. Water heaters fueled by propane or oil are NOT eligible for equipment incentive, but may be eligible for the fuel conversion incentive (existing buildings only).
7. Incentive is for the installation of the indirect domestic water heating unit, not for installation of the connected boiler. Connected boiler must meet the requirements defined on the Heating, Ventilation and Cooling Systems Incentive Application (submit boiler information along with the indirect domestic water heating unit information). Water heaters that receive heat from boilers fueled by LP or oil are NOT eligible for equipment reward but may qualify for fuel conversion incentive. If you are replacing an electric water heater you may also qualify for the fuel conversion incentive.
8. Electric water heater incentive is limited to customers who do NOT have natural gas service available in their area, or a natural gas unit is not practical.
9. Electric water heater must be tank type. Electric tankless units are not eligible. Submit brand name, model number, approximate age (years), and removal date of old electric water heater being removed.

### G. Residential-Type Water Heater Fuel Conversion

1. Fuel conversion from electric to natural gas or LP or oil is eligible. Conversion to electric is not available.
2. Must install new unit that meets power vent and Energy Factor or Thermal Efficiency criteria listed in the water heater requirements.
3. Documentation of fuel conversion is required (complete removed electric water heater section and/or notation on invoice that electric unit was removed).
4. May be combined with power-vented natural gas water heater or indirect water heater incentive (see above).
5. New construction projects are not eligible for this incentive.

## 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](http://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](http://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](http://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](mailto: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.