

June 7, 2010

## 2010 Power Savings Event

### FALL CAMPAIGN PROGRAM CHANGES

#### **To All Ontario Retailers not yet participating in the Power Savings Event:**

The OPA's Power Savings Event creates awareness and demand for energy saving products and provides consumers with financial incentives to purchase the products at participating retailers.

The OPA has refined the 2010 Power Savings Event program design and is offering non-participating retailers the opportunity to participate in the Fall campaign, which runs from October 1 to 31, 2010.

For the Fall 2010 campaign, the OPA will continue to invest significantly in an advertising campaign to drive consumers to participating retail stores to purchase qualifying energy-saving products.

The OPA will also re-introduce instant-discount paper coupons to participating retailers to be displayed at shelf. The coupons offer attractive savings to customers on selected products. Products and rebate amounts for the Fall campaign have been provided on the following page for your convenience. The presence of coupons at-shelf has proven to be an important driver of customer awareness and purchasing behaviour, ensuring greater program success. In addition, coupons also perform an important function as a means of engaging store staff and ensuring smooth execution of transactions at point-of-sale.

The OPA's 2010 Power Savings Event (PSE) TV Program also offers participating retailers a quarterly payment for each eligible ENERGY STAR 4.1 and 5.1 TV sold. There are 4 incentive levels that a TV retailer can qualify for. To qualify, each retailer will have to ensure that the defined requirements are met.

Requirements may include:

- At shelf point-of-sale (POS) material provided by the OPA with each qualified product, at each participating store.

- Retailer funded media element that includes: Newspapers, print flyers, billboards, magazines, radio or television, but not internet advertising.
- Feature Placements: Feature placement can be end caps or another prominent place in the store. Feature placements shall emphasize energy efficiency, include OPA branding, and must be visible to customers.
- Aggressive sale: At least one Eligible TV will be placed on “aggressive” sale and will use OPA branding and as part of the Campaign

**Incentive Levels and Requirements:**

| Level | Incentive Amount | Requirements  |
|-------|------------------|---|
| 1     | \$20.00          | <ul style="list-style-type: none"> <li>○ At shelf POS (provided by OPA)</li> <li>○ 2 media elements (1 in October)</li> </ul>   |
| 2     | \$22.50          | <ul style="list-style-type: none"> <li>○ At shelf POS (provided by OPA)</li> <li>○ 4 media elements (2 in October)</li> </ul>   |
| 3     | \$25.00          | <ul style="list-style-type: none"> <li>○ At shelf POS (provided by OPA)</li> <li>○ 4 media elements (2 in October)</li> <li>○ Feature placement of eligible TV for October and one other calendar month</li> <li>○ One Eligible TV on aggressive sale in October</li> </ul>   |
| 4     | \$30.00          | <ul style="list-style-type: none"> <li>○ At shelf POS (provided by OPA)</li> <li>○ One media element per month</li> <li>○ Feature placement of two eligible TVs for 2 months (October and one other calendar month)</li> <li>○ Two Eligible TVs on aggressive sale in October</li> <li>○ 25% of all SKUs must be ENERGY STAR 5.1 and 50% must be 4.1 qualified</li> </ul> |

**Additional Key Initiative Elements:**

Participation Agreements: All retailers not currently participating in the program must sign a Participation Agreement (either directly or through your central management group) between June 15 and August 31, 2010.



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Co-op Promotional Fund: A co-op promotional fund is available to all participating retailers. Funding is available for additional in-store promotions on a 50/50 cost sharing basis. Co-op applications must be received prior to August 31, 2010 to be considered.

Please email [Nicole@energysshop.com](mailto:Nicole@energysshop.com) to receive your Participation Agreement and to learn more about the Co-op Promotional Fund.

Best regards,

A handwritten signature in black ink, appearing to read "K. Quail".

Kathryn Quail  
Manager, Channel Development

UPDRAFT

## REBATE AMOUNTS

**Fall Campaign: October 1, 2010 – October 31, 2010**

| Fall 2010 Rebated Products   | Rebate Value |
|--|--------------|
| Hardwired Motion Sensor, Timer and Dimmer switches                     | \$4          |
| ENERGY STAR <sup>®</sup> qualified Specialty* CFLs<br>2-pack or single | \$2          |
| 3-or-more pack   | \$5          |
| ENERGY STAR qualified Indoor Fixtures<br>3 or more lamps (sockets)     | \$10         |
| Programmable Thermostats for Electric Baseboards<br>Single             | \$10         |
| 3-pack or more   | \$45         |
| Power Bars with Timer or Automatic Shutoff                             | \$5          |
| Water Heater Blankets for Electric Water Heaters                       | \$5          |
| Pipe Wrap (package of 3 or more)                                       | \$0.50       |
| Weatherstripping<br>V-strip or foam tape                               | \$2          |
| Door kit   | \$4          |

### OPA Promoted Products – Fall 2010:

- Programmable Thermostats for Central Heating/Cooling
- Window sealing kits (shrink wrap)
- Solar Powered Products