

## **2010 ENERGY STAR® Partner Meeting Overview of Preliminary Agenda**

**This document is designed to serve as a companion piece to the preliminary agenda for the 2010 ENERGY STAR Partner Meeting that will be held in Denver, Colorado, on October 4-7, 2010.**

### **Monday, October 4**

Day 1 of the 2010 ENERGY STAR Partner Meeting will be dedicated to lighting topics. The schedule will include:

- A morning plenary session providing EPA updates on lighting specification development activities and new enhanced qualification and verification testing requirements;
- Lighting manufacturer marketing summits where manufacturers will be invited to present their newest product offerings and preferred program approaches to utilities and energy efficiency program sponsors;
- Concurrent afternoon sessions on topics such as lighting program portfolio planning and outdoor area lighting; and
- Opportunities to organize one-on-one networking meetings and to visit the exhibit hall.

The day's events will conclude with an evening reception hosted by Technical Consumer Products.

### **Tuesday, October 5**

Day 2 will feature a number of retailer-focused sessions. These sessions, entitled "Retailer Promotions & Partnerships," are designed to allow retailers to strategically reach a wide array of utilities and energy efficiency program sponsors. Retailers will address their entire ENERGY STAR product offerings, so discussions may cover lighting, appliances, electronics, and/or water heaters, depending on each retailer's product assortment. Formats for these sessions may also differ, depending on each retailer's preference.

In addition, concurrent sessions will be offered for lighting and for campaigns and communications:

- Lighting sessions will cover topics such as updates on fluorescent technology and solid state technology; and
- Campaigns and communications sessions will address branding with ENERGY STAR; getting involved with the Change the World, Start with ENERGY STAR social marketing campaign; and helping to shape its future. There will also be a session providing information on using IT to deliver energy savings within partners' own organizations.

Attendees will also be encouraged to visit the exhibit hall and to organize one-on-one networking meetings throughout the day.

### **Wednesday, October 6**

The first half of Day 3 will cover important programmatic updates from EPA applicable to all partners and stakeholders. Topics will include the EPA/DOE MOU; enhancements to qualification and verification testing; the Change the World, Start with ENERGY STAR campaign; product-specific updates; and other timely information. The second half of Day 3 will offer sessions for each product track:

- Appliance manufacturer marketing summits where manufacturers will be invited to present their newest product offerings and preferred program approaches to utilities and energy efficiency program sponsors;
- Concurrent electronics sessions (e.g., efficiency program planning for electronics, and industry perspectives on best practice efficiency programs);
- Concurrent campaign and communications sessions;

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- A welcome and updates session for water heater stakeholders; and
- Opportunities for all partners and stakeholders to visit the exhibit hall and conduct one-on-one networking meetings.

The day's events will conclude with an evening reception hosted by Sears Holding Corporation.

### **Thursday, October 7**

The last day of the meeting, Day 4, will include morning sessions for water heaters, appliances, and electronics as follows:

- Water heater manufacturer marketing summits where manufacturers will be invited to present their newest product offerings and preferred program approaches to utilities and energy efficiency program sponsors;
- Concurrent appliance sessions (e.g., appliance specification updates, scoping new categories, advanced and emerging technologies, and testing and verification for appliances);
- Concurrent electronics sessions (e.g., set-top box program approaches, and new approaches to managing plug load); and
- Concurrent campaign/communications sessions.

In the afternoon, dedicated topical sessions for water heaters will be held. Attendees will also be able to visit the exhibit hall and conduct one-on-one networking meetings.

The 2010 Partner Meeting will officially adjourn at 3:30 pm.