

2015 ENERGY STAR® Products Partner Meeting
Preliminary Agenda-At-A-Glance (Subject to Change)

SUNDAY, OCTOBER 11, 2015					
4:00 -- 6:00 p.m.	Registration & Expo Set-up				
Time TBD	ENERGY STAR Reception (Hosted by Diamond Co-Sponsor) TBD				
MONDAY, OCTOBER 12, 2015					
7:30 a.m. -- 4:30 p.m.	Registration				
7:30 -- 8:30 a.m.	Breakfast				
	Lighting			Partner Networking*	EXPO**
8:30 -- 8:45 a.m.	Welcome to Portland & ENERGY STAR Lighting Update (<i>Plenary</i>)				
8:45 -- 9:45 a.m.	Shining a Light on the Future: Working Session to Discuss New Technology Developments and Standards				
9:45 -- 10:45 a.m.					
10:45 -- 11:00 a.m.	Break				
11:00 -- 12:00 p.m.	Spotlight on Market Research: How Research Leads to Better Results for Lighting Programs				
12:00 -- 1:00 p.m.	Lunch				
1:00 -- 2:00 p.m.	Partner Working Meetings*				
2:00 -- 3:00 p.m.	Helping you Sell Lighting Efficiency Better: Working Session to Discuss Marketing Techniques for Lighting Products				
3:00 -- 3:15 p.m.	Break				
3:15 -- 4:15 p.m.	A Change is Coming: New Lighting Specifications and What They Mean for the Industry				
4:15 -- 5:30 p.m.	Keep Calm and Rebate On: Why Lighting Rebates are Still Relevant				
Time TBD	ENERGY STAR Reception (Hosted by Diamond Co-Sponsor) TBD				
TUESDAY, OCTOBER 13, 2015					
7:00 a.m. -- 4:30 p.m.	Registration				
7:00 -- 8:00 a.m.	Breakfast				
	Plenary & Cross Product Interest: Appliances, Water Heaters, Electronics & Lighting	Appliances & Water Heaters	Electronics	Partner Networking*	EXPO**
8:00 -- 8:45 a.m.	Welcome to Portland & ENERGY STAR Update (<i>Plenary</i>)				
8:45 -- 9:15 a.m.	ENERGY STAR Consumer Education & Marketing Update (<i>Plenary</i>)				
9:15 -- 9:30 a.m.	ENERGY STAR Appliances: Welcome & Update (<i>Plenary</i>)				
9:30 -- 9:45 a.m.	Break				
9:45 -- 10:15 a.m.	ENERGY STAR Water Heater Update (<i>Plenary</i>)				
10:15 -- 10:45 a.m.	ENERGY STAR Consumer Electronics Update (<i>Plenary</i>)				
10:45 -- 11:45 p.m.	The ENERGY STAR Retail Products Platform: Testing Next Generation Retail-Based Efficiency Programs (<i>Cross Product Interest</i>)				
11:45 -- 12:45 p.m.	Lunch	RAD Working Lunch <i>(tentative, invite only)</i>			
12:45 -- 1:45 p.m.	Partner Working Meetings*				
1:45 -- 2:45 p.m.			Ultra High Definition: Are We Going Backwards With Efficiency?		
2:45 -- 3:00 p.m.	Break				
3:00 -- 4:00 p.m.	Connecting Consumers with Your ENERGY STAR Products (<i>Cross Product Interest</i>)				
4:00 -- 5:00 p.m.	"The Internet of Things:" Connected Products and ENERGY STAR (<i>Cross Product Interest</i>)				
5:00 -- 6:00 p.m.	Marketing Working Session: Informing ENERGY STAR Products Promotions and Change the World Campaign Elements in 2016 and Beyond (<i>Cross Product Interest</i>)				
Time TBD	ENERGY STAR Reception (Hosted by Diamond Co-Sponsor) TBD				
WEDNESDAY, OCTOBER 14, 2015					
8:00 a.m. -- 12:00 p.m.	Registration				
8:00 -- 9:00 a.m.	Breakfast				
	Appliances & Water Heaters	Electronics		Partner Networking*	EXPO**
9:00 -- 10:00 a.m.	MythBusters: Water Heater Edition				
10:00 -- 11:00 a.m.	The Road Ahead: Mapping Opportunities in the Appliance World				
11:00 -- 11:15 a.m.	Break				
11:15 a.m. -- 12:15 p.m.	Partner Working Meetings*				
12:15 -- 1:15 p.m.	Lunch				
1:15 -- 2:15 p.m.	Early and Often: Making Early Replacement of Water Heaters a National Priority				
2:15 -- 3:15 p.m.		The Living Room of 2020			
3:15 -- 3:30 p.m.	Break				
3:30 -- 4:30 p.m.	Recipes for Success: Flip Your Fridge and other Appliance Promotions				
4:30 -- 5:30 p.m.	ENERGY STAR Most Efficient: Exploring the Potential with Independent Retailers				
5:30 p.m.	Adjourn				

*Meeting rooms will be available to Partners during these times for independent working meetings. Partners make all arrangements. Guidance on signing up for rooms TBD.

**ENERGY STAR Product Expo: Limited slots available on a first-come, first-served basis. Details on securing display space, load in/load out schedule, and format TBD.