



# Change the World, Start with ENERGY STAR<sup>®</sup> Campaign

## ENERGY STAR Exhibit House Photo Tour

# 2009 Tour Highlights by the Numbers

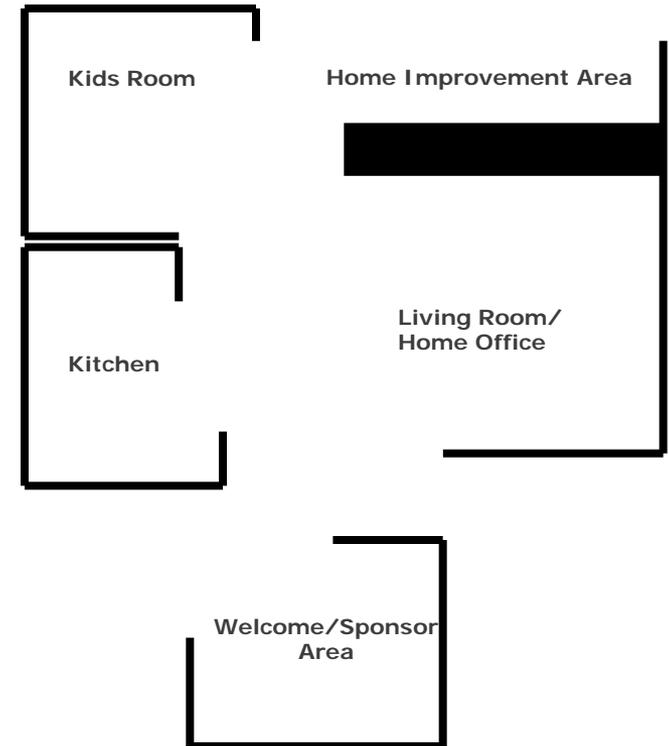
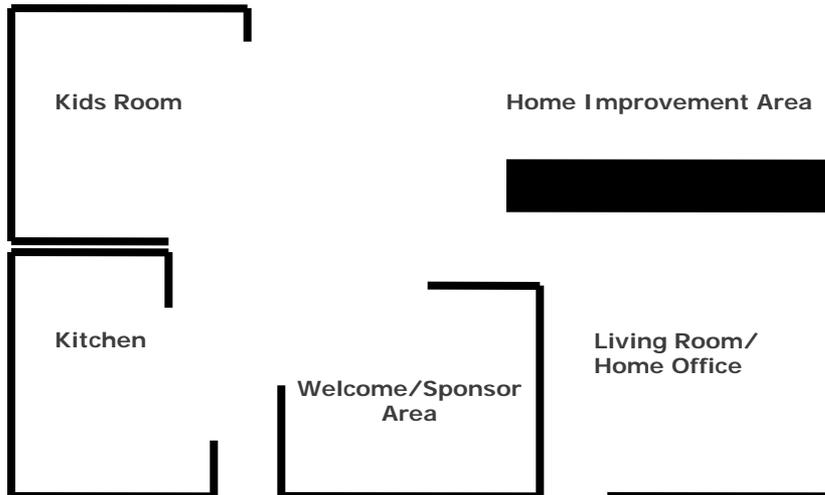


- **5** unique events across the country
- **18,000+** number of in-depth interactions (sharing of 2+ message points)
- **2,494** number of pledges collected
- **17%** average pledge conversion rate (pledges collected at each event per overall traffic)
- Nearly **3 million media impressions** in high-profile local media markets

# Exhibit House



- Full installation is 1,500 square feet
- Examples of past 30' X 50' configurations



# Exhibit House



- Visual theme: mixture of real-life and illustrations from ENERGY STAR @ home online tool
  - [www.energystar.gov/home](http://www.energystar.gov/home)
- Visitors learn about ENERGY STAR and local energy efficiency programs room by room
  - Living room with home office, kid's room, kitchen, and a "home improvement" area
  - Stars on ENERGY STAR products and practices in each room correspond with energy saving tips signs
- Hands-on, interactive displays around the house help consumers understand ENERGY STAR products, practices, and home improvements



# Exhibit House Photos: *Whole-House Views*



# Exhibit House Photos: *Welcome Center*



Provides a great space for EPA and sponsor materials, collateral, and pledge collection

# Exhibit House Photos: *Kitchen*



Highlights the following products and related practices: lighting, clothes washer and dryer, dishwasher, refrigerator, and window

# Exhibit House Photos: *Living Room and Home Office*



Highlights the following products and related practices: TV, DVD, computer, all-in-one printer, Bring Your Green to Work, lighting, turning off your power strip, and air register



# Exhibit House Photos: *Living Room and Home Office*



Highlights the following products and related practices: TV, DVD, computer, all-in-one printer, Bring Your Green to Work, lighting, turning off your power strip, and air register

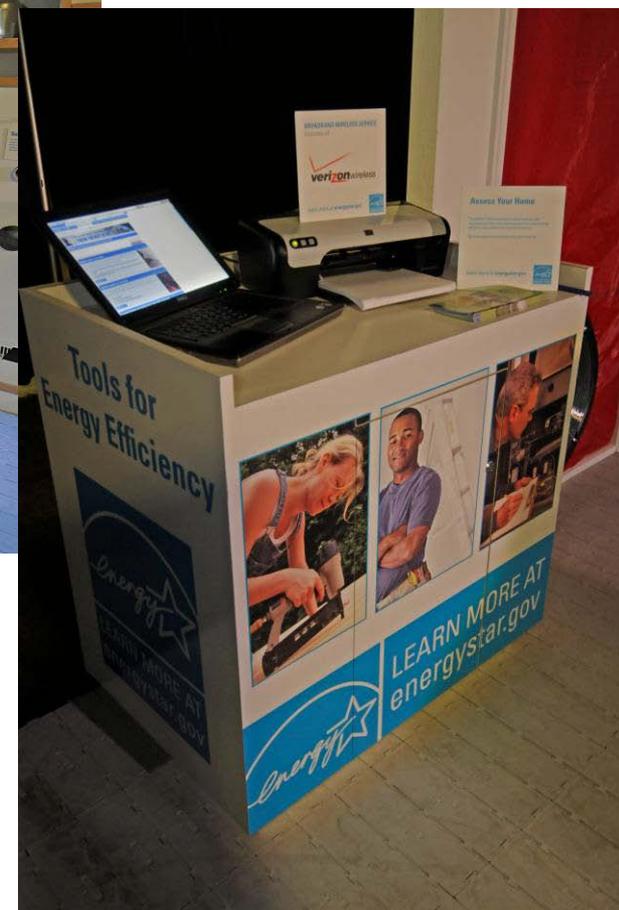
# Exhibit House Photos: *Kid's Room*



Highlights the following products and related practices: TV, DVD, laptop, lighting, turning off lights, cell phone charger, air register, window, and turning off products when not in use



# Exhibit House Photos: *Home Improvement Area*



Highlights the following products and related practices: home seal and insulation (air and duct leaks) and diagnostic testing, HVAC maintenance, and programmable thermostat

# Exhibit House Photos: *Interactive Displays*



## Lighting Display

- **Location:** Living Room/Home Office
- **Highlights:** ENERGY STAR qualified fixtures, CFL shapes and sizes, CFL color temperatures



# Exhibit House Photos: *Interactive Displays*



## Bike Display

- **Location:** Various
- **Highlights:** Consumers pedal the bike to feel the difference in energy use between an ENERGY STAR CFL and an incandescent bulb



# Exhibit House Photos: *Interactive Displays*



## Human-Powered Generator

- **Location:** Various
- **Highlights:** Consumers pedal the bike to feel the difference in energy use between an ENERGY STAR CFL and an incandescent bulb



# Exhibit House Photos: *Interactive Displays*



## Seal and Insulate - Slider Door Display

- **Location:** Home Improvement Area
- **Highlights:** Consumers slide multiple doors to reveal quick tips and practices on sealing and insulation

# Exhibit House Photos: *Interactive Displays*

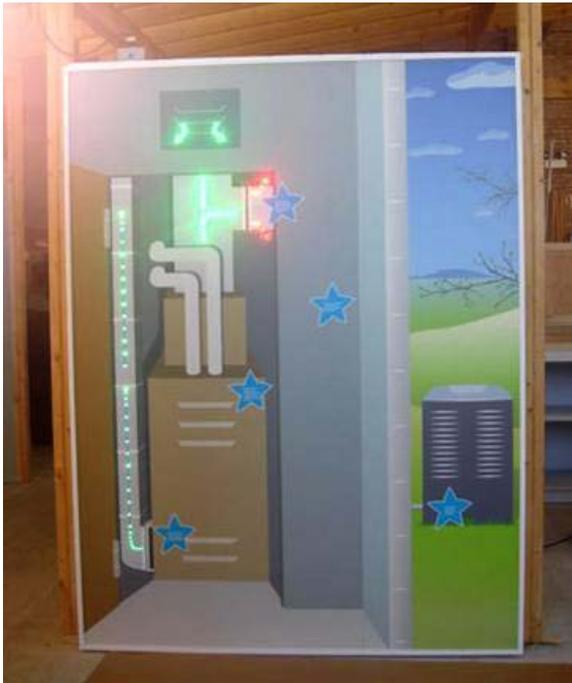


## Seal and Insulate - Air Leaks Display

- **Location:** Home Improvement Area
- **Highlights:** Consumers can feel the difference between a properly sealed fixture, duct, piping, and recessed can



# Exhibit House Photos: *Interactive Displays*



## LED HVAC Display

- **Location:** Back wall of Welcome Center
- **Highlights:** LED lights provide consumers with direction of air flow in HVAC systems. Display is coupled with five tips on HVAC maintenance

## Blower Door Display

- **Location:** Home Improvement Area
- **Highlights:** Diagnostics testing for consumers wishing to pursue a whole-house approach on home sealing



# Exhibit House Photos: *Interactive Displays*



## Watt Meters

- **Location:** Various
- **Highlights:** Provides consumers with energy consumption of various products throughout the exhibit house