

2017 ENERGY STAR® Products Partner Meeting
Oct 23 – 25, 2017 Chicago, Illinois
Agenda Companion

Monday, October 23, 2017 (Day 1)

Product Expo & Breakfast

9:00 – 10:00 a.m.

This year, EPA is kicking off the ENERGY STAR Products Partner Meeting with breakfast and the ENERGY STAR Product Expo. Come enjoy a continental breakfast, connect with other attendees, and browse the latest in efficient appliance, electronics, HVAC, lighting and water heating technologies.

Lighting Plenary: Our Work is Not Done

10:00 – 11:30 a.m.

This session opens the Lighting Track with highlights of EPA's ENERGY STAR lighting efforts in 2017 and its plans for 2018. Then we will examine the current market conditions for efficient lighting adoption, the market dynamics at play for the next few years, and the future of lighting programs.

Reaching the Consumer in a Changing Lighting Landscape

11:30 a.m. – 12:30 p.m.

As the lighting technology landscape is rapidly changing, consumers are more confused than ever. This session will dive into how partners can differentiate the value of ENERGY STAR and help consumers navigate their options to choose the right ENERGY STAR bulb for their needs.

Dimming LED Lights: Insights and Solutions

1:30 – 2:30 p.m.

This session will cover the latest industry information on dimming LED bulbs, including ENERGY STAR criteria, testing, and NEMA's new flicker and dimmer standards and bulb+dimmer compatibility mark.

Getting Technical with Taylor & The Dans

2:30 – 3:30 p.m.

This session will provide an open opportunity for stakeholders to ask technical questions about the lighting specification and certification process. Hypothetical/anonymous questions welcome.

**ENERGY STAR Partner of the Year Awards: Tips for Applying
(General, Repeats by Application Type on Day 2)**

3:45 – 4:15 p.m.

During this session, partners will get the opportunity to go through the application process, and get tips and insights into best practices for a strong application.

ENERGY STAR Tools (Repeats on Days 2 & 3)

4:15 – 4:45 p.m.

Come learn about the amazing ENERGY STAR product tools! Including ENERGY STAR Best Value Finder; how we are integrating real-time price and location information into our ENERGY STAR Product Finders; our Qualified Product List API; the ENERGY STAR Ways to Save RSS feed and more.

ENERGY STAR Retail Products Platform Networking Meet & Greet

4:45 – 5:45 p.m.

This informal networking session is designed for energy efficiency program sponsors, implementers, evaluators and other program stakeholders who are interested in getting involved with the ENERGY STAR Retail Products Platform (ESRPP) in 2018 and beyond. Current participants in the ESRPP pilot—including program sponsors, evaluators, and implementers—will be available to share their experiences with the pilot with interested program sponsors and their contractor teams. Participating retailers will share insights on how ESRPP benefits their business and their working relationships with individual energy efficiency programs, as well as their vision for ESRPP in the future. EPA staff will be on hand to facilitate introductions and help interested program sponsors get engaged in the ESRPP in a way that fits their business and regulatory needs.

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Tuesday, October 24, 2017 (Day 2)

Welcome & ENERGY STAR Program Update

8:30 – 9:00 a.m.

In this session, EPA will present highlights of the ENERGY STAR Products Program's 2017 efforts and 2018 plans. The session seeks to offer information and insights from the national stage to help partners and stakeholders leverage ENERGY STAR to accelerate and amplify their own efforts to advance energy efficiency.

ENERGY STAR National Promotions Update and ENERGY STAR Day!

9:00 – 9:45 a.m.

This session will showcase EPA's National Promotions, covering achievements in 2017, and plans for 2018. The session will give participants a clear vision for how they can benefit from joining EPA in promoting energy efficiency and protecting the environment for the communities they serve in 2018 and beyond. Since October 24th is also ENERGY STAR Day, we will celebrate by highlighting shared moments lit by ENERGY STAR certified lighting to date as well as other ways partners and consumers have demonstrated their commitment to energy efficiency with ENERGY STAR.

ENERGY STAR Residential Product Specification Update

10:00 – 11:00 a.m.

This session will provide partners an update on ENERGY STAR specifications, including planned and pending changes, across a range of product categories.

Gain Steam, Go Midstream! Distributor-Focused Residential HVAC and Water Heater Incentives

11:00 a.m. – 12:00 p.m.

By partnering with distributors to provide midstream incentives on HVAC and water heaters, efficiency programs have realized up to a 10 fold increase in program participation. During this session, partners will learn about: 1) how to implement and sustain a successful midstream program; 2) how to determine if the midstream model is a good fit for your budget, goals, and resources; 3) what it takes to get a new program started; and 4) EPA's support of midstream programs, working group resources, and plans for next steps.

Helping Consumers Get Connected and Save Energy:

A Multi-Product Connected Products Workshop

1:00 – 2:45 p.m.

During this session, attendees will hear about incentive programs around connected devices. It will facilitate connections with among those who are running programs or interested in running programs, and between manufacturers and utilities. This interactive, multi-part session aims to get stakeholders to share lessons learned, best practices and brainstorm ideas for a common goal of delivering more energy savings with connected products.

**ENERGY STAR Retail Products Platform Retailer Marketing Updates
(Invitation Only, Current ESRPP Sponsors)**

3:00 – 5:00 p.m.

Marking the end of the second quarter of the 2017 ESRPP pilot year, this invitation-only session is offered to current ESRPP sponsors. Participating retailers will present their marketing activities, plans, and results in individual 30-minute sessions. The first half of each session is a formal marketing update, followed by discussion and Q&A to inform future collaborations within the ESRPP.

ENERGY STAR Partner of the Year Awards: Tips for Applying for Product Brand Owners

3:00 – 3:30 p.m.

During this half hour session, product brand owner partners will get the opportunity to go in depth through the application process, and get tips and insights into best practices for a strong award application.

ENERGY STAR Tools (Repeats on Day 3)

4:00 – 4:30 p.m.

Come learn about the amazing ENERGY STAR product tools! Including ENERGY STAR Best Value Finder; how we are integrating real-time price and location information into our ENERGY STAR Product Finders; our Qualified Product List API; the ENERGY STAR Ways to Save RSS feed and more.

ENERGY STAR Partner of the Year Awards: Tips for Applying for Energy Efficiency Program Sponsors

4:30 – 5:00 p.m.

During this half hour session, energy efficiency program sponsor partners will get the opportunity to go in depth through the application process, and get tips and insights into best practices for a strong award application.

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Wednesday, October 25, 2017 (Day 3)

ENERGY STAR Appliances, Consumer Electronics, and Water Heaters Update

8:30 – 9:00 a.m.

Join us as we take a look back at partner engagement and lessons learned from the past year's product promotions in home appliances, consumer electronics, and water heaters. We will also provide a preview of plans for the next year.

Keeping Up with Emerging Technology: Next Level Advances in Appliances and Electronics

9:00 – 10:00 a.m.

During this forward-looking session, partners will hear about EPA's recognition of efficiency advances through the ENERGY STAR Most Efficient and Emerging Technology Award criteria in the appliance and consumer electronics product categories. The second part of the session will be dedicated to emerging technology and include a panel of industry partners talking about the latest innovations as well as promising trends for the future.

New Promotional Opportunities with Converging ENERGY STAR Retail Products Platform and Marketing

10:15 – 11:15 a.m.

A myriad of different energy efficient product programs and promotions are converging in the market. This has the potential to cause consumer confusion and choice paralysis. How can we streamline our collaborative efforts? How can ENERGY STAR help partners deliver consistent and actionable messaging about the value of energy efficiency? During this session retailers and utilities will discuss how they leverage and integrate ENERGY STAR programs and marketing messaging, with a focus on the intersection with the ENERGY STAR Retail Products Platform.

Smart Thermostats: The Next Chapter in ENERGY STAR's Legacy of Disruption

11:15 – 11:45 a.m.

This session will provide highlights from the specification development process for this unique ENERGY STAR product category. It will lay out the case for ENERGY STAR smart thermostats versus non-certified smart thermostats, and provide an overview of the compelling features that some certified smart thermostats use to bring more energy savings, control, and utility to their product. Partners will learn how they can make the most of ENERGY STAR resources to best promote certified products.

ENERGY STAR Certified Smart Thermostats: The Right Choice for Your Incentive Program

11:45 a.m. – 12:15 p.m.

During this session, partners will learn how specifying ENERGY STAR certified smart thermostats helps incentive programs eliminate uncertainty in a crowded thermostat market. This session will be an open conversation between the moderator and the panelists to spur thoughts/questions from the audience. A major utility, smart thermostat manufacturer, and retailer will share their past experiences and future expectations for ENERGY STAR smart thermostats and utility incentives.

A Detailed Look at Sound Bar Sales

1:15 – 1:45 p.m.

ENERGY STAR certified sound bars are 70 percent more efficient than conventional models and represent a sizeable programmatic savings opportunity relative to other consumer electronics products. This session will take a deep dive into current data on sound bars and offer insight into ENERGY STAR market share, price differences between ENERGY STAR and non-ENERGY STAR sound bar models, and the life cycle of sound bar models, as well as explore possibilities for increasing market share. Join this session to learn how to position your program to capitalize on the sound bar savings opportunity!

ENERGY STAR Tools

1:45 – 2:45 p.m.

Come learn about the amazing ENERGY STAR product tools! Including ENERGY STAR Best Value Finder; how we are integrating real-time price and location information into our ENERGY STAR Product Finders; our Qualified Product List API; the ENERGY STAR Ways to Save RSS feed and more.

Partner Working Meetings

3:00 – 5:00 p.m.

This timeslot has been reserved on the agenda expressly for one-on-one working meetings. Partners are responsible for setting individual meetings, and guidance on signing up for rooms will be available closer to the date of the meeting.

Networking Opportunities & Other Information

Partner Networking:

One-On-One Meeting Rooms

Available Monday, October 23 – Wednesday, October 25

An inventory of rooms will be available during certain times each day for partners to conduct one-on-one meetings. Partners are responsible for setting individual meetings. Guidance on signing up for rooms will be available closer to the date of the meeting.

ENERGY STAR Product Expo

Booth Reservation Information Available Soon

As in past years, EPA has arranged for display space to offer ENERGY STAR brand owner partners the opportunity to showcase their ENERGY STAR products at the meeting. To maximize flow and exposure, expo booths will be located in the same ballroom where meals will be served, and open throughout the meeting with the exception of breakfast, lunch, and plenary sessions. Space will be offered to partners via email; slots will be assigned on a first-come, first-served basis, and the cost of booth set-up is set by the hotel and the responsibility of each individual expo participant. Details on securing display space, load-in/load-out schedule, and format will be forthcoming in the coming weeks.

Green Meeting Efforts

EPA is working with The Sheraton Grand Chicago hotel to make the 2017 ENERGY STAR Products Partner Meeting as resource efficient as possible by looking for ways to reduce the level of resources associated with meetings. In 2017, offerings include a range of guest room conservation measures, as well as facility energy efficiency, water conservation, and recycling programs. Additional information on the Sheraton Grand Chicago's environmental program can be found [here](#).

In order to reduce printing and shipping costs associated with meeting materials, EPA invites meeting participants to join the effort to go paperless for the 2017 ENERGY STAR Products Partner Meeting. As in past years, EPA will email all attendees who register online final meeting materials the week before the meeting. Each individual can choose to print only those materials they deem most critical. The agenda and agenda companion document will also be available online prior to the meeting, at www.energystar.gov/partnermeeting. A hard copy of the meeting agenda will still be provided to all attendees on-site.