

ENERGY STAR[®]

PRODUCTS PARTNER MEETING

October 12-14, 2015 | Portland, Oregon



Appliances | Electronics | Lighting | Water Heaters

October 2015

Dear ENERGY STAR Partners and Stakeholders,

Welcome to Portland and the 2015 ENERGY STAR Products Partner Meeting. I hope it provides a productive forum for building business relationships, developing plans and exchanging information about ENERGY STAR.

These are exciting times if you are in the business of energy efficiency. With EPA's Clean Power Plan calling for a 32% reduction in CO₂ emissions from power plants by 2030—your work could not be more important. Climate change is one of the greatest environmental and public health challenges we face, with impacts affecting the lives of all Americans. In taking critical action against this threat, the Clean Power Plan accelerates the momentum around energy efficiency, which represents a proven, highly cost-effective strategy that states are already widely using to manage energy resources and reduce carbon pollution. Just as ENERGY STAR has served as a platform for advancing your business objectives, we anticipate it will continue to be a powerful tool for states as they expand their investment in energy efficiency.

As always, thank you for the important work you do that saves your customers energy and money and that promises to play an important role going forward to help our nation reach its greenhouse gas reduction goals.

Sincerely,

A handwritten signature in black ink, appearing to read 'Ann Bailey', is positioned above the typed name and title.

Ann Bailey
Chief, ENERGY STAR Product Labeling Branch
United States Environmental Protection Agency

SUNDAY, OCTOBER 11, 2015

4:00 – 6:00 p.m. Registration and Expo Set-up, *Grand Ballroom Foyer*

MONDAY, OCTOBER 12, 2015 (Day 1)

7:30 a.m. – 4:30 p.m. Registration, *Grand Ballroom Foyer*

7:30 – 8:30 a.m. Breakfast, *Galleria*

	Lighting <i>Grand Ballroom I</i>	Partner Networking*	EXPO <i>Grand Ballroom Foyer and Grand Ballroom II</i>
8:30 – 8:45 a.m.	Welcome to Portland and ENERGY STAR Lighting Update (<i>Plenary</i>)		
8:45 – 10:45 a.m.	Shining a Light on the Future: Working Session to Discuss New Technology Developments and Standards		
10:45 – 11:00 a.m.	Break, <i>Grand Ballroom Foyer and Grand Ballroom II</i>		
11:00 a.m. – 12:00 p.m.	Spotlight on Market Research: How Research Leads to Better Results for Lighting Programs		
12:00 – 1:00 p.m.	Lunch, <i>Galleria</i>		
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, <i>Grand Ballroom Foyer and Grand Ballroom II</i>		
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		

**Partner Networking: The networking track is for unstructured partner working meetings. A portfolio of meeting rooms is available to partners during these times. Rooms are offered on a first-come, first-served basis, and partners are responsible for their individual meeting arrangements.*

AGENDA

TUESDAY, OCTOBER 13, 2015 (Day 2)

7:00 a.m. – 4:30 p.m. Registration, *Grand Ballroom Foyer*

7:00 – 8:00 a.m. Breakfast, *Galleria*

	Plenary and Cross-Product Interest: Appliances, Electronics, Lighting and Water Heaters <i>Grand Ballroom I</i>	Electronics <i>Grand Ballroom I</i>	Partner Networking*	EXPO <i>Grand Ballroom Foyer and Grand Ballroom II</i>
8:00 – 8:45 a.m.	Welcome to Portland and ENERGY STAR Update (<i>Plenary</i>)			
8:45 – 9:15 a.m.	ENERGY STAR Consumer Education and Marketing Update (<i>Plenary</i>)			
9:15 – 9:30 a.m.	ENERGY STAR Appliances: Welcome and Update (<i>Plenary</i>)			
9:30 – 9:45 a.m.	Break, <i>Grand Ballroom Foyer and Grand Ballroom II</i>			
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 a.m.	The ENERGY STAR Retail Products Platform: Testing Next Generation Retail-Based Efficiency Programs (<i>Cross-Product Interest</i>)			
11:45 a.m. – 12:45 p.m.	Lunch, <i>Galleria</i>		RAD Working Lunch, <i>Pavilion</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, <i>Grand Ballroom Foyer and Grand Ballroom II</i>			
3:00 – 4:00 p.m.	Connecting Consumers with Your ENERGY STAR Products (<i>Cross-Product Interest</i>)			
4:00 – 5:00 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>)			

7:00 p.m. ENERGY STAR Reception, Hosted by Sears Holdings Corporation, *Location TBD*

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WEDNESDAY, OCTOBER 14, 2015 (Day 3)

8:00 a.m. – 12:00 p.m. Registration, *Grand Ballroom Foyer*

8:00 – 9:00 a.m. Breakfast, *Galleria*

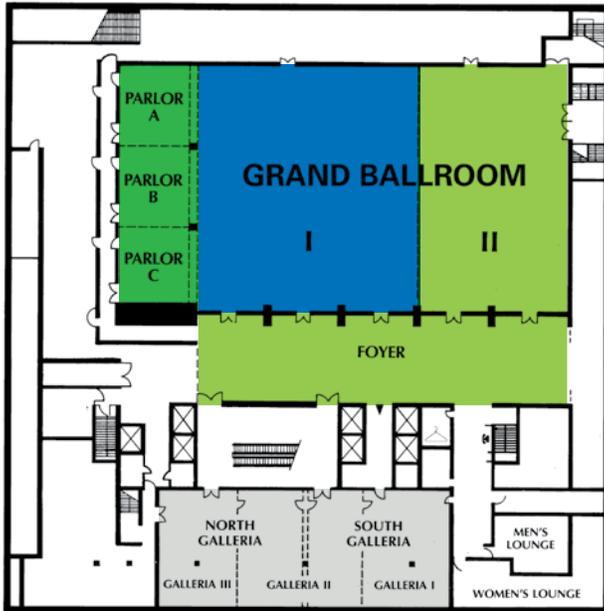
	Appliances and Water Heaters <i>Grand Ballroom I</i>	Electronics <i>Grand Ballroom I</i>	Partner Networking*	EXPO <i>Grand Ballroom Foyer and Grand Ballroom II</i>
9:00 – 10:00 a.m.	MythBusters: Water Heater Edition			
10:00 – 11:00 a.m.	The Road Ahead: Mapping Opportunities in the Appliance World			
11:00 – 11:15 a.m.	Break, <i>Grand Ballroom Foyer and Grand Ballroom II</i>			
11:15 a.m. – 12:15 p.m.	Partner Working Meetings*			
12:15 – 1:15 p.m.	Lunch, <i>Galleria</i>			
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, <i>Grand Ballroom Foyer and Grand Ballroom II</i>			
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

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ENERGY STAR Meeting Floor Plan Hilton Portland and Executive Tower

BALLROOM LEVEL



PLAZA LEVEL



Additional meeting spaces are located on the 3rd floor conference level and 23rd floor skyline level.

3RD FLOOR LEVEL

- | | |
|-------------------|------------------|
| ■ Forum Suite | ■ Senate Suite |
| ■ Council Suite | ■ Cabinet Suite |
| ■ Directors Suite | ■ Boardroom East |
| ■ Executive Suite | ■ Boardroom West |
| ■ Studio Suite | |

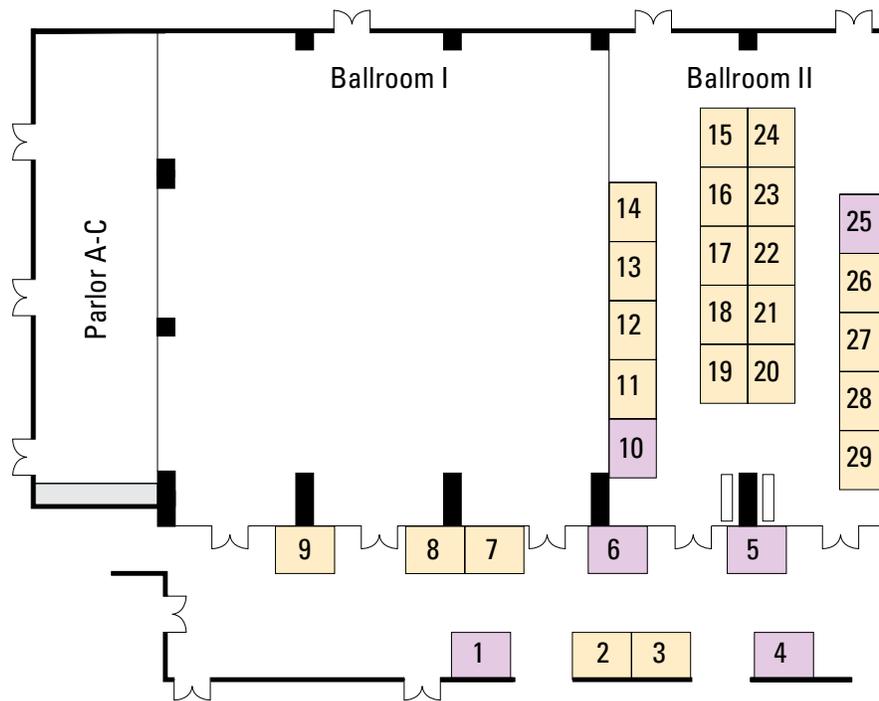
23RD FLOOR LEVEL

- | |
|---------------|
| ■ Skyline III |
| ■ Skyline IV |

KEY

- | | | | | |
|---|---|---|--|---|
| ■ Plenary | ■ Topical/Networking | ■ Networking | ■ Expo | ■ Meals |
|---|---|---|--|---|

ENERGY STAR Product Expo Floor Plan



EXHIBITOR	BOOTH
Acuity Brands Lighting	22
Altair Lighting	3
AM Conservation Group, Inc.	18
BTS LED	24
Cordelia Lighting	2
Cree Consumer Lighting	7
DIRECTV	4
EarthTronics	27
Eaton	8
Energetic Lighting	26
Feit Electric Company, Inc.	29
GE Lighting	9
Globe Electric Company	19
GREEN CREATIVE	15
Greenlite Lighting Corporation	28

EXHIBITOR	BOOTH
LG Electronics, USA	5
Lighting Science Group	13
Lights of America	21
MaxLite	11
Nationwide Marketing Group	6
Navien	25
Overdrive Lighting	20
Philips	17
Samsung Electronics America	10
Satco Products, Inc.	14
Sears Holdings Corporation	1
Technical Consumer Products, Inc.	12
TechniArt, Inc.	16
Verdant Solutions <i>on behalf of multiple lighting manufacturers</i>	23

KEY

Lighting Manufacturers

Retailers/Appliances/Electronics/Water Heaters

We would like to thank the following partners for their generous support of the 2015 ENERGY STAR Products Partner Meeting:

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PHILIPS

SAMSUNG

