



**National Lighting Partner Meeting
March 1-3, 2006**

SYNOPSIS OF MAJOR PLENARY THEMES

High Priority Market Challenges



- Lack of awareness
- Product availability (fixtures)
- Negative perceptions
- Product price (fixtures)

Other Key Themes



- Core product benefits are long life (convenience) and cost savings
- Need for more mid-range product
- Need for dimmable products
- Influence new construction decision-makers
 - Distributors, electricians, builders, showrooms
- Need for “show and tell”
- Need for more market data
- Price pressure from national retailers
- Price balanced with quality

Addressing the Challenges: What's Already Being Done?



- Building Awareness
 - Creative displays
 - Change-a-Light
- Overcoming Negative Perceptions
 - Promotions targeting high-quality products
 - Quality assurance efforts
 - In-store product demonstrations
- Simplifying Program Design
 - Flexible RFPs/cooperative marketing
 - Collaborative program development
 - Best practices/lessons learned

Addressing the Challenges: Proposed Solutions



- Awareness, Negative Perceptions
 - Sustaining awareness efforts year-round
 - Training/education in sales channels
 - Ties into Change-a-Light
 - Product demonstrations
- Availability
 - Manufacturer efforts
 - Demonstrate demand, profit potential
- Program Design
 - Manufacturer-driven programs (not retailer)
- Price
 - Increase volume of sales
 - Achieve market balance of price/quality

Next Steps: Suggestions



- Partner task force: sustained awareness-building
- Collaborative approaches to program design
- Market research to support data needs
- Target appropriate distribution channels for new construction and major renovation