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