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Dear ENERGY STAR Partner:

The U.S. Environmental Protection Agency (EPA) invites you to participate in the following webinar:

Webinar: "Make the Most Out of Your ENERGY STAR Partnership Through Co-marketing and Co-branding"

Date and Time: Thursday, September 26, from 1:00 to 2:00 pm EDT

Please register [here](#).

Please join us for a kick-off to your 2020 ENERGY STAR partnership. We will start broad with some strong content from the ENERGY STAR Products Partner Meeting on the value of ENERGY STAR as an ingredient brand for your product programs and how you can leverage the brand and our content to further engage your customers and improve customer service and satisfaction. We will also present some new resources – both general and product-specific, including content and interactive tools, that will facilitate program enhancement.

We will cap the discussion with an overview of upcoming plans, and, of course, unveil our marketing calendar for 2020 to spur ideas for how you can continue your participation and program benefits with ENERGY STAR.

The webinar will:

- Feature top-line marketing ideas from the 2019 Partner Meeting, including ingredient branding and proof points of ENERGY STAR value among consumers and plans for further research along these lines to help you optimize your program marketing.
- Preview upcoming product promotions and campaigns, such as ENERGY STAR Day, and unveil the 2020 ENERGY STAR marketing calendar.
- Provide a quick overview of existing ENERGY STAR marketing assets plus present more resources to enhance program delivery.

We look forward to your participation! Questions may be directed to your account manager or eeaccountmanager@energystar.gov.

Thank you for your support of ENERGY STAR.

[For more information, visit: www.energystar.gov](http://www.energystar.gov)

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