



# ENERGY STAR® Industrial Showcase



## Guidelines for Hosting your Industrial Showcase Event



## Getting Started

### What is an ENERGY STAR Industrial Showcase?

The ENERGY STAR Industrial Showcase event is an opportunity for your company to celebrate the accomplishments of ENERGY STAR certified plants and facilities that achieved the Challenge for Industry. The facilities that have been recognized in the **current or past two years** will be featured on the ENERGY STAR website for hosting a Showcase event.

The event is hosted at your facility to share benefits of achieving energy efficiency goals by partnering with ENERGY STAR.

### What are the benefits of hosting a Showcase?

- Enhances your company's reputation in the community by fostering environmental stewardship through sustainable energy management practices,
- Builds morale and pride among employees by recognizing their contributions to improving energy efficiency at their facility,
- Attracts positive interest in your business from new talent, suppliers, local dignitaries, and the media by using ENERGY STAR to demonstrate superior energy management.

Share innovative energy management practices and show how ENERGY STAR helped you gain positive recognition for your business. Be creative and join the celebration. Your participation in hosting an event is strictly voluntary. Thank you in advance for your interest in hosting a Showcase!

In this guide, you will find the resources and suggestions to successfully open your plant to the community and key stakeholders.



# Plan Your ENERGY STAR Industrial Showcase Event

## Quick Planning Guide

- ✓ **Sign up for your Showcase event to be featured on the ENERGY STAR Website**
  - Determine when you want to host your event.
  - Secure management approval.
  - Use the sign up form on the website to register your event with ENERGY STAR.
- ✓ **Decide who you will invite**
  - Create a way for visitors to register for your event.
  - Include schools, local & state organizations, elected officials, professional associations, suppliers, business partners.
- ✓ **Promote your event**
  - Use social media, press release, email, personal outreach, etc.
  - Follow us on Twitter using hashtag **#NDSHOW16**
- ✓ **Host your Showcase**
  - Conduct plant tour and presentation.
- ✓ **Follow up after Showcase & share successes**
  - Use social media, website and publications.
  - Send us pictures and information about your event for the Industrial Showcase website.
  - Include activities from your event your ENERGY STAR Partner of the Year application.



Source: Verallia, Milford



# ENERGY STAR Industrial Showcase Event Checklist

## *Plan a Showcase Event*

- Decide on a date
- Seek management approval
- Register your Showcase event on the webpage
- Determine the time & length of event
- Determine the format (presentation, facility tour, roundtable, virtual tour, etc.)
- Get employees involved in Showcase event
- Decide who to invite
  - Consider including students, local & state organizations, elected officials, professional associations, suppliers, business partners, and other stakeholders
- Send the invitations
  - Provide directions to facility, plan for guest parking, entry to facility, and information needed from visitors etc.
  - Create a way for invitees to register for your Showcase event
  - Track and confirm RSVPs
- Promote the event to public and stakeholders

## *Organize a Facility Tour or Presentation*

- Assemble internal planning group
  - Plant Manager or Champion
  - Communications team member
- Create a theme for your Showcase event, example:  
“Engaging the Community in Saving Energy with ENERGY STAR”
- Create welcome address
- Establish look and feel of welcome area; use Showcase banners and posters
- Create name badges for guests and staff
- Determine required safety equipment and information needed from visitors to enter the facility
- Determine what systems/operations you will show during the tour
- Prepare talking points for plant tour, include ENERGY STAR achievements
- Secure a photographer(s)

## *Prepare Literature and Display*

- Create ENERGY STAR Showcase poster or banners
- Gather company literature and materials related to energy savings
- Gather materials to show visitors how they can participate in saving energy at home, school and work using ENERGY STAR
- Order resources from [ENERGY STAR publications](#) library
- Write a media advisory
- Prepare a message from the CEO

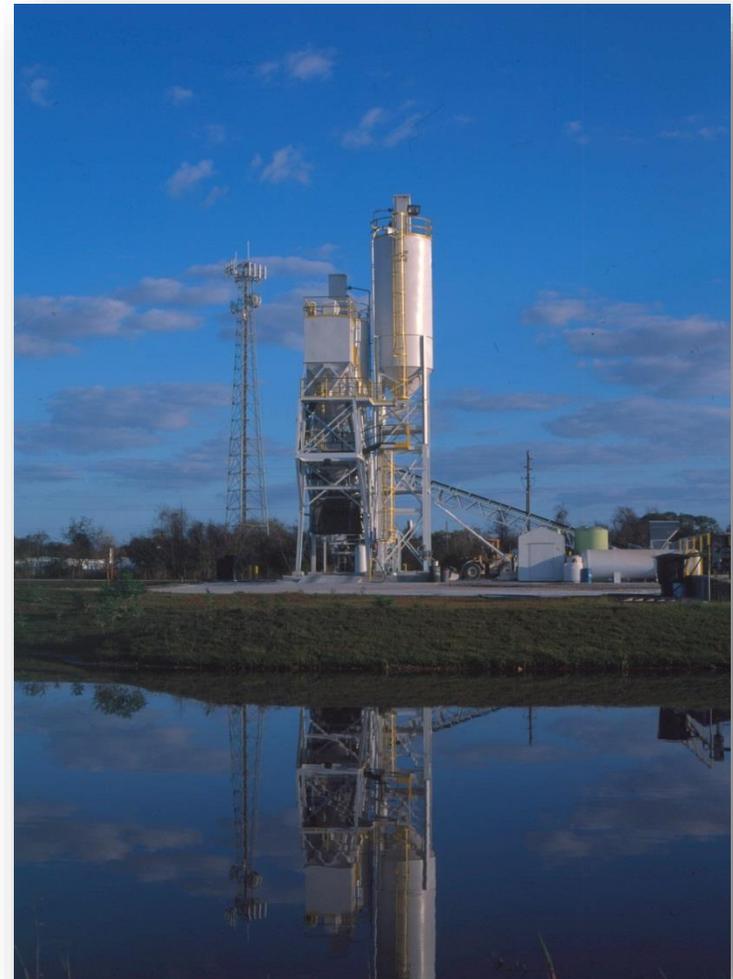
## ENERGY STAR Industrial Showcase Event Checklist

### *Showcase Event Day*

- Welcome guests
- Take notes and lots of pictures
- Conduct facility tour and presentation
- Provide safety equipment to guests
- Share insights about your business, energy management using ENERGY STAR
- Have the plant operating during tour
- Show and tell visitors how your operation works
- Encourage visitors to be active participants

### *Follow Up After the Event*

- Thank guest and employees
- Send photos of the event to EPA for the Industrial Showcase webpage.
- Highlight the Showcase on your website, publications, social media, and the press, etc.
- Include Showcase activities in your ENERGY STAR Partner of the Year application



Source: CEMEX Kissimmee Ready Mix 2004



## ENERGY STAR Industrial Showcase Webpage

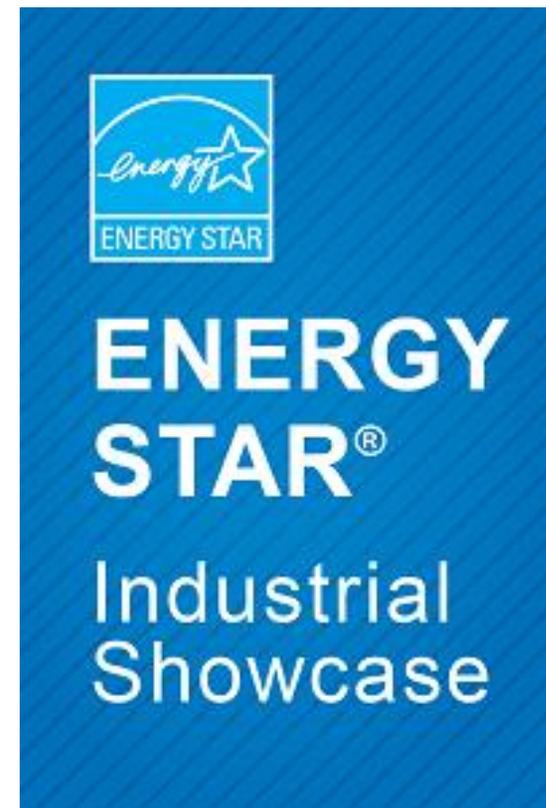
### Resources

- ✓ Sign up to to get your event on Showcase webpage
- ✓ Showcase checklist & informational slides
- ✓ Artwork to create banners, posters, web content and invitations
- ✓ Spread the word with sample social media content; hashtag **#INDshow16**
- ✓ Companies “Who’s Hosted a Showcase”
- ✓ Industrial technical material

### Questions

#### Industrial Team

- ✓ Showcase events
  - Karen P. Butler, EPA [butler.karen@epa.gov](mailto:butler.karen@epa.gov)
- ✓ Technical information
  - Betsy Dutrow, EPA [dutrow.elizabeth@epa.gov](mailto:dutrow.elizabeth@epa.gov)
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Showcase graphic