

2017 Trade Ally Application

Consumers Energy Business Energy Efficiency Programs offer cash rebates, training and energy information services to commercial and industrial customers to reduce energy use in new and existing buildings.

If you're in the business of helping other businesses, schools, industrial and public agency customers save energy, you should consider becoming a Consumers Energy Business Energy Efficiency Trade Ally.

Benefits include:

- Access to free exclusive program training.
- Access to the Trade Ally Portal and Online Application.
- Eligibility for program performance awards and bonuses.
- Your company listed as a registered program Trade Ally on ConsumersEnergy.com.
- Assigned Energy Advisor to assist with the program.
- Eligibility for program performance awards and bonuses.
- Eligibility to receive third party checks.

To become a Trade Ally, you'll need to do the following:

- Contact the Consumers Energy Business Energy Efficiency Programs to be assigned to a Territory Energy Advisor.
- Attend a three-hour training session at Consumers Energy Training Center in Okemos, Michigan.
- Submit initial Incentive Application.
 - Once an initial incentive application is paid, submit

To maintain your Trade Ally status, you'll need to do the following:

- Submit and complete at least one paid incentive project to
- Ensure that all company representatives are properly trained on the Business Energy Efficiency Programs and one representative attends a mandatory Trade Ally training event on an annual basis.
- Provide services in accordance with the Consumers Energy Business Energy Efficiency Programs Policies and Procedures.

- Maintain good customer service performance and represent the Business Energy Efficiency Programs appropriately.
- Complete Trade Ally Application annually, ensuring all company information is current for program year.

* Changes may be made at the discretion of Consumers Energy.

The Consumers Energy Business Energy Efficiency Programs team will review all applications, verify the information provided and contact the references listed. If any information is missing or inadequate, we will contact you to request an update. You will be notified via email upon application approval.

Consumers Energy makes no warranty of any kind whatsoever, including, without limitation, the warranty of merchantability or fitness for purpose. Under no circumstances will Consumers Energy be liable for indirect, special, consequential, punitive or exemplary damages.

Restrictions:

- Applicant must be either an installer, general contractor, Architecture & Engineering firm or supplier of qualifying equipment to be eligible as a registered Trade Ally.
- Use of the Consumers Energy logo is strictly prohibited without the express written approval of Consumers Energy Company. Including but not limited to marketing materials, websites and business cards.
- Co-Branding is NOT allowed and will result in removal as a registered Trade Ally and potential suspension from the Consumers Energy Business Energy Efficiency Programs.
- The use of the term "partner" is not allowed under the Consumers Energy Business Energy Efficiency Programs.
- Any instances of individuals or companies representing themselves as a Consumers Energy employee will result in removal as a registered Trade Ally and not allowing direct participation in the Consumers Energy Business Energy Efficiency Programs.

Please submit Applications and Questions to:

Consumers Energy Business Energy Efficiency Programs
Attention: Trade Ally Program
3965 Okemos Rd. Suite A1
Okemos, MI 48864

Phone: 877-607-0737

Fax: 877-607-0738

Website: ConsumersEnergy.com/startsaving

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*** IMPORTANT:** The information completed in the "Company Information" section of the application will be the information included in the Trade Ally online directory and other customer-facing materials.

COMPANY INFORMATION

| | | | | |
|--------------|-------|-----|-------------------------|--|
| COMPANY NAME | | | PRIMARY CONTACT | |
| ADDRESS | | | POSITION | |
| CITY | STATE | ZIP | EMAIL | |
| PHONE | FAX | | COMPANY PRESIDENT/OWNER | |
| EMAIL | | | YEARS IN BUSINESS | |
| WEBSITE | | | FEDERAL TAX ID NUMBER | |

ADDITIONAL CONTACT INFORMATION

Additional Contact(s) will be added to the Trade Ally communications regarding program changes, training, newsletters, etc.

| | | | |
|--------------|----------|-------|-------|
| CONTACT NAME | POSITION | PHONE | EMAIL |
| CONTACT NAME | POSITION | PHONE | EMAIL |
| CONTACT NAME | POSITION | PHONE | EMAIL |

If more space is needed, please attach a second sheet.

LICENSES AND SERVICES

| | | | |
|--|--|---|---|
| Services provided: (check all that apply) | <input type="checkbox"/> Agriculture | <input type="checkbox"/> Domestic Hot Water | <input type="checkbox"/> Lighting |
| | <input type="checkbox"/> Design/Build Services | <input type="checkbox"/> Energy Audit Services | <input type="checkbox"/> Lighting Controls |
| | <input type="checkbox"/> Building Envelope | <input type="checkbox"/> HVAC | <input type="checkbox"/> New Construction |
| | <input type="checkbox"/> Boiler | <input type="checkbox"/> HVAC Controls | <input type="checkbox"/> Industrial Pipe Insulation |
| | <input type="checkbox"/> Commissioning | <input type="checkbox"/> Information Technology | <input type="checkbox"/> Power Management |
| | <input type="checkbox"/> Compressed Air | <input type="checkbox"/> Motors and Drives | <input type="checkbox"/> Refrigeration |

| License # | Issued To (must be same as company above) | Class | Description | Expiration Date |
|-----------|--|-------|-------------|-----------------|
| | | | | |
| | | | | |

MARKET SEGMENTS

Please indicate the market segments you primarily serve:
(check all that apply)

- | | | | |
|---|---------------------------------------|--|---------------------------------------|
| <input type="checkbox"/> College/University | <input type="checkbox"/> Grocery | <input type="checkbox"/> K-12 Schools | <input type="checkbox"/> Restaurant |
| <input type="checkbox"/> Data Centers | <input type="checkbox"/> Hotel/Resort | <input type="checkbox"/> Medical | <input type="checkbox"/> Warehouse |
| <input type="checkbox"/> Government | <input type="checkbox"/> Industrial | <input type="checkbox"/> Office Retail | <input type="checkbox"/> Other: _____ |

SERVICE TERRITORY

Please indicate the service territory that you serve: (check one primary and one secondary territory)



Primary Service Territory

- Northern Michigan
- Bay Area
- Southeast Michigan
- Central Michigan
- Western Michigan

Secondary Service Territory

- Northern Michigan
- Bay Area
- Southeast Michigan
- Central Michigan
- Western Michigan

PROFESSIONAL REFERENCES

Please provide three (3) commercial project (or professional) references. Projects with energy efficiency measures preferred, but not required.

| | | | |
|-------------------------|--------------------------|------------------|--|
| CONTACT NAME (required) | BUSINESS NAME (required) | PHONE (required) | |
| CONTACT NAME (required) | BUSINESS NAME (required) | PHONE (required) | |
| CONTACT NAME (required) | BUSINESS NAME (required) | PHONE (required) | |

TRADE ALLY TRAINING

A Company representative has attended OR will attend a Consumers Energy Business Energy Efficiency Programs training.

| | | |
|----------|------------------|----------|
| ATTENDEE | DATE OF TRAINING | LOCATION |
| | | |

REGISTRATION ACKNOWLEDGMENT

By signing below, the Company agrees to offer and provide services in accordance with the Consumers Energy Business Energy Efficiency Programs Policies and Procedures (electronic version available at consumersenergy.com/mybusiness), adheres to any and all state guidelines, rules and regulations, and certifies that the above information is correct and properly represents the Company.

| | |
|---------------------|-------|
| SIGNATURE | DATE |
| | |
| NAME (PLEASE PRINT) | TITLE |
| | |