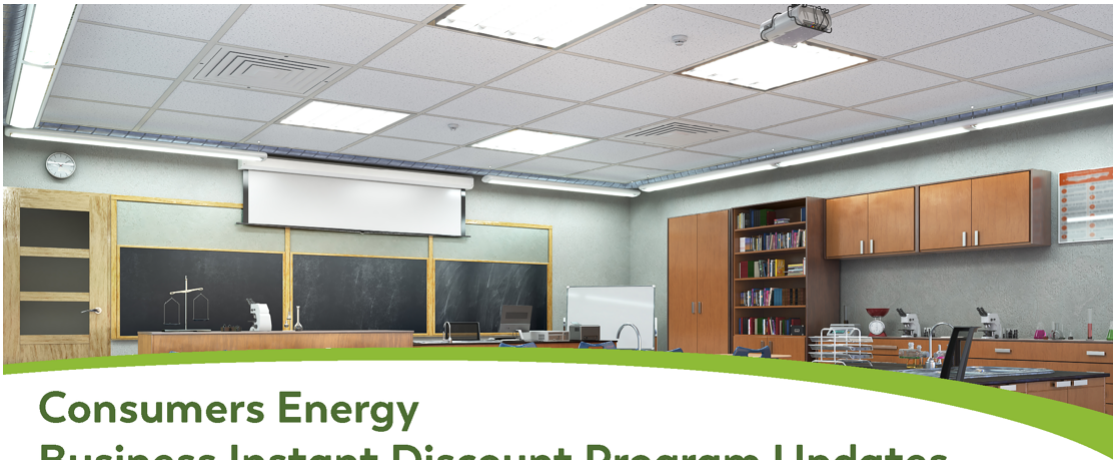


From: Consumers Energy Business Energy Efficiency
Sent: Tue, 15 Jun 2021 08:19:52 -0400
To: Kelley, Melissa Ann
Subject: Business Instant Discount Program Updates



Consumers Energy Business Instant Discount Program Updates

We are making incentive updates to the program starting July 1, 2021, see below for details and contact your Energy Advisor with questions.

Measure	Current Incentive	July 1 st Incentive Update
LED Tube: 2ft	\$3.00	\$2.00
LED Tube: 4ft	\$5.50	\$4.00
LED Tube: 8ft	\$11.50	\$8.00

LED Tube Incentive Change

The table above shows the three incentive updates on LED Tubes, effective July 1, 2021. LEDs sold on or before June 30 will be honored at current incentives. LEDs sold on or after July 1st will be incentivized at the rates above. Download the updated [lighting](#) and [main BIDP](#) brochures that reflect this change.

Consumers Energy Business Instant Discount Program Tool
 Logged in as george.cowdrey@dnv.com, George Cowdrey, DNV Log off

Home Start New Track Verify Eligibility Support Admin

List of Transactions | Initial ID: 20141

Status	Program Type	Submittal ID	Incentive Requested	Incentive Approved
Draft	2021 Lighting	Not Submitted	\$0.00	\$0.00

DISPLAY: All Transactions

Step 1 of 3 : Enter transactions directly into the table. Select a row and the corresponding button to copy and delete transactions.

☐ Display Filter / Search Row

DISTRIBUTOR : test (41825)

	Ready to Submit	Invoice	Invoice Date	Date Of Sale	Manufacturer	Catalog Number	Individual Units Sold	Product Cost	Rebate Per Unit	Total Cash Incentive	Contractor Name	Contractor
☐	Unsaved			06/30/2021								

+ Add New Row Copy Selected Row(s) Delete Selected Row(s) Delete Report Export Report Save and Validate Submit

Date Of Sale

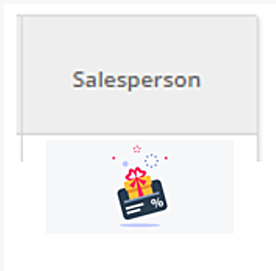
The program will honor the current incentive pricing through June 30, 2021. Any submission after this date will use the July 1st incentive levels. The field outlined in red is how the date of sale is determined.

Total Cash Incentive	End User Company Name	End User Name	Contractor Name
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End User, Contractor Fields

The End User fields have now moved and are located BEFORE the Contractor fields in the Tool. If the End User (customer) is making the purchase, leave the Contractor fields blank.

Distributor Rewards



A reminder to Distributors, we offer a [rewards platform](#). Earn points on each paid transaction by putting a name/email address in the Salesperson field in the Tool. That person will automatically be enrolled and rewarded points for each paid transaction, up to 200,000 points, annually.

Contact your Energy Advisor with questions.



Program Information

1. **New product form.** Have an idea to incentivize a new product? Fill out a [Suggest a Product Form](#) and email it to BusinessInstantDiscount@cmsenergy.com. Qualifying products are added to the Approved Product List every Friday. The weekly deadline to submit is 12pm on Thursday.
2. **Non-DLC or ENERGY STAR® listed products may be able to be incentivized.** Get approval before you sell by filling out [this form](#) and supplying supporting documentation for further review. Non-DLC and Non-ENERGY STAR products are

added bi-weekly.

3. For quicker transaction reimbursements, use the **Notes for Reviewer** field in the BIDP tool to communicate with our staff regarding your submissions. Use this field to ask questions, leave us comments regarding late submissions, enter special customer details, etc.



Policies & Procedures Manuals

A reminder to our contractors, Trade Allies and distributors, the Consumers Energy Business Energy Efficiency Programs operate within Policies & Procedures guidelines.

We've recently updated each of the following. Please take a moment to review:

- [Large Business Policies & Procedures](#)
- [Small Business Policies & Procedures](#)
- [Business Instant Discount Policies & Procedures](#)

For more information regarding our program, bonuses, marketing material, trainings and so much more visit and bookmark [CETradeAlly.com](https://www.cetradeally.com).

BIDP Program Team

Distributor Energy Advisor, East MI - Doug Sandberg.....517-247-1260
Distributor Energy Advisor, West MI - Todd Loheny.....517-512-0144
Distributor Outreach Program Manager - George Cowdrey.....614-563-7744
Program Design Manager - Tiffany Schaefer.....877-607-0737

Please note **Brandon Scott** is now a Trade Ally Energy Advisor and no longer serving this program, direct your questions to **Doug Sandberg** or **Todd Loheny**.



This is one of several programs designed to help you save energy and money while protecting the planet. To learn more about our Clean Energy Plan and how you can take an active role in building a clean energy future for Michigan, visit MICleanEnergy.com.

[Learn more](#)



Online



Email



877-607-0737

Consumers Energy, 3965 Okemos Rd. Suite A1, Okemos, MI 48864, 855-614-5054

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