

About the Program

The Instant Rebate Program offers instant rebates at the cash on a variety of every day energy efficient products for the home such as LED lighting, motion sensors, timers, dimmer switches, smart power strips and more. It is a multi-year program with campaigns taking place in the Spring and Fall each year.

Benefits to Retailers

The program provides an excellent opportunity to:

- Drive store traffic and increase basket size
- Increase sales of select energy efficient products
- Enhance the customer shopping experience

How it Works

- takeCHARGE will provide a list of approved products. Based on these approved products, retailers will develop a related SKU list and share this with takeCHARGE.
- Retailers will provide the approved products for the duration of the campaign and honor instant rebates of approved product SKUs at the cash.
- Retailers will install and display POP and related marketing materials in-store to properly promote the program to customers throughout the entire campaign.
- Where possible, retailers will host in-store events to create more awareness and help promote product sales. All events are set-up and managed by takeCHARGE staff.
- Retailers will be reimbursed for rebates given during the campaign after providing takeCHARGE with supporting sales information.
- **In order for retailers to participate in the program, a signed Retailer Participation Agreement is required.**

Program Resources

- Poster
- Shelf talker
- Blank template
- Bin violators
- Stickers
- Hang tabs
- Insert tags

List of Rebated Products

Spring 2015 Instant Rebate Campaign	Rebate Amount
Package of 2 or more ENERGY STAR Regular CFL	\$2
Package of 1 or 2 ENERGY STAR Specialty CFLs	\$2
Package of 3 or more ENERGY STAR Specialty CFLs	\$4
ENERGY STAR LED Light Bulbs (under 10 Watts)	\$3
ENERGY STAR LED Light Bulbs (10 Watts and above)	\$5
Package of 2 or more ENERGY STAR LED Light Bulbs	\$8
Indoor Lighting Timers	\$3
Outdoor Lighting Timers	\$3
Indoor Motion Sensors	\$3
Outdoor Motion Sensors	\$3
Dimmer Switchers	\$3
Smart Power Strips	\$10
ENERGY STAR Ceiling Fan with Lights	\$10
ENERGY STAR Ceiling Mounted Light Fixture	\$5
ENERGY STAR Dehumidifiers	\$10
High Performance Showerhead	\$10