



E SOURCE Energy Market Advisory Service

MEMBERSHIP BENEFITS

*Be the trusted energy-efficiency advisor for your customers with the **E Source Energy Market Advisory Service (EMA)**. If your company manufactures energy products, or if you're an energy service company, our service can help you position and market your products and services to large businesses. Members have access to industry-specific market intelligence, nationwide rebate information, and tools for informing your customers about the benefits of energy efficiency, specific technologies, and more.*

WHAT YOU GET WITH THE ENERGY MARKET ADVISORY SERVICE

Member Inquiries. Get consulting assistance from our experts by asking us your questions, bouncing ideas off our researchers, or contacting us whenever you need an unbiased, third-party perspective. We'll save you time and give you insights on the market, the latest technology developments, and potential sales opportunities.

Research Findings. You'll have access to our comprehensive library of research and analysis—including the Equipment Efficiency Standards Directory and Sector Snapshots. Your customers will appreciate our objective and timely analysis of energy-consuming products and services.

Rebate & Incentive Finder. This comprehensive database lets you package your products and services with specific energy-efficiency rebate and incentive programs offered by utilities and other agencies across North America. You'll save time by not having to keep track of this information on your own and being able to quickly find programs that can offset your customer's investment costs in new construction and retrofit projects.

Content for Your Customers. Get pamphlets that you can use to tell your customers what their greatest opportunities are for saving energy and provide them with objective analysis of energy-consuming products and services.

E Source Forum. This exclusive annual event for E Source utility members is the perfect venue for showcasing your products and services in front of utility decision-makers. EMAS members receive first priority for reserving an exhibit space at the E Source Forum, as well as a discounted exhibitor fee.

GET ANSWERS THAT CAN HELP BUILD YOUR BUSINESS

Here's a sample of some Member Inquiry questions we've been answering for our *E Source Energy Market Advisory Service* members:

- What efficiency standards apply to three-phase air conditioners and heat pumps with a capacity smaller than 65,000 Btu per hour?
- Do high-efficiency multistage residential air conditioners need more than the typical switch or thermostat to participate in demand response?
- Has the economic downturn significantly affected corporate energy-efficiency projects?
- What residential applications are best suited for electric tankless water heaters?
- How will the U.S. Energy Policy Act 2005 (EPA 2005) affect the LED market in terms of supply constraints, pricing, efficiency, and municipal savings calculations?
- What are the most promising near-term applications for light-emitting diodes (LEDs) in commercial applications?

PROVIDE TRUSTED ENERGY-EFFICIENCY CONTENT TO YOUR CUSTOMERS

E Source is recognized in the industry as being the most objective third-party resource on all things related to technologies and energy-service best practices. We developed a variety of brief reports called **E Source Customer Direct (ESCD) Pamphlets**. Each ESCD pamphlet can be printed or e-mailed to your customers, posted to your public web site, or used in your own company newsletters. You can also customize the materials by adding your company logo. There are more than 60 pamphlets and newsletters available, including:

- High-Efficiency Rooftop Units
- Increasing Energy Savings with Hotel-Room Automation
- Lowering Energy Costs at Airports
- Managing Energy Costs in Convenience Stores
- Managing Energy Costs in Data Centers
- Managing Energy Costs in Grocery Stores
- Managing Energy Costs in Office Buildings
- Managing Energy Costs in Retail Buildings
- Managing Office Plug Loads
- Photovoltaics for Your Business
- Plug-In Electric Vehicles for Fleets
- Recommissioning for Low Cost and Big Savings
- Voluntary Climate Change Programs
- Water-Saving Tips for Business Customers
- Web Services for Building Automation

PROFILE YOUR CUSTOMERS' ENERGY NEEDS BEFORE THE SALE

Designed to give you a sharp picture of a particular business or industry sector, our **Sector Snapshots** are tightly focused profiles that we update on an ongoing basis. Insights from these vertical market segment profiles can help you determine specific business drivers, energy consumption, and new business opportunities. More than 40 Snapshots are available, covering such business and facility types as:

Congregations	Healthcare	Restaurants
Crop Farming	Hotels & Motels	Retail
Data Centers	Laboratories	Schools, Colleges & Universities
Food Processing	Manufacturing	Utilities & Communications
Government	Municipal Water & Waste Water	Warehousing & Storage
Grocery Stores & Supermarkets	Offices	

USE REBATES AND INCENTIVES TO YOUR ADVANTAGE

Offering more than 1,400 individual program profiles that are updated on a quarterly basis, the **E Source Rebate & Incentive Finder** database contains the most comprehensive information available today on energy-efficiency and demand-response offerings from leading electric and gas utilities, government agencies, and nonprofit organizations. This tool is your inside advantage to maximizing your customers' investment in energy-efficiency and demand-response technologies by taking advantage of all available money-saving offers. Find the rebates and incentives that meet your criteria, based on:

- Geographic region
- Customer segment
- Delivery channel
- Service provided
- Incentive type
- Eligible technology

EASILY TRACK EQUIPMENT STANDARDS

Members get access to the **E Source Equipment Efficiency Standards Directory**, which provides concise, printable U.S. Department of Energy (DOE) standards data for all covered equipment types, including the current minimum operating efficiency and how to calculate the standard. We also consolidate multiple standards from organizations such as U.S. federal and state governments, the Canadian government, Energy Star, and the Consortium for Energy Efficiency. The data, which are continually updated throughout the year, include planned and pending standards updates.