



**TRADE ALLY PARTICIPATION APPLICATION**

**Traverse City Light and Power**

This document allows Traverse City Light and Power and the Energy Smart<sup>SM</sup> program to stay in touch with participating contractors and suppliers. By signing this document, you agree:

1. To actively promote the Energy Smart<sup>SM</sup> incentive programs.
2. Your participation will be in compliance with program guidelines.
3. The Traverse City Energy Smart<sup>SM</sup> program may distribute your company's name as a Participating Ally in the program.
4. Your participation does not endorsement of your company by the Traverse City Energy Smart<sup>SM</sup>.
5. Participant may not use the Traverse City Light and Power or the Traverse City Energy Smart<sup>SM</sup> logos on promotional materials.
6. Participant agrees to abide by all applicable laws, building codes and licensing.
7. Your participation is valid for the duration of the programs.
8. Traverse City Light and Power reserves the right to discontinue or change any program at any time.
9. Traverse City Light and Power does not endorse any particular manufacturer, product or system design within these programs.
10. Traverse City Light and Power does not expressly or implicitly warrant the performance of installed equipment.
11. Traverse City Light and Power is not responsible for the proper disposal/recycling of any waste generated as a result of a project.
12. Traverse City Light and Power is not liable for any damage caused by the installation of the equipment or for any damage caused by the malfunction of the installed equipment.

**Contact Information:**

Ally Business Name:		Contact Person's Name:	
Business Street Address:		City / State / Zip:	
Phone:	Fax:	E-mail:	

**My main business type is: (please check one that is most applicable)**

- |   |  |  |   |
|---|--|--|---|
| <input type="checkbox"/> Architect        | <input type="checkbox"/> Builder         | <input type="checkbox"/> Compressed Air Consultant | <input type="checkbox"/> Contractor/Installer |
| <input type="checkbox"/> Consultant       | <input type="checkbox"/> Developer       | <input type="checkbox"/> Energy Services Company   | <input type="checkbox"/> Engineer             |
| <input type="checkbox"/> Manufacture Rep. | <input type="checkbox"/> Supplier-Retail | <input type="checkbox"/> Supplier-Wholesale        | <input type="checkbox"/> Other: _____         |

**My customer market base(s) is/are: (check all that apply)**

- |                                       |                                      |   |                                       |
|---------------------------------------|--------------------------------------|---|---------------------------------------|
| <input type="checkbox"/> Agricultural | <input type="checkbox"/> Commercial  | <input type="checkbox"/> Industrial             | <input type="checkbox"/> Multi-family |
| <input type="checkbox"/> Non-Profit   | <input type="checkbox"/> Residential | <input type="checkbox"/> Schools and Government | <input type="checkbox"/> Other: _____ |

**The Products or Services I primarily offer are (check all that apply):**

<p><b>Lighting</b></p> <input type="checkbox"/> Commercial <input type="checkbox"/> Industrial <input type="checkbox"/> Specialty/Outdoor  <p><b>Misc. Electric</b></p> <input type="checkbox"/> Compressed Air Systems <input type="checkbox"/> High Efficiency Motors <input type="checkbox"/> Variable Speed Drives <input type="checkbox"/> Pumps	<p><b>HVAC Equipment</b></p> <input type="checkbox"/> Controls/Automation Systems <input type="checkbox"/> Chillers/Cooling Towers <input type="checkbox"/> Heat Pumps <input type="checkbox"/> Roof Top Units <input type="checkbox"/> Split Systems <input type="checkbox"/> Geo-Thermal Heating and Cooling  <p><b>Other</b></p> <input type="checkbox"/> _____ <input type="checkbox"/> _____	<p><b>Miscellaneous</b></p> <input type="checkbox"/> Refrigeration Equipment <input type="checkbox"/> Cooking Equipment <input type="checkbox"/> Laundry Equipment <input type="checkbox"/> Metering Equipment <input type="checkbox"/> Energy Management Software <input type="checkbox"/> Building Envelope (Insulation) <input type="checkbox"/> Water Heaters (Building/Domestic) <input type="checkbox"/> Air Sealing <input type="checkbox"/> Real Estate Management <input type="checkbox"/> ENERGY STAR® Equipment
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**I agree to the terms and conditions set forth in this document:**

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 Signature Print Name Date