

A high-angle photograph of a worker wearing a blue hard hat and a safety vest, holding a clipboard with a checklist. The worker is standing on a metal platform or walkway. The background shows industrial equipment and a bright, sunny sky. The overall scene is brightly lit, with strong shadows and highlights.

# Heating and Cooling Midstream Offering Important Information for Distributors

February 25, 2021

# What is the Heating and Cooling Midstream Offering?

- Payments through a Midstream Offering
  - Residential and Business Customers
    - \$350 available for Central Air Conditioners
    - \$600 available for Air Source Heat Pumps
    - \$100 available for Smart Thermostats
  - Business Customers
    - \$90/ton available for Central Air Conditioners
    - \$10-15 available for Notched V-Belts
- Available to residential and business customers
- Instant discount at point of purchase
- No lengthy participant application
- Simplified way for customers to get incentive money for purchasing efficient equipment
- Expanded source of revenue for distributors



How the Offering Works

- Distributors sign a Participation Agreement and agree to an initial incentive cap
- Eligible customers can receive incentives for qualifying air conditioners, heat pump water heaters, and smart thermostats
- Distributors collect basic end-user information and deliver incentive as a discount at the time of purchase
- Distributors agree to pass-through at least \$300 of the amount received (or full incentive amount if less than \$300)
- Distributors report the transactions
- The Program reimburses incentive totals to the distributor



# Distributor Eligibility



- Registered as an Ameren Illinois Program Ally in good standing
- Sells the equipment directly from manufacturer (except for smart thermostats)
- Majority of sales are to persons or business entities other than distributors
- Minimum one year in business as a wholesale distributor
- Agree to Program Participation Agreement terms and conditions



# Eligible Products

- Central Air Conditioners and Air Source Heat Pumps
  - 16 SEER or greater as confirmed by AHRI
- Smart Thermostat
  - ENERGY STAR<sup>®</sup> Rated Smart Thermostat
- Notched V-Belts for Roof Top Units
  - Must be notched belts with AX or BX cross section

*Note: AC/ASHP maximum capacity up to 65 kBtu for residential customers and up to 135 kBtu for business customer*

- Ameren Illinois electric residential and business end-users
- Rider EDR (Energy Efficiency and Demand Response Investment) surcharge
- Contractors for eligible customers/projects





A close-up, shallow depth-of-field photograph of hands typing on a laptop keyboard. The lighting is cool and blue-toned. A white rectangular box with a thin border is centered over the keyboard, containing the text "Transaction Reporting".

# Transaction Reporting



- Transaction report submitted within 45 days of sale to [instantincentives@ameren.com](mailto:instantincentives@ameren.com)
- **All invoices must show the Program discount**
- Receipt confirmation within 2 business days
- May require post-inspection, invoice review
- Reimbursement within 45 days of distributor submitting complete report
- Only one Transaction Report can be submitted per week
  - Multiple sales on report

# Distributor Obligations

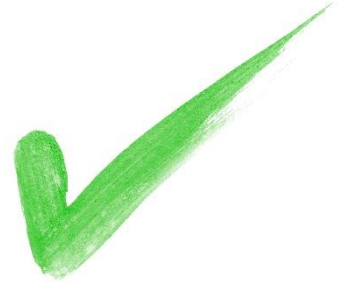
- Products purchased from product manufacturer and resold to qualified Ameren Illinois customers
- Not eligible for other instant discounts or coupons
- **Must give customer the discount at the point of sale**
- At least \$300 incentive to end user or contractor (purchaser) or full incentive amount if less than \$300
- Must keep an inventory in stock of products intended for sale through the Midstream Offering



- Maintain receipts, records, invoices, etc. for three years – *keep a copy of your submitted reports or CC accountant so you know which accounts match the payment check*
- Notify the Program of returned products
- Refund the Program the value of payment received for returned products
- **Notify customer of the incentive at time of purchase**
  - **Minimum: on invoice**
- ***Your first transaction report must also have invoices***



- Jan. 1 to Dec. 31 or until funds depleted
  - Auto renewal into 2022
- Ameren Illinois will provide a 60 day notice of early termination if due to funds depleted
- Final transaction reports received by Jan. 15 for the prior term unless otherwise instructed



A close-up photograph of a man with short dark hair and a light beard, wearing a dark blue V-neck sweater over a grey shirt. He is looking down at a white smartphone held in his right hand. The background is a bright window with a grid pattern, slightly out of focus.

**Marketing**

# Marketing Materials

- You can order pre-made Midstream marketing materials for your use
- Must receive prior, written approval, from Ameren Illinois before using the Ameren Illinois Energy Efficiency Program logo on your own marketing pieces
- Contact Jordan Nelson for help with co-branding requests at [jnelson2@ameren.com](mailto:jnelson2@ameren.com)





# QUESTIONS?



*[AmerenIllinoisSavings.com/iid](https://AmerenIllinoisSavings.com/iid)*  
[instantincentives@ameren.com](mailto:instantincentives@ameren.com)



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