



GROW YOUR BUSINESS IN 2024 WITH FOCUS ON ENERGY®

Focus on Energy's Trade Ally contractors play an essential role in delivering products, services, and knowledge about energy efficiency technologies. The Agribusiness Trade Ally Bonus is available to reward Trade Allies serving the agriculture industry for utilizing Focus on Energy to build their business. Registered Trade Allies handling the incentive process on their customer's behalf are eligible to directly receive payment from Focus on Energy.

Offering Details:

Offering	Trade Ally Payment*
Customer incentive <\$200	\$30**
Customer incentive >\$200	15% of customer incentive

*Trade Ally payments are limited to base incentives only, other bonus offerings are ineligible.

**Trade Ally payments for incentives less than \$30 will be capped at the customer incentive amount.

How to Participate

1

Enroll in the Agribusiness Trade Ally Bonus by completing an Agribusiness Service Provider Application available at focusonenergy.com/ASPAApplication.

2

Add your unique Trade Ally Bonus Incentive Code on Section 7 of your customer's application (code will become available upon enrollment). Access current applications online at focusonenergy.com/catalogs.

3

Receive financial payment and continue to grow your business.

Partner with Focus on Energy to help your agriculture customers save energy and money today!

800.762.7077 • focusonenergy.com/agribusiness

REDUCING ENERGY WASTE ACROSS WISCONSIN

Focus on Energy, Wisconsin utilities' statewide program for energy efficiency and renewable energy, helps eligible residents and businesses save energy and money while protecting the environment. Focus on Energy information, resources, and financial incentives help to implement energy efficiency and renewable energy projects that otherwise would not be completed.

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