



A unit of American Electric Power

Contractor Co-Branding Terms and Conditions

Contractors participating in SWEPCO's Residential Energy Efficiency Program are permitted to co-brand with SWEPCO if they meet the criteria outlined below and agree to the terms and conditions outlined herein.

Co-Branding Criteria

- Contractors may use the gridSMART® from Southwestern Electric Power Company logo if:
 - a. The contractor has current program documents on file with CLEAResult.
 - b. The contractor has signed a co-branding terms and conditions agreement and submitted to CLEAResult.

Logo Guidelines

- Contractors may use the gridSMART logo on contractor-produced materials and on their company websites. The following disclaimer language must be used on print and online materials wherever the gridSMART logo appears.

Required Disclaimer Language

gridSMART® is provided by SWEPCO as part of the company's commitment to reduce energy consumption and demand. [Contractor Name] participates in SWEPCO's Arkansas Contractor Network as an independent contractor. For more information, visit SWEPCOgridSMART.com.

Communication in the Field

Contractors may promote SWEPCO's programs to customers by distributing program marketing materials that are developed by SWEPCO or by the contractor. However, contractors **may not** represent themselves as SWEPCO employees in the field, nor should they communicate in any way that they work on behalf of SWEPCO.

SWEPCO does not endorse any contractor; therefore, written or verbal communication implying an endorsement is prohibited.

Any reference to SWEPCO programs by contractors should clearly state that the contractor is a **participant** in SWEPCO's Arkansas Contractor Network. Participating contractors will be listed on SWEPCOgridSMART.com. Contractors may link their company websites to SWEPCOgridSMART.com if they meet SWEPCO's co-branding criteria as outlined above.



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Obtaining Access to the gridSMART Logo

Contractors who wish to use the gridSMART logo must request the logo directly from CLEAResult by submitting this document. CLEAResult will verify the contractor's paperwork prior to releasing the logo.

If Contractor agrees to the terms and conditions outlined above, please sign, date, and return via e-mail, mail, or fax to:

Lisa Grecho
Lisa.grecho@clearesult.com
Phone: 479-935-9001
Fax: 479-234-4972
2434 East Joyce Blvd, Suite 6, Fayetteville, AR 72703

Terms & Conditions

The program reserves the right to request materials utilizing the gridSMART logo from contractor and contractor agrees to supply such materials. If upon inspection it is determined that contractor has inaccurately used the logo or misrepresented their participation in the program, CLEAResult and/or SWEPCO reserves the right to remove contractor from the program.

By signing below, contractor acknowledges the terms and conditions of using the gridSMART logo and agrees to comply with all terms and conditions.

<i>Contractor Company</i>	
<i>Representative Name</i>	
<i>Date</i>	

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<i>For Office Use Only</i>	
Current Paperwork on file	<input type="checkbox"/> Yes <input type="checkbox"/> No
Logo Release Date	
Verified and Released By	

gridSMART is provided by SWEPCO as part of the company's commitment to reduce energy consumption and demand. CLEAResult administers SWEPCO's Arkansas gridSMART initiative as an independent consultant.



