

# Appalachian Power Commercial Program Trade Ally Application



TAKE CHARGE<sup>SM</sup>

## Before you start

Appalachian Power offers the opportunity to expand the use of energy-efficient products in the Appalachian service territories through customer incentives and education. This application is to become a registered Trade Ally in Appalachian's energy-efficiency programs for non-residential service customers.

## Once you are done

Please return the completed and signed application along with a copy of your W-9 and certificate of insurance one of two ways:

### Mail:

Take Charge Business Program  
3100 West Rd., Building 3, Suite 200  
East Lansing, MI 48823

### Email:

Takecharge-business@clearesult.com

**Questions?** Call 888-261-4587

## 1 Business Type

Please indicate whether your company is certified as a Diverse Business Enterprise and /or Small Business Enterprise (OPTIONAL)

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Aboriginal Owned Business (AOB) | <input type="checkbox"/> Service Disabled Veteran-Owned  | <input type="checkbox"/> Veteran-Owned Business |
| <input type="checkbox"/> HUBZone (HUB)                   | <input type="checkbox"/> Small Business Enterprise (SBE) | <input type="checkbox"/> Enterprise (VET)       |
| <input type="checkbox"/> LGBTQ- Owned Business           | <input type="checkbox"/> Small- Disadvantaged Business   | <input type="checkbox"/> Woman-Owned Business   |
| <input type="checkbox"/> Minority-Owned Business         | <input type="checkbox"/> Enterprise (SDB)                | <input type="checkbox"/> Enterprise (WBE)       |

## 2 Company Information

Please complete a new application for each contact and location/branch.

- New trade ally application     Updating existing trade ally information

Company Name:

- Primary  
 Branch

Address:

City:

State:

Zip Code:

Phone:

Email address:

Website:

License Number:

License Expiration Date:    /    /

Insurance Expiration Date:    /    /

### 3 Contact Information

Name:	Title:
Phone:	Email:

### 4 Website Listing

Include my business information on the Appalachian Power website as an Approved Trade Ally:  Yes  No

Confirm information for website:  Information Same as Above

Business name:

Address:

City:	State:	Zip Code:
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Phone:

Website:

### 5 Approved Trade Ally Guidelines

By signing this Trade Ally application form, you agree to the following:

- Your business will comply with all published program guidelines as found on all program application forms and website.
- The designation of Trade Ally does not constitute an endorsement of the Trade Ally by Appalachian Power.
- Use of the Appalachian Power Company, Wheeling Power, or American Electric Power names in West Virginia, the logo, "Take Charge" tagline, or the logo by Trade Allies and program participants is prohibited.
- To abide by all applicable laws, building codes and licensing agreements.
- Participation is voluntary and may be terminated by either party at any time or for no reason without penalty.

*Submission of this form is not a guarantee of work or an endorsement, and does not give rise to any obligation to a Trade Ally by Appalachian Power Company or Wheeling Power dba American Electric Power in West Virginia. Appalachian Power Company will not solicit or provide direct compensation to the participating Trade Allies for their services on their customer's behalf. Appalachian's customers may use the contractor, product or service provider of their choice, regardless of whether the individual or firm is on the Trade Ally list. The Trade Allies may enter into direct and independent contracts with Appalachian Power's or Wheeling Power's customers. By signing below, I agree to comply with the Appalachian Power Commercial and Industrial Program rules and guidelines.*

Printed name:	Signature:	Date: / /
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Need assistance completing this form? Call us at **888-261-4567** or email **Takecharge-business@clearesult.com**