



In-Person Marketing Guide

The following document outlines the In-Person Marketing requirements for each state. Please read this document carefully as compliance with these requirements is mandatory. If you have any questions about the requirements below, please contact Energy Advisor Support at (445) 446-5776.

Important Think Energy Information:

Address

- PO Box 1288, Greens Farms, CT 06838

Customer Service & General Inquiries:

- Phone Number: 1.888.923.3633
- Email Address: Care@thinkenergy.com
- Hours: Monday – Friday, 8am – 8pm EST

Website

- <https://www.thinkenergy.com>

Terms & Conditions

- <https://www.thinkenergy.com/regulatory-compliance/>

In-Person Marketing Requirements – (Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, Ohio, Pennsylvania, Rhode Island)

1. Wear your Think Energy ID badge on an outer garment.
 - Download the [ID Badge Template](#) to print yourself, or
 - Purchase ID Badge on [ThinkPlusShop.com](#)
2. You must provide any marketing or price comparison materials along with a copy of the Think Energy Terms & Conditions.

Marketing Materials

- Primary Marketing Material: <https://www.thinkenergy.com>
- Additional Materials Available in Web Office > Tools > Documents & Media

Price Comparison Materials

- Rate Comparison Guide Available in – Web Office > Tools > Documents & Media > Rate Comparison Guides
- Historical Rates – <https://www.thinkenergy.com/regulatory-compliance/>

In-Person Marketing Requirements – New York

1. Wear your Think Energy ID badge on an outer garment.
 - Download the [ID Badge Template](#) to print yourself, or
 - Purchase ID Badge on [ThinkPlusShop.com](#)
2. Provide each prospective residential customer a business card (or similar tangible object) that includes the following information:
 - Your first name and Think+ Independent Energy Advisor identification number;
 - Think Energy’s name, address, and phone number;
 - The date and time of your visit and website information for inquiries, verification and complaints.
 - You can purchase Business Cards at [ThinkPlusShop.com](#)
3. You must provide the prospective customer with written information regarding Think Energy’s products and services immediately upon request. This information must include the following:
 - Think Energy’s name and telephone number for inquiries, verification and complaints;
 - A copy of the Terms & Conditions, any marketing materials, and the ESCO Consumers Bill of Rights (PDF document available at the link below)
 - https://dps.ny.gov/system/files/documents/2022/11/esco-bill-of-rights-3-21_english.pdf

In-Person Marketing Requirements – Illinois

1. Wear your Think Energy ID badge on an outer garment.
 - Download the [ID Badge Template](#) to print yourself, or
 - Purchase ID Badge on [ThinkPlusShop.com](#)
2. At the beginning of the solicitation, offer a business card or other material that lists your name, Think+ Independent Energy Advisor identification number and title, and Think Energy's name and contact information, including telephone number.
 - You can purchase Business Cards at [ThinkPlusShop.com](#)
3. During the sales presentation, verbally state the following disclosure information to the customer – unless the sales presentation is terminated by the prospective customer before these disclosures are completed:
 - The legal name of Think Energy is Think Energy, LLC;
 - The charges for electricity supply during the term of the contract are (____) / per kWh. Think Energy does not offer variable electricity supply rates. You will receive charges from your utility for the delivery of electricity.
 - Rates can be found on [ThinkEnergy.com](#)
 - Go to <https://signup.thinkenergy.com/>, enter the zip code of prospective customer, confirm the correct utility and view the corresponding rate. Click "Offer Details" for additional information;
 - or in the Rate Comparison Guide Available in – Web Office > Tools > Documents & Media > Rate Comparison Guide
 - The term of the contract is (__) months. If you do not choose another plan before the end of the term you will be placed on another fixed rate plan for a minimum term of 6 months.
 - The term of the contract can be found on [ThinkEnergy.com](#)
 - Go to <https://signup.thinkenergy.com/>, enter zip code of prospective customer, confirm the correct utility and view the corresponding term.
 - Think Energy does not charge any early termination fees or penalties for the termination of the contract by the customer prior to the expiration of its term.
 - Think Energy does not require prospective customers to provide a deposit.
 - Think Energy does not charge any fees to customers for switching, although you may incur early termination fees from your current provider.
 - Think Energy does not guarantee that you will achieve any savings compared to your utility's standard service rate. To the extent that our Rate Comparison Guide currently reflects a lower electricity supply rate compared to a utility's standard service rate for electricity supply, please see that Rate Comparison Guide for a description of the conditions or circumstances that must occur for any savings to be achieved.
 - Rate Comparison Guide Available in – Web Office > Tools > Documents & Media > Rate Comparison Guide
 - As a customer, you may contact Think Energy to rescind the contract and the pending enrollment within 10 calendar days after the electric utility processes the enrollment request. Residential customers may rescind the contract and the pending enrollment by contacting either Think Energy or the electric utility;
 - Think Energy is an independent seller of electric power and energy service certified by the Illinois Commerce Commission. Think Energy is not representing, endorsed by, or acting on behalf of, a utility or a utility program, a consumer group or consumer group program, or a governmental body or program of a governmental body;
 - The electric utility remains responsible for the delivery of electric power and energy to the customer's premises and will continue to respond to any service calls and emergencies; and the customer will receive written notification from the electric utility confirming a switch of the customer's electricity supplier; and

- The toll-free telephone numbers for Think Energy, the electric utility, and the Commission’s Consumer Services Division:
 - Think Energy: 1.888.923.3633
 - ComEd: 1.800.334.7661
 - Commission’s Consumer Services Division: 1.800.524.0795
4. Provide a copy of the Uniform Disclosure Statement to the customer at the conclusion of the visit unless the customer refuses to accept a copy. Upon the customer’s request, this can be provided in electronic format (i.e., by email) instead of in paper form. To download a copy of the Uniform Disclosure Statement, click here: <https://www.thinkenergy.com/regulatory-compliance-illinois/>

In-Person Marketing Requirements – District of Columbia

1. Wear your Think Energy ID badge on an outer garment.
 - Download the [ID Badge Template](#) to print yourself, or
 - Purchase ID Badge on [ThinkPlusShop.com](#)
2. Present the prospective customer with a copy of the Terms & Conditions, which includes right to cancel and right of rescission language.
 - Go to <https://signup.thinkenergy.com/>, enter the zip code of prospective customer, confirm the correct utility and click “Offer Details” to view Terms & Conditions;
3. Present Contract Summary that includes Think Energy’s name, address, phone, website, and license number.
 - Go to <https://signup.thinkenergy.com/>, enter the zip code of prospective customer, confirm the correct utility and click “Offer Details” to view Contract Summary;
4. Present Terms & conditions and Contract Summary that include price information, term, and a statement that the rate does not include taxes or utility charges.