



Voice of the Customer Agenda

October 17th-19th, 2022

Dear Guests,

Welcome to our facility! We are thrilled to have you join us for our Voice of the Customer event (October 18th) and are looking forward to hearing your perspectives on the ventilation industry and the RenewAire brand.

RenewAire has reserved you a complimentary stay at the AC Hotel located directly off the square in downtown Madison. The hotel is just walking distance to and from Tavernakaya and Rare Steakhouse, making it an enjoyable stroll with great views of the Wisconsin State Capitol. Additionally, training day meals and transportation will be provided.

As a participant in a RenewAire Ventilation Workshop, we ask that you follow RenewAire company policy while at our facility. As part of our COVID-19 mitigation efforts, the following requirements will be enforced during the event:

- **Masks are Not Required:** The COVID-19 vaccination honor system is in place at RenewAire. Guests are not required to wear masks while onsite if they are two weeks post full vaccination. If an individual is not fully vaccinated, masks are required.
- **Health Screening Questionnaire:** Guests are required to complete a health screening questionnaire at the time of their arrival.
- **Temperature Check:** Guests are required to complete a temperature check at the time of their arrival.

Hotel

AC Hotel by Marriott Madison Downtown

1 N Webster Street
Madison, WI 53703
Tel: (608) 286-1337

Dinner

Monday, October 17th
5:00 p.m. – 8:30 p.m.

Drinks & Dinner at Tavernakaya

27 E Main St, Madison, WI 53703; (608) 286-1548

Discussion

Tuesday, October 18th
7:00 a.m. – 4:30 p.m.

Doug Steege Training Center at RenewAire

201 Raemisch Road, Waunakee, WI 53597; (608) 221-4499

6:00 p.m. – 9:00 p.m.

Drinks & Dinner at Rare Steakhouse

14 W Mifflin St, Madison, WI 53703; (608) 204-9000

RENEWAIRE EVERYWHERE

201 Raemisch Road, Waunakee, WI 53597 | 800.627.4499 | RenewAire.com

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Time	Item	Presenter
6:30 a.m. – 7:00 a.m.	Meet in Hotel Lobby – Mad City Limo will drive guests to RenewAire: 201 Raemisch Road, Waunakee, Wisconsin 53597	
7:00 a.m. – 7:30 a.m.	Coffee and Breakfast	
7:30 a.m. – 7:45 a.m.	Welcome Commencement	Nick Agopian
7:45 a.m. – 9:45 a.m.	RenewAire Product Positioning <ul style="list-style-type: none"> • What are you seeing in the market? • Sales barriers? • What do we need? <ul style="list-style-type: none"> • Time to market? • Revenue recognition? • Products <ul style="list-style-type: none"> • Feature list • Airflow • HE5? LE5? • Wheels • Controls? Wireless? • What does the market want? 	
9:45 a.m. – 10:00 a.m.	Break	
10:00 a.m. – 11:30 a.m.	Competition <ul style="list-style-type: none"> • RenewAire value proposition • What can RenewAire do to advantage ourselves 	
11:30 a.m. – 12:00p.m.	CORES (working lunch)	
12:00 p.m. – 1:00 p.m.	Marketing <ul style="list-style-type: none"> • Printed Literature • Digital content • Content distribution options • Persona based marketing 	
1:00 p.m. – 2:30 p.m.	Sales Strategy <ul style="list-style-type: none"> • QS feedback <ul style="list-style-type: none"> • Cancel • Keep • Modify • Distributor involvement • Product delineation 	
2:30 p.m. – 3:30 p.m.	Codes and standards	
3:30 p.m. – 4:30 p.m.	ESS ask questions	