

Badge Guidelines for New York Consultants

IF YOU PLAN to contact prospective customers in person for the purpose of selling Ambit Energy services, you must always wear your Ambit Energy badge.

To determine whether or not you need to wear a badge, the key is your intent (or purpose) for the in-person contact. Ask yourself, "What is my purpose for interacting with this person or group?" If the purpose is to sell Ambit Energy services, then remember to wear your badge, as this is required.

EXAMPLES:

- ▶ If you are at your parents' house for Thanksgiving dinner and you inform your uncle of Ambit Energy's offer, you would not need to be wearing a badge because your "intent" or purpose for being at your parents' house is to spend the holiday with your family.
 - ▶ If you are setting up a booth at a fair to sell Ambit Energy services, then a badge would be required because your purpose or intent of being at the fair is to sell Ambit Energy service.
- ▶ If you are waiting to check out at the grocery store and someone in line overhears you talking about Ambit Energy on your cellphone you are not required to be wearing your badge to answer any questions the other grocery shopper might have, because your intent was not to sell Ambit Energy services to people at the grocery store.

Wear your badge in a manner where it can be seen at all times. It should be worn on the outer layer of your clothing, on your chest or in a similar location open to view.

In addition to the in-person badge requirement, remember to familiarize yourself with the requirements noted on the In-Person New York Sales Requirement page.

As always, if you have questions, we are here to help you. Feel free to call your Ambit Energy Consultant Support Team at 877-30-ambit (877-302-6248) or email us at compliance@ambitenergy.com.