

The background of the top two-thirds of the slide is a dense, repeating pattern of dark green leaves on a lighter green background. The leaves are of various sizes and orientations, creating a textured, natural feel.

Greening of the Campus VIII: Embracing Change

Sponsor & Exhibitor Information

bsu.edu/greening

Conference Overview

Greening of the Campus VIII: Embracing Change

Presented by: Ball State University and the Association for the Advancement of Sustainability in Higher Education

September 20 - 23, 2009
Indiana Convention Center
Indianapolis, Indiana

Greening of the Campus VIII: Embracing Change is a conference designed to highlight the culture and practices that support colleges and universities in achieving their sustainability goals.

As a sponsor and/or exhibitor of Greening of the Campus VIII: Embracing Change, you will reach hundreds of senior campus administrators and facility officers at four-year and two-year institutions, NGO directors, environmental and energy-related government agencies, business owners, architects, builders, educators, students and many other sustainability practitioners.

This interdisciplinary conference attracts attendees from every sector of campus. Content ranges from the practical day-to-day operations to sustainability education and community engagement to administration, planning and finance.

Greening of the Campus VIII offers an exciting opportunity for your company to learn about the effective ideas and practices that are advancing the sustainability transformation on college campuses.

Join us to position your company or organization as an advocate for sustainability in higher education (and beyond). Your sponsorship is tax-deductible.

*For the Sponsorship Agreement, go to
<http://goc.iweb.bsu.edu/sponsorship.html>*

*For the Exhibitor Application and Contract, go to
<http://goc.iweb.bsu.edu/expo.html>*

To learn more go to:
bsu.edu/greening

To sponsor/exhibit at Greening of the Campus VIII, contact:
Jill Armstrong, GOC VIII Director of Sponsorship & Exhibits
616.583.0281 / gocconference@a5inc.com



Greening of the Campus Attendee Breakdown

Greening of the Campus VIII: Embracing Change

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Who will attend:

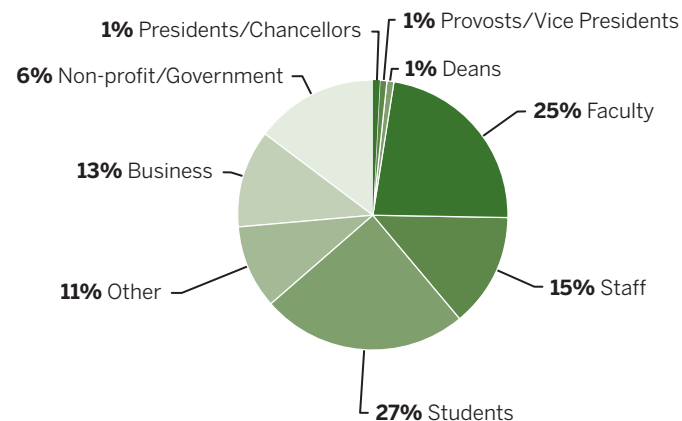
More than 800 attendees are expected during the two-and-one-half days of the Greening of the Campus VIII event.

On Tuesday evening, we will host an additional 700 attendees of the adjoining Labs 21 Annual Conference at a shared networking reception when we open our respective Expos to all attendees.

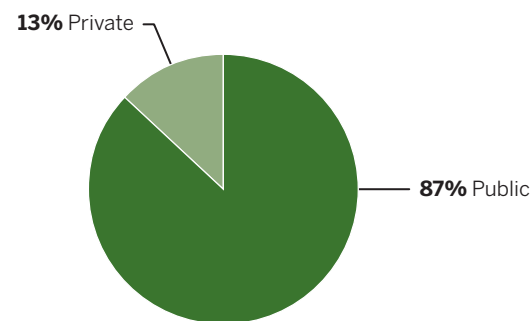
In all, you will have the opportunity to demonstrate your commitment to sustainability to more than **1,500 leaders and advocates** from campuses across the country.

- Senior Campus Administrators and Facility Officers
- Administrators of System Offices
- NGO Directors
- Environmental and Energy-related Government Agencies
- Institutional and Business Sustainability Directors and Managers
- Business Managers and Owners
- Builders and Contractors
- Construction Project Managers
- Architects and Designers
- Consultants
- Campus Faculty
- Students

Attendee breakdown of past conferences*



Greening of the Campus is a place where both public and private sectors come together.



* Greening of the Campus 2007 and AASHE Sustainable Solutions 2008

Sponsorship Opportunities

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	Diamond	Platinum	Gold	Silver	Bronze	Keynote Speakers	Plenary Panels	Dinners	Networking Reception with LABS 21 Conference Attendees
Price	\$25,000	\$20,000	\$15,000	\$10,000	\$5,000	\$10,000	\$7,500	Exclusive: \$20,000 Major: \$11,500	Exclusive: \$30,000 Major: \$16,500
Number of Sponsors	2	3	No Limit	No Limit	No Limit	5	2	Exclusive: 2 Major: 4	Exclusive: 1 Major: 2
ON-SITE									
Exhibit Space	Pavilion 20' x 20'	Triple 10' x 30'	Double 10' x 20'	Single 10' x 10'	Single 10' x 10'	Single 10' x 10'	Single 10' x 10'	Single 10' x 10'	Single 10' x 10'
Company featured in all conference promotions	Prominent	Prominent	Prominent	Prominent	Featured				
Complimentary registrations for conference	5	4	3	2	1	2	1	Exclusive: 4 Major: 2	Exclusive: 5 Major: 3
VIP seating in all keynote and plenary sessions	5	4	3	2	1	2	1	4	5
Recognition at all plenary, reception and dinner events	✓	✓				Keynote session	Plenary session	Meal	
Tabletop signage at meals	✓	✓						✓	Tables at Reception
Invitation to Sponsor Reception on Monday evening	5	4	3	2	1	2	1	4	5
Logo projection in rotation at five high traffic locations	✓	✓	✓	✓					
Inclusion in press releases and media activities	✓	✓	✓	✓	✓	✓	✓		
Logo on conference and expo signage	✓	✓	✓			Registration area and Session	Registration area and Session	In hosted area	In hosted area
Logo on sponsor acknowledgment signage	✓	✓	✓	✓	✓				
Opportunity to introduce speaker						✓			
CONFERENCE AND EXPO PROGRAM									
Advertisement in Conference and Expo Program	Full page	1/2-page	1/4-page	1/4-page	1/8-page	Logo	Logo	Logo	Logo
Special acknowledgment in Conference and Expo Program	✓	✓	✓	✓	✓	✓	✓	✓	✓
CONFERENCE AND EXPO WEB SITE									
Logo on Greening of the Campus web site with Hot-link to your web site	✓	✓	✓	✓	✓	✓	✓	✓	✓
PRE- / POST-CONFERENCE									
Acknowledgment in pre-event bulletin email blasts	✓	✓	✓	✓	✓	✓	✓	✓	✓
Post-event attendee registration e-mailing list	✓	✓	✓	✓	✓	✓	✓	✓	✓

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	Monday AASHE Awards Ceremony	Session Breaks	Full-conference Student Scholarships	Sunday NWF/AASHE Student Summit	Name Badge Lanyards	Conference-At-a-Glance-Agenda	Conference-wide Wireless Internet	Flash Drives of Conference Proceedings	Sustainable Conference Bags
Price	Exclusive: \$10,000 Major: \$6,500	\$5,000	\$2,000 for 5 students	\$1,500	\$2,500	\$5,000	\$10,000	\$3,000	\$4,000
Number of Sponsors	Exclusive: 1 Major: 2	5	No Limit	3	1	1	1	1	1
ON-SITE									
Exhibit Space	Single 10' x 10'						Single 10' x 10'		
Company featured in all conference promotions									
Complimentary registrations for conference	1	1					2		
VIP seating in all keynote and plenary sessions	1						2		
Recognition at all plenary, reception and dinner events				Sunday Pre-conference			One Dinner		
Tabletop signage at meals	✓	Food Service Tables							
Invitation to Sponsor Reception on Monday evening	1	1					2		
Logo projection in rotation at five high traffic locations									
Inclusion in press releases and media activities									
Logo on conference and expo signage		Registration area	Registration area	In hosted area			Registration and Expo Areas		
Logo on sponsor acknowledgment signage	In hosted area						✓		
Banner ad on on-site wireless web site							✓		
Acknowledgment on student name tag			✓						
CONFERENCE AND EXPO PROGRAM									
Advertisement in Conference and Expo Program	Logo	Logo	Logo	Logo			Logo		
Special acknowledgment in Conference and Expo Program	✓	✓	✓	✓	✓	✓	✓	✓	✓
CONFERENCE AND EXPO WEB SITE									
Logo on Greening of the Campus web site with Hot-link to your web site	✓	✓	✓	✓			✓		
PRE- / POST-CONFERENCE									
Acknowledgement in pre-event bulletin email blasts	✓								
Post-event attendee registration e-mailing list	✓								

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The Green Campus Exposition

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This year marks the inaugural Green Campus Exposition.

More than 140 suppliers of environmentally sustainable and socially responsible products and services will be given the opportunity to educate, inspire and provide solutions for campus communities.

Over the course of two-and-one-half days, you'll gain access to more than 1,500 professionals—800 attendees from the Greening of the Campus Conference and another 700 attendees from the Labs 21 Annual Conference—when we open our Expos for a co-hosted Tuesday event Networking Reception.

Don't miss this opportunity to introduce your technologies, products and services and gain maximum exposure for your brand among sustainable campus leaders and advocates.

Join us to position your company or organization as an advocate for the environment and the sustainable future of our planet.

Your sponsorship is tax-deductible.

Expo Highlights

- More than 140 exhibitors
- Two and one-half days for the Expo with networking opportunities
- More than 800 professionals expected
- Bonus: Tuesday evening Networking Reception with an additional 700 attendees from the Labs 21 Annual Conference
- Free wireless Internet throughout the entire Conference and Expo
- Commitment to using eco-friendly products including a reusable and durable hard-wall exhibit system, reusable signage and substrate, and carpet that is cleaned with diluted water/carpet cleaner and repurposed if damaged

Expo Exhibitor Categories

- Architects and Designers
- Conservation, Recycling and Waste Management
- Facilities and Energy Management
- Financial and Legal Services
- Green Building
- Green Careers and Education
- Green Community Leadership
- Green Furniture and Equipment
- Green Media and Technology
- Green Procurement
- Green Products and Services
- Green Transit
- Landscaping
- Organic Food and Beverage
- Student Supplies and Retail
- ...and more!

Exhibit Set-up

Sunday, September 20 12:00 pm to 5:00 pm
Monday, September 21 8:00 am to 10:00 am

Exhibit Hours

Monday, September 21 12:00 pm to 5:30 pm
Tuesday, September 22 10:00 am to 8:00 pm
Wednesday, September 23 9:00 am to 12:30 pm

Exhibit Teardown

Wednesday, September 23 12:30 pm to 4:30 pm

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Floor Plan and Prices

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Booth Information

Each exhibitor may order one or more booths in sizes specified on the Expo Floor Layout.

Fees: Products & Services Neighborhoods

10' x 10' Corner	\$2,220
10' x 10' Inline	\$2,120
8' x 10' Corner	\$1,160
8' x 10' Inline	\$995

Fees: Non-profit

8' x 6' Corner	\$875
8' x 6' Inline	\$815

Each booth includes the following:

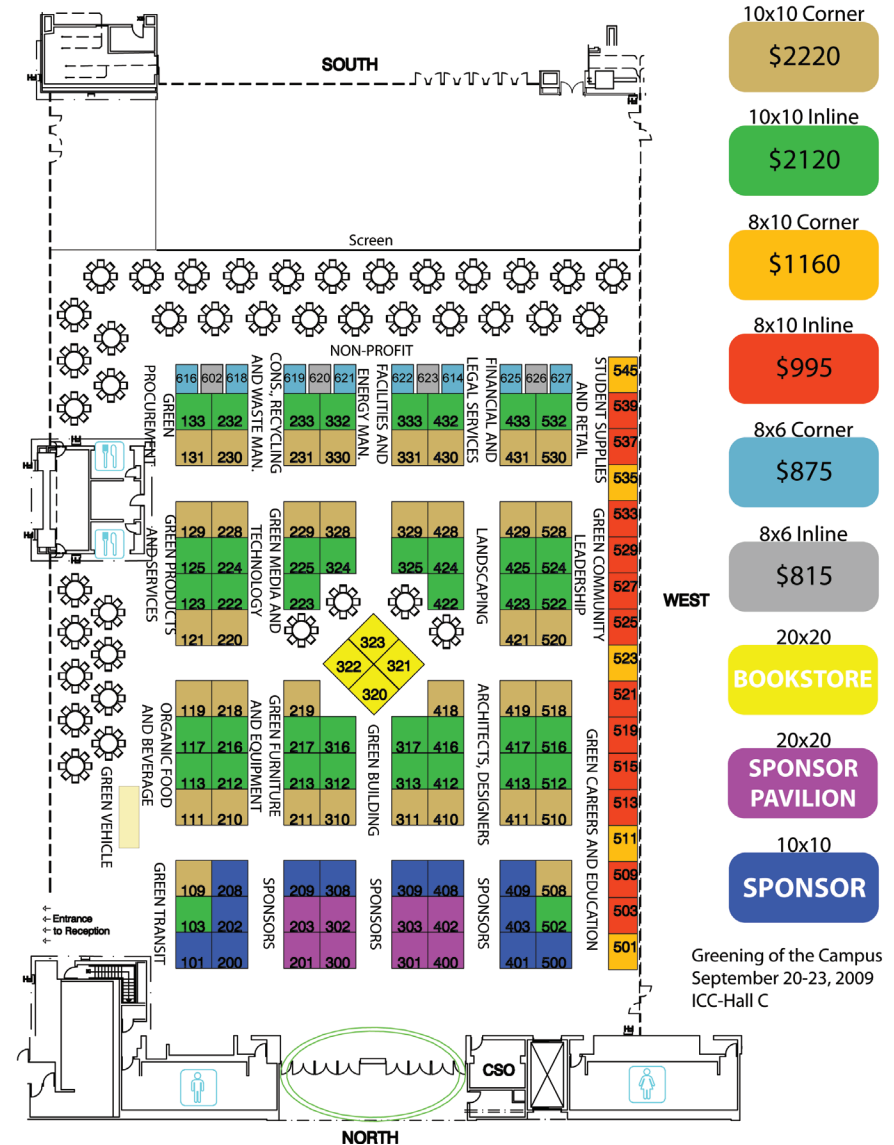
- 8' high back drape
- 3' high side drape
- One 6' h x 2' w x 30" h Covered Display Table skirted in BLACK
- Two folding chairs
- Wastebasket
- 7" h x 44" w ID Sign with company name and booth number
- Two (2) exhibitor badges with company name only with an 8' x 6' or 8' x 10' booth
- Four (4) exhibitor badges with company name only with a 10' x 10' booth
- Business listing on Conference web site with **Hot-link** to your web site

Exhibitor Application and Contract

Please apply using the online Exhibitor Application and Contract at <http://goc.iweb.bsu.edu/expo.html>. You will be able to select your booth location(s) as part of the online registration process, on a first-come, first-served basis. Get your application in today to guarantee your organization a prime space at this special event.

Exhibitor Decorator Services

As soon as your exhibit space is assigned, you will be notified via email. Following this notification, you can order decorator services online.



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