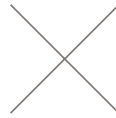




**GREEN SCHOOLS**  
CONFERENCE & EXPO



ROCKY MOUNTAIN **GREEN**

# Sponsorship Prospectus

Denver, Colorado

GSCE | May 3-4, 2018

RMG | May 3, 2018



# Bringing Together Green School Leaders and Green Building Experts

In 2018, the largest conference for green school leaders, Green Schools Conference & Expo (GSCE), will be held in Denver, Colorado, co-located with Rocky Mountain Green (RMG), the largest green building event in the Rocky Mountain region.

This integrated conference duo brings together experts from diverse industries within the green building and education worlds for a unique forum of collaboration and networking. With a focus on occupant and student engagement, health in the built environment, student learning, waste management and energy conservation, education sessions at both conferences are relevant for industry leaders working across sectors.

GSCE and RMG provide inspiring programming and targeted networking opportunities. Sponsors receive prominent brand recognition and associate with the **premier green building event in the Rocky Mountain region and the premier green schools event in the U.S.** Exhibitors are able to interact with a wide array of stakeholders, including potential customers, to promote their products and services to support high performing buildings and schools.

Help lead the green schools and green building movements as a GSCE and RMG exhibitor, sponsor or both! The opportunities listed on the prospectus are designed to fit a variety of budgets and may be combined to meet your desired levels of engagement. We look forward to helping you find the perfect combination of activities to maximize your presence and enhance your conference experience.

# GSCE x RMG At a Glance

## Where

Hyatt Regency Denver at Colorado Convention Center  
Denver, Colorado

## When

May 2-4, 2017

May 2: Pre-conference Workshops

May 3: GSCE and RMG Conference & Expo, Student Summit

May 4: GSCE Conference and RMG Community Service Project

**REACH:** 1,000 attendees

**EARLY BIRD EXHIBITOR DEADLINE:** 1/31/18

A wide array of attendees and industries will be represented:

Administration

Architecture/Building/Facility Design

Associations and Public Organizations

Building and Construction Materials/Services

Commercial Services/Products

Construction

Consulting Services

Education - Curriculum and Instruction

Energy/Utilities

Engineering

Facilities Operations/Management

Fundraising/Finance

Furniture and Equipment

Government Agencies/Organizations

Health and Wellness

Healthy Foods

Non-Profit Organizations

Stewardship Service Learning Programs

Students

Sustainability

Technology

Waste/Recycling

# Did You Know

**The Rocky Mountain region** is one of the greenest in the nation! Colorado is among the Top 10 states for LEED and green construction.

**Green construction** is expected to contribute \$23.92 billion to the state's GDP, 281,000 jobs and \$16.03 billion in labor earnings between 2015 and 2018.

**Seven of the eight fastest growing states** are western and five of those seven are in the Mountain West region.

**Green schools** use 33 percent less energy and 32 percent less water than conventionally constructed schools, significantly reducing utility costs over the average 42-year life cycle of a school.<sup>1</sup>

Studies show that increased daylight, better indoor air quality, and hands-on, place-based sustainability curricula are linked to **higher test scores.**<sup>2</sup>

**Controlling exposure to indoor environmental factors,** such as carbon monoxide, dust, and pollen, could prevent more than 65% of asthma cases among elementary school-age children.<sup>3</sup>

<sup>1</sup> Kats, Gregory. "Greening America's Schools: Costs and Benefits," Capital E, 2006. [Online.](#)

<sup>2</sup> Heming, Anisa. "Measuring Our Impact," Green Schools Catalyst Quarterly 2 (2017). [Online.](#)

<sup>3</sup> American Journal of Respiratory and Critical Care Medicine. [Online.](#)

# GREEN SCHOOLS CONFERENCE & EXPO

The Green Schools Conference & Expo (GSCE) is presented by the Center for Green Schools at the U.S. Green Building Council (USGBC), and brings together all of the players involved in making green schools a reality: people who build, operate, manage, lead, and teach in U.S. schools. Attendees engage in hands-on learning, participate in in-depth discussions and problem-solving, and get inspired by speakers at the forefront of connecting sustainability, social justice, and education.


GSCE is the only conference that brings together three groups vital to the success of green school expansion:

- Academics (teachers and school leaders responsible for curriculum and instruction, parents and volunteers)
- Operations (general school or district administrators, facilities operations management)
- Building design and construction (architects, engineers, product suppliers)

It is a valuable opportunity for green school advocates to learn creative strategies and tools that support healthy, green and sustainable schools. The conference provides a space for thought leaders to share their research and experience with companies that are innovating, serving, and building green schools.

In addition to being able to connect with for-profit companies and green building experts, attendees will be able to share with and learn from professionals representing multiple disciplines, including education administrators and non-profit leaders. Schools represented span pre-K through college/university level. Of the 2017 attendees, 57% from the educational sector made financial decisions for their schools or organizations, and 55% only attended one national conference—GSCE.

 **92%** of 2017 GSCE attendees were very likely or likely to recommend the event to a colleague.

 **89%** of attendees rated the conference excellent to very good.

**“This was my first Green Schools Conference. My architecture firm focuses on educational projects. I can’t imagine not going to this conference every year now that I’ve gone once.”**

**“It was an excellent conference! I learned a tremendous amount.”**

**“ ...I got re-inspired to continue with challenging work that I do in my small school—hoping to make a difference, one ripple at a time.”**



# ROCKY MOUNTAIN GREEN

Rocky Mountain Green (RMG) is the flagship green building event in the Rocky Mountain region, uniting hundreds of industry leaders, experts and professionals dedicated to sustainable building. 70% of attendees are LEED professionals, and their collaboration and sharing of best practices helps move the industry forward.

Attendees especially loved these useful and insightful sessions:


- Colorado Commercial PACE: Revolutionary financing & LEED v4 similarities
- Financial story of high performance buildings
- Biomimicry: Nature as model, mentor and inspiration
- How building codes can support electric vehicles

In 2017, the conference inspired, connected and advanced sustainable building leaders and experts within (and outside) the region:

- Colorado (38%)
- California
- Florida
- Kentucky
- Minnesota
- Nevada
- New Jersey
- New Mexico
- Oklahoma
- South Dakota
- Texas
- Wyoming

**Now in its 11th year, RMG is a must-attend event for anyone in the region interested in green building!**

 **96%** of respondents said they would attend RMG again.

 **86%** of attendees rated overall RMG experience excellent to very good.

# Sponsorship Levels, Benefits and Pricing

Select opportunities from pages 9-11 and combine to achieve Sponsorship Level.

	Platinum \$20,000+	Gold \$10,000+	Silver \$5,000+	Contributor \$2,500+	Supporter \$1,500+
<b>Branding</b>					
Logo recognition in the mobile program guide	●	●	●	●	●
Logo recognition on event signage	●	●	●	●	
Logo recognition on event website	●	●	●	●	●
Hyperlink in marketing e-mails	●	●			
Logo inclusion on sponsor recognition slide at General Session	●	●	●		
Verbal recognition at Opening Plenary	●				
<b>Content Distribution</b>					
Sponsored content on usgbc.org (2.4 million monthly page views)	●	●			
Featured social media promotion on the official Green Schools Conference & Expo Facebook and Twitter pages.	●	●			
<b>Event Passes</b>					
Full conference passes*	5 (\$1,875 value)	3 (\$1,125 value)	2 (\$750 value)	2 (\$750 value)	1 (\$375 value)
Women in Green Breakfast tickets	3 (\$195 value)	2 (\$130 value)	1 (\$65 value)		

\*Value is based on member rates



## SPONSORSHIP OPPORTUNITIES

# OPTIMIZE YOUR BRAND PRESENCE

### General Sessions:

- 3-5 minutes for sponsor video, remarks, or combination of video and remarks
- Logo on walk-in slide
- Sponsor exclusivity, with exception of Student Summit video on Friday

### Options include:

#### Combined GSCE and RMG

- Thursday Opening (8:30-9:30 am)
- Thursday Afternoon Keynote (4-5 pm)

Price: \$15,000 each

#### GSCE only

- Friday Closing Keynote and Luncheon (12:30-2 pm)

Price: \$10,000 per day

# DEMONSTRATE THOUGHT LEADERSHIP

### Track Sponsorship (12 available) - \$3,500 per day

Extensive branding:

- Podium signage
- Logo on room signage
- Logo on walk-in slide
- Logo recognition as track sponsor in program

Choose from:

*Two-day tracks* – Using Energy Wisely, Using the Outdoors to Enhance Learning, Sustainability Education for All Ages, Collaborating to Catalyze Change, and Social Equity as a Foundation for Sustainability

*One-day tracks* – Healthy School Environments and Leveraging Data for Sustainable Decision Making

### Pre-Conference Workshops - \$2,000

- Logo on tour signage or on room signage
- Company name recognition on registration website
- Opportunity to address attendees for up to 5 minutes

*\*½ day workshops will include tour*

### School District Sustainability Directors Meeting - SOLD OUT

- Logo on room signage
- Company name recognition on registration website
- Opportunity to address attendees for up to 3 minutes
- Distribution of one branded hand-out to highly targeted group

*\*1-1/2 days*

# ENGAGE SUSTAINABILITY THOUGHT LEADERS

## **Women in Green Sponsor (1 available) - \$10,000**

- 3-5 minute sponsor presentation (video or speaking or combination) during breakfast
- Logo on walk-in slide

## **Networking Lunch Sponsor (2 available) - \$7,500**

- Logo on luncheon signage and table tents
- Invitations for 5 colleagues (\$225 value)
- Opportunity to showcase food or dining related products or for a table top demonstration

## **Happy Hour in the Hall Sponsor (1 available) - \$5,000**

- Toast from company representative
- Logo recognition on signage and table tents at bar stations and cocktail tables
- Logo recognition in mobile program
- Company-branded cocktail
- Opportunity to showcase products on a tabletop or host appropriate activity
- Invitations for 5 colleagues (\$175 value)

Additional sponsorship opportunity:

Branded Photo Booth Sponsor\*

*\*Sponsorship price available upon request.*

## **Coffee Break Sponsor - \$2,500**

- Exclusive branding at 1 of 3 breaks
- Logo on signage at coffee stations
- 3 available: morning or afternoon break on Thursday or morning break on Friday

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# EMPOWER THE GREEN LEADERS OF TOMORROW

## **Student Summit Varsity Sponsor - \$2,500**

- Intro remarks from sponsor
- Branding:
  - » Logo on pre-roll of Student Summit Video, played at Friday afternoon plenary
  - » Logo included as Student Summit sponsor in mobile program guide
  - » Logo on GSCE and RMG websites
- Optional: Student engagement activity or opportunity to survey attendees about sustainability topic.

## **Student Summit JV Sponsor - \$1,250**

- Branding:
  - » Logo listed as Student Summit sponsor in mobile program guide
  - » Logo on GSCE and RMG websites

Projected number of students to attend: 75

*\*Student sponsorships fund student registration.*



# Connect Green Thought Leaders

## Targeted E-mail (5 available) - \$1,250

- Reach a targeted list of GSCE and RMG attendees (based on title and/or industry) with an email distribution before the show.
- Create your own custom HTML message of sponsored content relevant to attendees. We will incorporate into our template.
- USGBC will send the e-mail to a targeted list of attendees on your behalf.

## Wireless Internet Sponsor\*

### Wellness Lounge\*

- Associate your brand with health and wellness, while giving conference attendees a needed energy boost. Multiple opportunities exist, from serving smoothies to hosting a yoga class to providing a branded health tip on the mobile app.

*\*Price available upon request*

For more information about becoming a sponsor, please contact:

**Charlie Woodruff**

cwoodruff@usgbc.org  
208-871-4601

**Lisa Bowers**

lbowers@usgbc.org  
202-742-3766

**SPONSORSHIP COMMITMENT DEADLINE: APRIL 4, 2018**

# BRIGHT GREEN FUTURE

## Exhibit Your Company

The Expo Hall is open to attendees of both the Green Schools Conference & Expo and Rocky Mountain Green, providing extensive networking opportunities.

**Expo Hall Hours: Thursday, May 3 from 7:30am - 6:30 pm**

### Exhibitor Benefits

- Company listing in the conference program and on website
- Two exhibit-only staff passes
- Hands-on activities and demos welcome
- Breakfast, coffee, lunch and happy hour food and beverage for two exhibit staff
- Two options:
  - » Booths: 8'x10' with 120V electrical drop
  - » Table Top: One (1) 6' table and two (2) chairs

### Exhibitor Rates *(Rates do not include \$150 for internet access)*

Booth Size	Non-Profit & Government	For Profit
<b>Table Top</b>		
<b>Early Bird</b> (confirmed by 1/31/18)	\$500	N/A
<b>Regular Price</b>	\$650	N/A
<b>8' x 10' Booth</b>		
<b>Early Bird</b> (confirmed by 1/31/18)	\$800	\$1,100
<b>Regular Price</b>	\$1,000	\$1,300

For more information about becoming an exhibitor, please contact:

**Charlie Woodruff**

cwoodruff@usgbc.org  
208-871-4601

**Lisa Bowers**

lbowers@usgbc.org  
202-742-3766

## Special Events Hosted in Expo Hall

Welcome Breakfast and Networking  
7:30 - 8:30 am

Networking Lunch  
12:15 - 1:15 pm

Happy Hour in the Hall:  
5:00 - 6:30 pm

### EXHIBITOR COMMITMENT

DEADLINE: **APRIL 2, 2018**

### EXHIBITOR EARLY BIRD

DEADLINE: **JANUARY 31, 2018**