



GREEN SCHOOLS
CONFERENCE & EXPO



IMPACT
CONFERENCE

Sponsorship Prospectus

Saint Paul, Minnesota

GSCE | April 8 - 9, 2019

IMPACT | April 9, 2019



Bringing Together Green School Leaders and Green Building Experts

In 2019, the largest conference for green school leaders, Green Schools Conference & Expo (GSCE), will be held in Saint Paul, Minnesota, co-located with IMPACT, the largest green building event in the Midwest 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 x IMPACT provides inspiring programming and targeted networking opportunities. Sponsors receive prominent brand recognition and associate with the **premier green building event in the Midwest 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 x IMPACT 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 IMPACT At a Glance

Where Saint Paul RiverCentre
Saint Paul, MN

When April 8-10, 2019

April 8

GSCE Conference Opening
IMPACT Tours
Women in Green Power Hour
GSCE x IMPACT
Opening Reception

April 9

GSCE X IMPACT
Conference & Expo
Student Summit

April 10

GSCE Workshops

REACH: 1,100 Attendees

EARLY BIRD EXHIBITOR DEADLINE: January 31, 2019

A wide array of attendees and industries will be represented:

| | |
|--|---------------------------------------|
| Administration | Fundraising/Finance |
| Architecture/Building/Facility Design | Furniture and Equipment |
| Associations and Public Organizations | Government Agencies/Organizations |
| Building and Construction Materials/Services | Health and Wellness |
| Commercial Services/Products | Healthy Foods |
| Construction | Non-Profit Organizations |
| Consulting Services | Stewardship Service Learning Programs |
| Education - Curriculum and Instruction | Students |
| Energy/Utilities | Sustainability |
| Engineering | Technology |
| Facilities Operations/Management | Waste/Recycling |

Did You Know

The Midwest is one of the greenest in the nation! Minnesota is recognized among the 2018 Top 10 States for LEED and Green Construction.

Green construction is expected to contribute \$85.95 billion to the GDP, over one million jobs, and \$57.59 billion in labor earnings to states in the Midwest region between 2015 and 2018.¹

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.²

Studies show that increased daylight, better indoor air quality, and hands-on, place-based sustainability curricula are linked to **higher test scores.**³

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.⁴

¹ Booz Allen Hamilton. "Green Building Economic Impact Study," U.S. Green Building Council (2015). [Online.](#)

² Kats, Gregory. "Greening America's Schools: Costs and Benefits," Capital E, 2006. [Online.](#)

³ Heming, Anisa. "Measuring Our Impact," Green Schools Catalyst Quarterly 2 (2017). [Online.](#)

⁴ 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 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.

 **89%** of 2018 GSCE attendees were very likely or likely to recommend the event to a colleague.

 **86%** of attendees rated the conference excellent to very good



“GSCE is one of the better shows we’ve been to, and the link to our curriculum via this conference achieved the highest number of click-throughs of any of the platforms we’ve used. We want to be able to educate and demonstrate our environmental leadership, so we will definitely continue to support the Green Schools Conference & Expo.”

RICK RITACCO
Excel Dryer Inc.
GSCE Sponsor

“What an amazing event! It gets better and better every year.”

DAVE KEELING
Steel Recycling Institute
IMPACT Sponsor

“Thank you again for the opportunity to share my passion and my products at IMPACT yesterday. I made some great connections. Look forward to next year!”

LISA WITT
WittFitt
IMPACT Exhibitor



IMPACT

IMPACT is the flagship green building event in the Midwest region, uniting hundreds of industry leaders, experts and professionals dedicated to sustainable building. Hundreds 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 2018 sessions:

- History of LEED – “The Greenest Ballpark in America”: New Construction, Existing Buildings, and Arc at Target Field
- Low Tech Green Schools Strategies - Achieving Healthy Green Schools through LEED and Passive House
- Safe and Healthy Material and Resource Conversations - Designed to Burn: Improving Health outcomes for Firefighters through design.
- Urban Infrastructure Innovations - Grey to Green to Smart: Next Generation Stormwater Management.

In 2018, the conference inspired, connected and advanced sustainable building leaders and experts within (and outside) the region:

- | | |
|-----------|--------------|
| Iowa | Nebraska |
| Kansas | North Dakota |
| Minnesota | South Dakota |
| Missouri | Wisconsin |

Now in its 8th year, IMPACT is a must-attend event for anyone in the region interested in green building!

 **100%** of attendees were satisfied or very satisfied with their overall IMPACT experience.

 **97%** of respondents said the cost of travel to the event was a worthwhile investment.

Sponsorship Levels, Benefits and Pricing

SPONSORSHIP OPPORTUNITIES BY LEVEL

Choose one sponsorship opportunity in a sponsor level to receive associated benefits.

| Platinum | Gold | Silver | Green |
|---|---|--|--|
| \$12,000 GSCE x IMPACT Opening Plenary SOLD | \$7,000 Networking Lunch | \$2,500 Varsity Student Summit Sponsor | \$1,250+ Provides on-site branding & online visibility |
| \$10,000 GSCE Opening Plenary | \$6,000 Registration | \$2,500 School District Sustainability Director's Dinner | |
| \$10,000 Green Schools Awards Luncheon | \$5,000 School District Sustainability Director's Meeting | \$2,500 Coffee Break (3 available) | |
| \$10,000 Women in Green Power Hour | \$5,000 Welcome Reception Sponsor | \$2,500 Conversation Corner (4 available) | |
| | \$5,000 Happy Hour in the Hall | \$2,500 2-day GSCE Education Track Sponsorship (4 available) | |
| | \$5,000 2019 IMPACT Legacy Project | \$2,000 5-hour GSCE Workshop (2 available) | |
| | | \$2,000 1-day GSCE or IMPACT Education Track sponsorship (8 available) | |

Event Passes

| | | | | |
|---|---|---|---|---|
| Full conference passes | 5 | 3 | 2 | 1 |
| Women in Green tickets | 3 | 2 | 1 | |
| Individual membership(s) to USGBC community of choice | 3 | 2 | 1 | |

Content Distribution

| | | | | |
|--|---|--|--|--|
| Sponsored content on usgbc.org (2 million monthly page views) | ● | | | |
| Featured social media promotion on the official GSCE and IMPACT Twitter, Facebook, and/or LinkedIn pages | ● | | | |

Branding

| | | | | |
|---|------|------|------|------|
| Recognition on event signage | Logo | Logo | Logo | Text |
| Recognition on event website with hyperlink | Logo | Logo | Logo | Text |
| Recognition on sponsor slide at general session | Logo | Logo | Logo | Text |
| Hyperlink in marketing emails | ● | ● | ● | |

SPONSORSHIP OPPORTUNITIES

PLATINUM OPPORTUNITIES

Position yourself as a green building leader by introducing a **GSCE or IMPACT event open to all attendees**

General Session Presenting Sponsor (\$12,000) **SOLD OUT Combined GSCE x IMPACT**

Presenting sponsor will receive:

- Exclusive sponsorship of the joint GSCE x IMPACT plenary session
- 3-5 minutes for sponsor video, remarks, or combination of video and remarks
- Digital recognition in mobile app (i.e. "GSCE x IMPACT Opening Plenary presented by XX")
- Logo on walk-in slide of plenary session
- Online recognition of plenary sponsorship on event website (i.e. "GSCE x IMPACT Opening Plenary presented by XX")

General session (\$10,000) GSCE only

Presenting sponsor will receive:

- Exclusive sponsorship of the GSCE-only opening plenary session
- 3-5 minutes for sponsor video, remarks, or combination of video and remarks
- Digital recognition in mobile app (i.e. "GSCE Opening Plenary & Lunch presented by XX")
- Logo on walk-in slide of plenary session
- Online recognition of plenary sponsorship on event website (i.e. "GSCE Opening Plenary & Lunch presented by XX")

Green Schools Awards Luncheon (\$10,000)

- Logo on Awards Luncheon collateral (walk-in slide and/or table tents)
- Invitations for five (5) colleagues to be distributed to **registered conference attendees** of the sponsor's choice
- Digital recognition in mobile app (i.e. "Awards Luncheon presented by XX")
- Online recognition of Awards Luncheon sponsorship on event website (i.e. "Awards Luncheon presented by XX")

Women in Green Power Hour Sponsor (\$10,000)

Presenting sponsor will receive:

- Exclusive sponsorship of the Women in Green event
- 3-5 minutes for sponsor video, remarks, or combination of video and remarks
- Five (5) invitations to Women in Green that can be distributed to **registered conference attendees** of the sponsor's choice
- Digital recognition in mobile app (i.e. "Women in Green presented by XX")
- Online recognition of Women in Green sponsorship on event website (i.e. "Women in Green presented by XX")

GOLD OPPORTUNITIES

Networking Lunch Sponsor (\$7,000)

Presenting sponsor will receive:

- Logo on networking lunch collateral (walk-in slide and/or table tents)
- Invitations for five (5) colleagues to be distributed to **registered conference attendees** of the sponsor's choice
- Tabling opportunity for live demonstration or product showcase
- Digital recognition in mobile app (i.e. "Networking Lunch presented by XX")
- Online recognition of Networking Lunch sponsorship on event website (i.e. "Networking Lunch presented by XX")

Registration Sponsor (\$6,000)

Presenting sponsor will receive:

- Exclusive sponsorship of GSCE x IMPACT 2019 registration
- Logo and brand recognition in association with online event registration function
- Brand integration within conference registration area
- Logo featured on check-in software used during registration
- Co-branded lanyard

School District Sustainability Director's Meeting (\$5,000)

Sponsor of daytime meeting will receive:

- Company name on summit registration web page and outreach materials to potential attendees (school district staff)
- Logo on room signage
- Opportunity to address attendees during summit programming for up to 5 minutes
- Distribution of one branded hand-out to the highly-targeted group of attendees
- Attendance for two sponsor employees at the summit for two days, including the group dinner

Welcome Reception Sponsor (\$5,000)

[Contact us](#) for specific sponsorship benefits.

Happy Hour in the Hall Sponsor (\$5,000)

Presenting sponsor will receive:

- Logo on signage and table tents at bar stations and cocktail tables
- Digital recognition in mobile app (i.e. "Happy Hour in the Hall presented by XX")
- Five (5) invitations to be distributed to registered or non-registered conference attendees of the sponsor's choice
- Company-branded cocktail
- Optional: opportunity to host VIP lounge area at incremental cost

2019 IMPACT Legacy Project Sponsor (\$5,000)

Presenting sponsor will receive:

- Sponsorship of five (5) ADVANCE Projects from across the Midwest
 - Logo, signage, and verbal recognition of sponsorship at each event
- Sponsorship of five (5) legacy project scholarships for 5 attendees to IMPACT, including travel stipend
- Optional: Reserved volunteer spot on ADVANCE project (volunteer must be qualified to support data jam)
- Logo in scrolling slide show featuring pictures of project outcomes from ADVANCE shown during opening reception

SILVER OPPORTUNITIES

Student Summit Varsity Sponsor (\$2,500)

Educate, inspire, and generate awareness of your brand's sustainability messaging with tomorrow's green leaders. Student Summit Varsity Sponsors fund student scholarships provided to selected applicants.

Varsity Sponsor receives:

- Intro remarks from sponsor during Student Summit
- Digital recognition in mobile app (i.e. "Student Summit presented by XX")
- Tabling opportunity for live demonstration or product showcase during Student Summit

School District Sustainability Director's Dinner (\$2,500) – 2 available

Sponsor will receive:

- Company name on summit registration web page and outreach materials to potential attendees (school district staff)
- Opportunity to address attendees at the group dinner for up to 2 minutes
- Distribution of one branded hand-out to the highly-targeted group of attendees
- Attendance for one sponsor employee at the summit for one day, including the group dinner

Coffee Break Sponsor (\$2,500) – 3 available

- Exclusive branding at one coffee break
- Logo on signage at coffee stations
- Tabling opportunity for live demonstration or product showcase during coffee break

Conversation Corner (\$2,500) – 4 available

Conversation Corner sponsors receive:

- Branded conversation space for conference attendees
- Digital recognition in mobile app (i.e. "Conversation Corner XX presented by XX")
- Online recognition of corner sponsorship on event website ("XX Conversation Corner, presented by XX")

Two-day GSCE Education track (\$2,500) – 4 available

Education track sponsors receive:

- Podium signage
- Logo on room signage and/or logo on walk-in slide
- 2-3 minutes for sponsor video, remarks, or combination of video and remarks at beginning of first session in track
- Digital recognition in mobile app (i.e. "Education Track XX presented by XX")
- Online recognition of specific track sponsorship on event website (i.e. "Education Track XX presented by XX")

One-day GSCE or IMPACT Education Track (\$2,000) – 8 available

Education track sponsors receive:

- Podium signage
- Logo on room signage and/or logo on walk-in slide
- 2-3 minutes for sponsor video, remarks, or combination of video and remarks at beginning of first session in track
- Digital recognition in mobile app (i.e. "Education Track XX presented by XX")
- Online recognition of specific track sponsorship on event website (i.e. "Education Track XX presented by XX")

Five-hour GSCE Workshop (\$2,000) – 2 available

- Logo on tour signage or on room signage
- 2-3 minutes for remarks at beginning of workshop
- Digital recognition in mobile app (i.e. "Workshop XX presented by XX")
- Online recognition of workshop sponsorship on event website ("XX workshop, presented by XX")

ADDITIONAL SPONSORSHIP OPPORTUNITIES

GSCE x IMPACT also offers several unique sponsorship opportunities that can be purchased individually or in addition to sponsorship packages.

Student Summit JV Sponsor \$1,250 – 10 available

- Logo listed as Student Summit sponsor in mobile app
- Logo on GSCE x IMPACT websites
- Tabling opportunity during Student Summit

Targeted Email \$1,250 – 5 available

- Reach a targeted list of GSCE x IMPACT attendees with a direct email before the show

Conference Mobile App Elements*

- Reach conference attendees at their fingertips with banner ads or push notifications inside the GSCE x IMPACT mobile app.

Education Environment Design*

- Enhance a workshop or session classroom with unique design elements that stimulate learning and show off your brand.

Wellness lounge*

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

Branded Photo Booth*

- Contribute to the conference attendee experience by co-branding a photo booth to be made available at all major conference gatherings.

Wireless internet sponsor*

- Provide conference attendees with Wi-Fi service, made available by logging into your customized network with a customized password.

One-hour IMPACT Tour (\$1,250) – 2 available

Tour sponsors receive:

- Logo on tour signage or on room signage
- 2-3 minutes for remarks at beginning of tour
- Digital recognition in mobile app (i.e. "Tour XX presented by XX")
- Online recognition of tour sponsorship on event website ("XX tour, presented by XX")

**Pricing available upon request.*



Exhibit Your Company

Expo Hall Hours: Tuesday, April 9, 9:00 AM – 7:00 PM

Expo Hall Opening Ceremony: 9:00 – 10:00 AM

Networking Lunch in Exhibit Hall: 12:00 – 1:30 PM

Happy Hour in the Expo Hall: 5:30 – 7:00 PM

2019 Exhibitor Rates *Limit of 20 table tops, reserved on a first-come, first-served basis.

| | For Profit | Non-Profit/Government | Small Business Tabletops* |
|---|--|--|--|
| Early bird rate (ends January 31, 2019) | \$980 | \$500 | \$400 |
| Standard rate | \$1,300 | \$700 | \$650 |
| Exhibit space | 8' x 10' booth | 8' x 10' booth | 6' table top + 2 chairs |
| Conference registration | 1 complimentary conference pass and 1 expo-only pass | 1 complimentary conference pass and 1 expo-only pass | 1 complimentary conference pass and 1 expo-only pass |
| Company listing in mobile app and on website | Yes | Yes | Yes |
| Electric | Wi-Fi | Wi-Fi | Wi-Fi |

*120V electrical drop available for extra fee.

Expo hall schedule is subject to change. Exhibitor Kit coming soon!

For information about becoming a sponsor or exhibitor, please contact:

Brent Suski (IMPACT)

bsuski@usgbc.org

763-464-8615

Lisa Bowers (GSCE Sponsorship)

lbowers@usgbc.org

202-742-3766

Katelyn Roberts (GSCE Exhibits)

kroberts@usgbc.org

202-742-3790