



GREEN SCHOOLS CONFERENCE & EXPO

Sponsorship Prospectus

Portland, Oregon | March 2-4, 2020

Bringing Together Green School Champions from Every Sector

In 2020, the 10th annual Green Schools Conference & Expo (GSCE), the largest conference for green school leaders and advocates, will be held in Portland, Oregon.

This conference brings together experts from diverse industries within the green building, sustainability and education worlds for a unique forum of collaboration and networking. Focusing on a range of topics, including occupant and student engagement, health in the built environment, student learning, waste management and energy conservation, education sessions inspire and motivate industry leaders.

GSCE provides inspiring programming and targeted networking opportunities. Sponsors receive prominent brand recognition and association with the premier green schools event in the U.S. Exhibitors interact with a wide array of stakeholders, including potential customers, to promote their products and services to support high-performing buildings, environmental education and green schools.

Help lead the green schools movement as a GSCE 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 level of engagement. We look forward to helping you find the perfect combination of activities to maximize your presence and enhance your conference experience.



GSCE at a Glance

WHERE: Hilton Portland Downtown - Portland, Oregon

WHEN: **March 2-4, 2020**

- March 2: Conference sessions and evening Welcome Reception in the Expo Hall
- March 3: Conference sessions & Expo Hall
- March 4: Offsite Workshops and Tours

REACH: 600 Attendees

EARLY BIRD EXHIBITOR DEADLINE: December 6, 2019

The sectors represented by the majority of attendees are those most directly involved in green schools efforts:

Education (PreK-12 School or District)
Architecture and Design
Construction
Sustainability Planning and Management

Attendees also represent other sectors that support green schools, including:

Associations and Non-profit Organizations
Building Materials and Services
Educational Services and Products
Energy and Utilities
Engineering
Facilities Operations and Management
Fundraising and Finance
Government Agencies
Health and Wellness
Higher Education
School Nutrition
Students
Technology



Did you know:

The Pacific Northwest region is one of the greenest in the nation! Portland is often called the **“Greenest City in America.”**^{1,2}

School districts that build and operate green buildings can see additional cost benefits over and above energy and water savings. The 22 buildings examined in a [Pacific Northwest National Laboratory study](#) for the U.S. Department of Energy reported almost 20 percent lower maintenance costs than typical commercial buildings.³

Studies show that increased daylight, better indoor air quality, and hands-on, place-based sustainability curricula are linked to higher student test scores.⁴

1. Elizabeth Svoboda. “America’s Top 50 Green Cities,” Popular Science (2008) Online. <https://www.popsoci.com/environment/article/2008-02/americas-50-greenest-cities/?page=1>

2. Grist staff. “15 Green Cities,” Grist (2007) Online. <https://grist.org/article/cities3/>

3. Fowler, KM et al, “Re-Assessing Green Building Performance: A Post Occupancy Evaluation of 22 GSA Buildings,” Pacific Northwest National Laboratory (2011). Online.

4. Heming, Anisa. “Measuring Our Impact,” Green Schools Catalyst Quarterly 2 (2017). Online.

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 the leaders involved in making green schools a reality: people who lead, build, operate and teach in schools. Attendees engage in hands-on learning, participate in in-depth discussions and problem solving, and are inspired by speakers at the forefront of connecting sustainability, social justice and education.

The event is a valuable opportunity for green school advocates to learn about creative strategies and tools that support healthy 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.

88%

of 2019 attendees were very likely or likely to recommend the event to a colleague.

82%

of attendees were satisfied or very satisfied with the conference.

95%

of plenary attendees were satisfied with the quality of the plenary events and keynote speakers.

84%

of 2019 exhibitors indicated that exhibiting was beneficial to their companies.

75%

of exhibitors felt like the benefits of exhibiting were commensurate with their investments.

80%

of 2019 sponsors felt like their presence at the conference allowed them to achieve their company objectives.

100%

of sponsors were very or somewhat satisfied with their sponsorship.

The speakers keep getting better and better! — 2019 GSCE Attendee

Great conversation with end users and influencers!
— 2019 GSCE exhibitor

This is a life-changing organization. I am able to make a difference in my school district because of the incredible relationships and resources.
— 2019 GSCE Attendee

I really felt like USGBC took care to make it known that our attendance and participation was appreciated.
— 2019 GSCE Sponsor

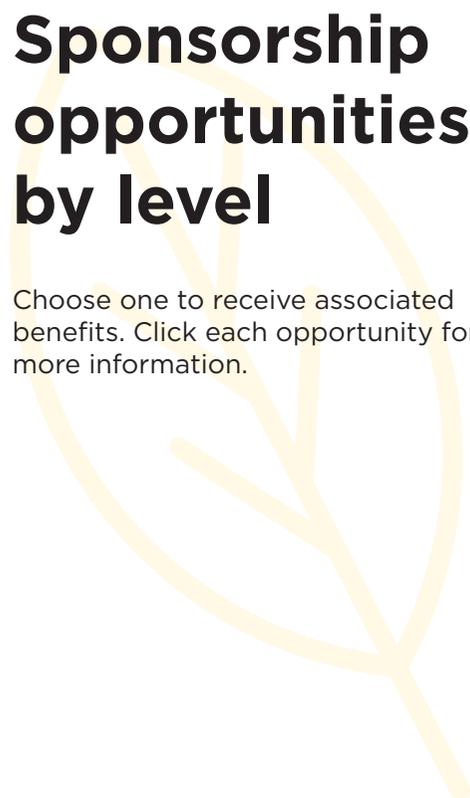
Lots of traffic,
great leads
and fantastic
conversations!

— 2019 GSCE exhibitor

We liked the quality of participants and variety of professionals [present at the event]. — 2019 GSCE exhibitor

2020 Sponsorship Levels

Details regarding each sponsorship opportunity are included in the pages following this matrix.

	PREMIER	PLATINUM	GOLD	SILVER	GREEN
	\$15,000+	\$10,000+	\$7,500+	\$5,000+	\$2,500+
<h2>Sponsorship opportunities by level</h2> <p>Choose one to receive associated benefits. Click each opportunity for more information.</p> 	Closing Keynote Luncheon (with remarks)	Opening Plenary (with remarks) OR	Registration OR	Networking Break (3 available) OR	
		Women in Green Breakfast OR	Education Track (with remarks) (5 available) OR	Conversation Corners (2 available) OR	
		Green Schools Awards Luncheon	Welcome Reception in the Expo Hall OR	Post-Conference Workshop (4 available) OR	
			Conference Sustainability OR	School District Director's Sustainability Summit OR	
			Wi-Fi	School District Director's Sustainability Dinner (3 available) OR	
				Community Scholarship Program	

Benefits continued on next page.

SPONSORSHIP BENEFITS PER LEVEL

	PREMIER	PLATINUM	GOLD	SILVER	GREEN
	\$15,000+	\$10,000+	\$7,500+	\$5,000+	\$2,500+
EVENT PASSES					
Full conference passes	8 Value of \$3,760	5 Value of \$2,350	3 Value of \$1,410	2 Value of \$940	1 Value of \$470
Women in Green tickets	5 Value of \$325	3 Value of \$195	1 Value of \$65	1 Value of \$65	
EXCLUSIVE BUSINESS DEVELOPMENT OPPORTUNITIES					
Personal e-introductions to two attendees, sponsors, or exhibitors					
CONTENT DISTRIBUTION					
Sponsored content on usgbc.org (2.7 million monthly page views)					
Featured social media promotion on the official GSCE Twitter and Facebook pages					
BRANDING					
Inclusion of company logo on event website and event signage					
Hyperlink in marketing emails					Text Only
Logo inclusion on sponsor recognition slide at general session					
Verbal recognition at Sponsored Event					
Product Spotlight Eblast					

PREMIER OPPORTUNITIES

Closing Keynote Luncheon (\$15,000)

Position yourself as a green building leader by presenting a GSCE event open to all attendees.

Sponsor will receive:

- Exclusive sponsorship of the closing keynote luncheon
- 3-5 minutes for sponsor video, remarks, or combination of video and remarks
- Logo on luncheon collateral (walk-in slide and/or table tents)
- Reserved sponsor table for 10 registered conference attendees invited by sponsor
- Digital recognition in mobile app (e.g., “GSCE Closing Keynote Luncheon presented by XX”)
- Online recognition of plenary sponsorship on event website (e.g., “GSCE Closing Keynote Luncheon presented by XX”)
- Featured social media promotion on the official GSCE Twitter and Facebook pages
- Sponsored content hosted on usgbc.org
- Personal e-introductions to two attendees from requested industry, made by USGBC representative



PLATINUM OPPORTUNITIES

Opening Plenary (\$10,000)

Sponsor will receive:

- Exclusive sponsorship of the opening plenary session
- 3-5 minutes for sponsor video, remarks, or combination of video and remarks
- Logo on plenary session collateral (walk-in slide and/or table tents)
- Reserved sponsor table for 10 registered conference attendees invited by sponsor
- Digital recognition in mobile app (e.g., “GSCE Opening Plenary presented by XX”)
- Online recognition of plenary sponsorship on event website (e.g., “GSCE Opening Plenary presented by XX”)
- Featured social media promotion on the official GSCE Twitter and Facebook pages

Women in Green Breakfast (\$10,000)

Sponsor will receive:

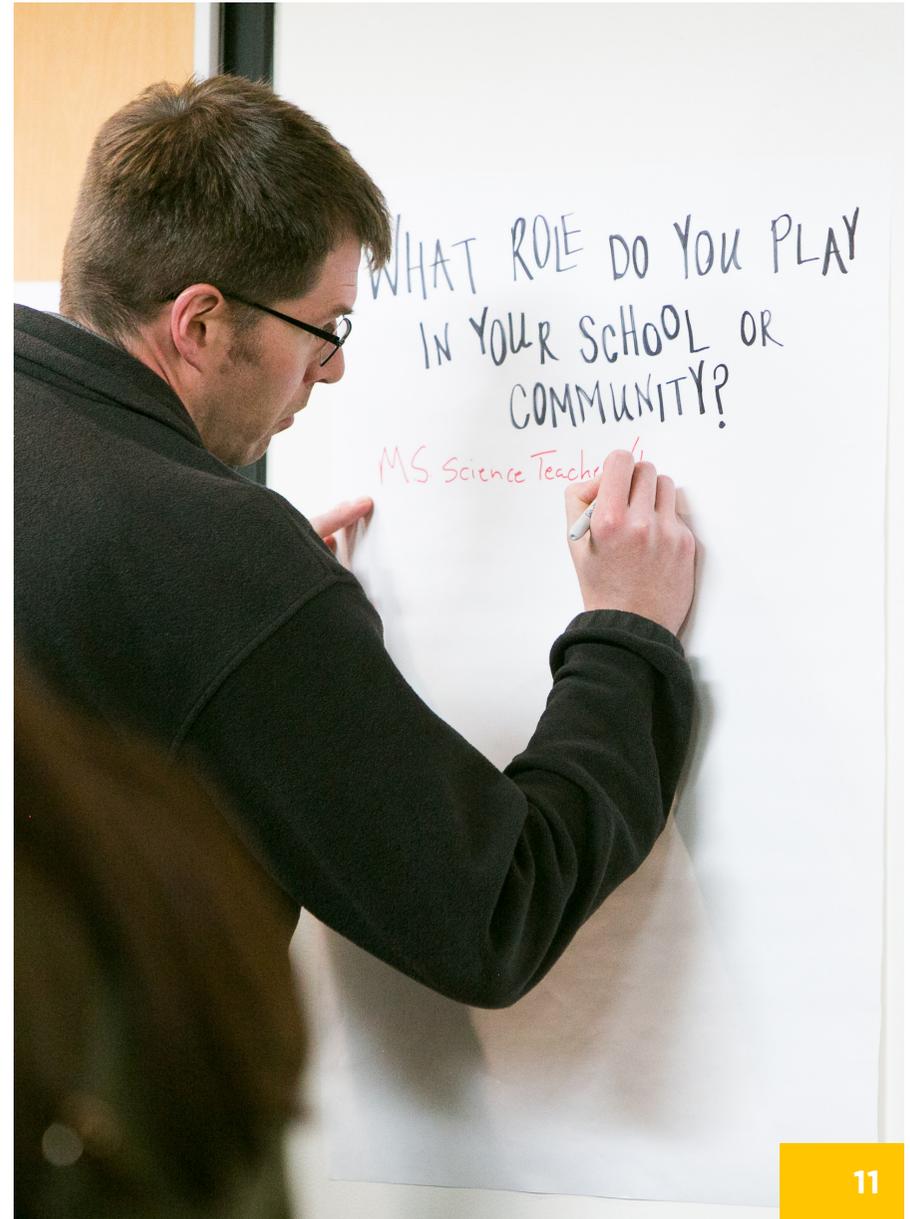
- Exclusive sponsorship of the Women in Green event
- 3-5 minutes for sponsor video, remarks, or combination of video and remarks
- Logo on Breakfast collateral (walk-in slide and/or table tents)
- Five (5) invitations to Women in Green that can be distributed to registered conference attendees of the sponsor’s choice
- Digital recognition in mobile app (e.g., “Women in Green presented by XX”)
- Online recognition of Women in Green sponsorship on event website (e.g., “Women in Green presented by XX”)
- Featured social media promotion on the official GSCE Twitter and Facebook pages

PLATINUM OPPORTUNITIES

Green Schools Awards Luncheon (\$10,000)

Sponsor will receive:

- Exclusive sponsorship of the Green Schools Award Luncheon
- 3-5 minutes for sponsor video, remarks, or combination of video and remarks
- Logo on Awards Luncheon collateral (walk-in slide and/or table tents)
- Reserved sponsor table for 10 registered attendees of the sponsor's choice
- Digital recognition in mobile app (e.g., "Awards Luncheon presented by XX")
- Online recognition of Awards Luncheon sponsorship on event website (e.g., "Awards Luncheon presented by XX")
- Featured social media promotion on the official GSCE Twitter and Facebook pages



GOLD OPPORTUNITIES

Registration (\$7,500)

Sponsor will receive:

- Exclusive sponsorship of GSCE 2020 registration
- Logo and brand recognition in association with online event registration
- Co-branded integration within conference registration area (alongside GSCE 2020 branding)
- Logo featured on check-in software used onsite at registration counters
- Recognition through pre-event email
- Online recognition of registration sponsorship on event website
- Co-branded lanyard (sponsor logo alongside GSCE logo)



Two-Day Education Track (\$7,500) 5 available

Sponsors will 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 (e.g., “Education Track XX presented by XX”)
- Online recognition of specific track sponsorship on event website (e.g., “Education Track XX presented by XX”)



GOLD OPPORTUNITIES

Welcome Reception in the Expo Hall (\$7,500)

Sponsor will receive:

- Logo on signage and table tents at bar stations and cocktail tables
- Digital recognition in mobile app (e.g., “Welcome Reception in the Hall presented by XX”)
- Five (5) invitations to be distributed to sponsor guests
- Company-branded signature cocktail
- Tabling opportunity for live demonstration
- Optional: opportunity to host private breakout room at incremental cost

Conference Sustainability (\$7,500*)

Sponsor will receive:

- Exclusive sustainability sponsor of GSCE
- Text on sustainability section of GSCE website and mobile app
- Opportunity for a pre-event email about the event’s sustainability initiatives
- Sustainability icon within mobile app with sustainability tips
- 1 sustainability tip push notification each on Days 1 and 2 of the conference (limit 140 characters or 20 words, customized message)
- 2-3 minutes of remarks at facility sustainability tour

* **Contact us to discuss additional carbon offset pricing**

Wi-Fi (\$7,500)

Provide conference attendees with Wi-Fi service, made available by logging into the network with your company’s brand

Sponsor will receive:

- Branded landing page with a customized password



SILVER OPPORTUNITIES

Networking Break (\$5,000)

3 available

Sponsors will receive:

- Exclusive branding at one of three breaks
- Mobile app alert via push notification during break (limit 140 characters or 20 words, customized message applicable)
- Logo on signage at coffee stations
- Opportunity for demonstration, display table, or station during networking break
- Online recognition of networking break sponsorship on event website (e.g., “XX Networking Break, presented by XX”)



Conversation Corners (\$5,000)

2 available

Sponsors will receive:

- Choice of the following themes: Equity and Diversity, Career and Technical Education, Climate Change Education, Student Leadership
- Branded conversation space for conference attendees, with facilitation by sponsor’s representative (facilitation is optional)
- Digital recognition in mobile app (e.g., “Conversation Corner XX presented by XX”)
- Online recognition of corner sponsorship on event website (e.g., “XX Conversation Corner, presented by XX”)

Post-Conference Workshop (\$5,000) – 4 available

Sponsors will receive:

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

SILVER OPPORTUNITIES

School District Sustainability Director's Summit (\$6,000)

Reach over 60 sustainability school district staff directly.

Sponsors will receive:

- Logo on room signage
- Company name on summit registration web page and an electronic copy of the attendee contact book (school district staff)
- Opportunity to address attendees during summit programming for up to 5 minutes
- Distribution of one branded hand-out
- Attendance for two sponsor employees at the 2-day summit, including the group dinner

School District Director's Sustainability Dinner (\$5,000) **3 available**

Sponsors will receive:

- Logo on dining room signage

- Company name on summit registration web page and an electronic copy of the attendee contact book (school district staff)
- Opportunity to address attendees at the group dinner for up to 2 minutes
- Attendance for two sponsor employees at the first day of the summit, including the group dinner

GSCE Community Scholarship Program (\$5,000)

Sponsors will receive:

- Provide the opportunity for individuals from underrepresented communities to experience the conference
- Recognition during the GSCE Opening Plenary remarks
- Digital recognition in the mobile app
- Online recognition on the GSCE website and Scholarship application and acceptance materials
- Act fast! Sponsorship opportunity expires Friday, Dec. 6, 2019

Additional Sponsorship Opportunities & Enhancements

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

Student Summit Varsity (\$2,000)

Educate, inspire, and generate awareness of your brand's sustainability messaging with tomorrow's green leaders

Sponsors will receive:

- Intro remarks from sponsor during Student Summit
- Digital recognition in mobile app (e.g., "Student Summit presented by XX")
- Logo on event website
- Opportunity for a table during Student Summit

Ask us about enhancing your sponsorship experience! There are a limited number of tabling opportunities for a live demonstration during the Student Summit.

Student Summit JV (\$1,000)

Sponsors will receive:

- Logo listed as Student Summit sponsor in mobile app
- Tabling opportunity during Student Summit

Push Notification (\$1,250) 5 available

Maximize your reach with a push notification through the GSCE mobile app

Sponsors will receive:

- Opportunity to direct on-site attendees to resources or programs

Additional Sponsorship Opportunities & Enhancements

Green Influencer Mobile Library (\$2,000)

Provide event attendees with valuable information from your own corporate library

Sponsors will receive:

- Opportunity to provide links to podcasts, quizzes, surveys and other valuable content in their own portal for conference attendees
- Additional branding on mobile app
- Special mention of this branded resource in a Green Schools Conference & Expo email communication
- Live from the day mobile event app is launched (or your agreement is signed) until six months post-event

Targeted Email (\$1,750) 5 available

Sponsors will receive:

- Reach a targeted list of GSCE attendees with a direct email before or after the show, driving attendees to an activity, exhibit booth, or sponsored website at the conference
- Email can be customized with sponsor-provided content (200 words or less, written by the sponsor and distributed by USGBC before or after the conference)

First-come, first-served selection of day and time to be distributed pre- or post-conference (subject to USGBC marketing approval)

Additional Sponsorship Opportunities & Enhancements

Special Set Education Room*

Sponsors will receive:

- Opportunity to donate unique physical assets (furniture, décor, technology) to create an enhanced learning environment for our attendees during our two-day education schedule
- Featured branding within pre-event email to attendees
- Digital recognition through the mobile app
- Company name listed on conference website's schedule for all sessions allocated to room

Rise and Energize in the Hall*

Sponsors will receive:

- Opportunity to provide customized playlist and menu, subject to USGBC approval
- Logo on event website
- Digital recognition in mobile app (e.g., "Rise and Energize in the Hall presented by XX")
- Online recognition on event website (e.g., "Rise and Energize in the Hall presented by XX")

*Pricing available upon request.

Print or Digital Ad in USGBC+ Magazine*

Reach the readers of the GSCE (Spring) issue of USGBC+, the member magazine of the U.S. Green Building Council

Sponsors will receive:

- Hard copies of this magazine will be distributed to show attendees and are sent to 10,000 subscribers

Exhibit Your Company

2020 Exhibitor Benefits	General	Nonprofit/Government	Tabletop Exhibits*
Early bird rate (ends December 6, 2019)	\$1,050	\$800	\$500
Standard rate	\$1,325	\$1,025	\$650
Exhibit space	8' x 10' booth	8' x 10' booth	6' table top + 2 chairs
Conference registration	1 complimentary conference pass + 1 booth staff pass**	1 complimentary conference pass + 1 booth staff pass**	1 complimentary booth staff pass**
Company listing on event website	Yes	Yes	Yes
Company listing in mobile app	Yes	Yes	Yes
Electric	Contact us for pricing	Contact us for pricing	Contact us for pricing
Wi-Fi	Yes	Yes	Yes
Scavenger Hunt program	Yes	Yes	Yes

*Limit of 10 tabletop exhibits for Non-profit or Government exhibitors, reserved on a first-come, first-served basis

**In addition to the Expo Hall, the Booth Staff Pass includes access to the Closing Keynote Luncheon on March 3 (it does not include access to any education sessions)

Additional conference passes are available for purchase

EXHIBITOR ENHANCEMENTS

Scavenger Hunt

Premium Destination (\$350)

5 available

- Enhance your company's exhibit experience by being a premium destination in this year's GSCE Scavenger Hunt
- Opportunity to increase engagement with attendees with a customized, novel experience or challenge (e.g., "Take a selfie with XX at booth XX" or "Talk to XX at booth XX about a sustainability initiative you were proud to implement")
- Enhance your booth with 120 volt electrical power



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

Sponsorship & Exhibits: Lisa Bowers | lbowers@usgbc.org | 202.742.3766