

Sponsorship Prospectus



September 24-26, 2012 • Marriott Wardman Park • Washington, DC

2011 Sponsors

- American Public University
- Association of Climate Change Officers
- BNA
- CH2MHill
- Clark Construction
- CliMetrics
- Constellation Energy
- Enviance
- FedCenter.gov
- FedEx Corporation
- HDR Architecture, Inc.
- HP
- IBM
- Image Microsystems, Inc.
- J.D. Power and Associates
- McKenna Long & Aldridge LLP
- Noblis
- Northrop Grumman
- SAIC
- SAP
- Schneider Electric
- SeeSmart, Inc.
- SolarWorld America, LLC
- SRA International, Inc.
- Sustainable Star
- Waste Management

2011 Media Partners

- Climate Wire
- Green Wire
- Federal News Radio
- MWW Group

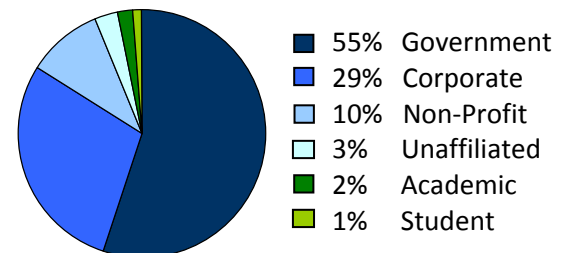
Overview

The GreenGov Symposium provides an educational experience for stakeholders to discuss the performance goals set by President Obama's Executive Order on Federal Leadership in Environmental, Energy and Economic Performance. Conference attendees will offer and hear solutions over two days of plenary sessions and breakout tracks, as well as a third day of post-conference workshops and meetings. Program topics will align with the subject matter covered by Executive Order 13514 and the field of sustainability, including:

- Clean Energy
- Climate Risk & Resilience
- Education & Engagement
- Fleet Management & Transportation
- Green Facilities
- Greening the Supply Chain
- IT & Electronics
- Sustainable Planning
- Water & Waste

Participants

At the 2011 Symposium, more than 1,200 leaders from Federal, state and local government, non-profit and academic communities, and the private sector came together to help shape a sustainable future. The program featured nearly 350 speakers across more than 80 program sessions, 9 breakout tracks, and more than 40 exhibitors.



Sponsorship Opportunities

Sponsorship in this critical event offers unparalleled engagement with decision makers in industry and government. Position your organization as a thought leader in encouraging the development and application of best practices, products and services related to sustainability. Event sponsors will enjoy opportunities to enable and participate in discussions on energy, waste, water, sustainable procurement, climate change and related environmental issues. This year's sponsorship packages offer your organization opportunities to participate in on-site activities, in addition to the traditional branding and promotion. Additionally, special events can be designed to meet your company's needs.

Note: This sponsorship invitation is extended solely by ACCO. The Council on Environmental Quality (CEQ) does not participate in any fundraising activities, nor endorse any sponsors in connection with the GreenGov Symposium. Any sponsorship or exhibition funds received by ACCO will be used solely to defray the costs incurred by ACCO as appropriate in producing the Symposium. Further, any sponsorship or advertisements appearing in these materials do not imply endorsement, recommendation, or favor by the United States Government or CEQ.

For more information on sponsoring the 2012 GreenGov Symposium, please contact sponsors@GreenGov2012.org

Sponsorship Packages



	Platinum \$60,000	Gold \$40,000	Silver \$20,000	Bronze \$10,000	Copper \$7,000	Supporting \$5,000
Number available	2 of 3 Three (3)	Three (3)	4 of 5 Five (5)	5 of 8 Eight (8)	6 of 8 Eight (8)	8 of 10 Ten (10)
Recognition in welcome remarks during opening plenary session	●					
Exclusive and customized roles identified for sponsors	●	●				
Co-host independent post-conference workshop at the event site on approved topic	●	●				
Tier 1 sponsorship item (based on availability)	One (1)					
Tier 2 sponsorship item (based on availability)	One (1)	One (1)				
Tier 3 sponsorship item (based on availability)	Tier 2 or Tier 3	One (1)	One (1)			
Breakout track sponsorship	One (1)	One (1)	One (1)			
Non-federal subject matter experts to serve as speakers/moderators for program breakout sessions (subject to the approval of the Steering Committee and CEQ, in accordance with established speaker guidelines)	Two (2)	Two (2)	Two (2)	One (1)		
Tabletop exhibit display	Double Premium	Double Premium	Single Premium	Single	Single	
Expert shift at the Knowledge Bar				●	●	
Color ad in conference program	Full Page	½ Page	¼ Page	¼ Page	⅓ Page	
Logo recognition on column wraps	●	●	●	●	●	●
Logo recognition on event website, promotional materials and related on site program materials	●	●	●	●	●	●
Conference registrations	Ten (10)	Seven (7)	Four (4)	Three (3)	Two (2)	One (1)
Discounted conference registrations (20% discount for non-Federal employees)	Fifty (50)	Thirty (30)	Twenty (20)	Ten (10)	Five (5)	Five (5)
Access to reserved seats during plenary sessions	●	●	●			
Access badges to the speaker green room	Three (3)	Three (3)	Two (2)			
Recognition in post-conference “thank you” communication	●	●				
Sponsor ribbons for staff in attendance	●	●	●	●	●	●

ACCO bronze, silver and gold members may apply sponsorship credits and/or discounts to GreenGov sponsorship packages.

Sponsorship packages are available on a first-come, first-served basis

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Sponsorships—Tier 1



Cocktail Reception

\$30,000

Celebrate the opening of the 2012 GreenGov Symposium as the title sponsor of this reception. Collaborate with ACCO event managers on the look and feel of the cocktail reception, and have your logo featured on event signs and related promotional materials.

Post-Conference Workshop (3 available)

\$20,000

Work with ACCO to develop program content for a post-conference workshop for which your organization will serve as a co-presenter. Workshop sponsors will receive recognition on room signs and opening/closing slides of the workshop materials.

Lunch (2 available)

\$20,000

Get maximum exposure as the official lunch sponsor, open to all conference participants. You will also receive the Bronze Sponsor benefits.

Breakfast (2 available)

\$15,000

Get maximum exposure as the official breakfast sponsor, open to all conference participants. You will also receive the Bronze Sponsor benefits.

WiFi

\$15,000

Be the organization that provides critical WiFi access to every attendee in all GreenGov space, including meeting space, public space and exhibit areas. Feature your logo and a link to your website on the WiFi landing page. You will also receive the Bronze Sponsor benefits.

Expo Giveaway Bags

\$10,000 + Cost of Items

Be seen everywhere with your logo printed on eco-conscious attendee tote bags distributed to all registrants. You will also receive the Bronze Sponsor benefits.

Memory Stick

\$5,000 + Cost of Items

Have your logo printed on eco-friendly memory sticks distributed to all registrants. You will also receive the Bronze Sponsor benefits.

Badge Lanyards

\$5,000 + Cost of Items

Because attendees must wear their name badges at all times, lanyards are the perfect way to highlight your organization throughout the conference. Have your logo printed on eco-friendly badge lanyards distributed to all conference participants. You will also receive the Bronze Sponsor benefits.

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Sponsorships—Tier 2



Coffee Break (2 available)

\$10,000

Have your company's logo printed on signs and table tents at one of the coffee breaks. You will also receive the Supporting Sponsor benefits.

Snack Break (2 available)

\$10,000

Have your company's logo printed on signs and table tents at one of the snack breaks. You will also receive the Supporting Sponsor benefits.

Recycling Stations (1 Remaining) (2 available)

\$10,000

Show that your company means green by sponsoring GreenGov 2012 recycling stations. Your logo will be featured on each station throughout the conference area. You will also receive the Supporting Sponsor benefits.

Cell Phone & Laptop Recharging Stations (2 available)

\$7,500

Provide attendees with the opportunity to recharge their cell phones, laptops and PDAs powered by your company. Your logo will be prominently displayed in the recharging stations area. Includes custom stations with electrical capabilities, table signs with logo and company name, and opportunity to distribute promotional materials at a small table within the station throughout the duration of GreenGov 2012.

Program Guide

\$5,000

Get your message out there with an advertisement on the back cover of the official GreenGov 2012 Program Guide—you provide the design! All designs must be pre-approved by the event producers.

Branded Hotel Room Keys

\$4,000

Hotel guests look at their key cards an average of 10 times per day. Each Marriott Wardman Park hotel guest will receive room keys that are printed with both your logo and the GreenGov logo.

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Water Bottles

\$2,500 + Cost of Items

Have your logo printed on the most-kept conference give-away: a eco-friendly water bottles distributed in attendee bags.

Conference Pens

\$2,500 + Cost of Items

Have your logo printed on eco-friendly pens distributed in attendee bags. This is a promotional item that will be used during the day and long after the conference concludes, providing maximum marketing impact.

Conference Highlighters

\$2,500 + Cost of Items

Make your organization stand out with your logo printed on eco-friendly highlighters distributed in attendee bags.

Expo Giveaway Bag Insert (3 available)

\$2,500 + Cost of Items

Place your marketing message in the hands of key decision makers by including a handout in the attendee bags. Inserts are subject to GreenGov 2012 sustainability standards and approval of the GreenGov 2012 event producers.

Knowledge Bar—"Ask the Guru" (up to 3 available)

\$4,000

Want to show how much your company knows about greening operations? The Knowledge Bar is a featured stop for conference attendees interested in seeking subject matter experts and looking for resources to solve operational challenges. Sponsors will staff rotating shifts in the Knowledge Bar with thought leaders who can answer questions and explore opportunities for collaboration with conference attendees. Sponsors receive recognition signs and an opportunity to serve as a subject matter expert for up to four hours.

Schedule At a Glance Signs ^{1 Remaining} (~~2 available~~)

\$3,000

Brand your organization on the official conference schedule at a glance signs.

Feature Your Side Event on GreenGov 2012 Program Materials (5 available)

\$3,000

Have your exhibit events, product demonstrations and/or side events featured on the GreenGov 2012 web site, as well as in program guide. Sponsorship includes your name, exhibit table number, logo and description of the event on the "Events at GreenGov 2012" page of the GreenGov2012.org web site.

Column Wraps

\$2,500 (all four sides), \$750 (one side)

Be the first company to make an impression on attendees by featuring your logo and marketing message on column wraps near the conference registration area. Messaging must be pre-approved by the event producers.

Program Book Advertising

\$2,500 (full page), \$1,500 (half page), \$1,000 (quarter page)

The program book is utilized by attendees throughout the conference and as an important take home resource providing maximum marketing impact. All designs must be pre-approved by the event producers.

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