

# Collaborating for a Sustainable Future

7<sup>th</sup> Annual

## Sustainable Enterprise Conference

May 11, 2012 - Rohnert Park, CA



### 2011 Partners

Agilent Technologies  
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Bay Area Green Tours  
Business Environmental Alliance  
California MENTOR  
Comcast  
Computer Recycling Center  
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Dominican University of California's GreenMBA  
Environmental Forum of Marin  
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Green Key Real Estate  
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Guayaki Yerba Mate  
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Leadership Institute for Ecology and the Economy  
Meridian University  
North Bay Business Journal  
North Bay Corporation  
Northern California Recycling Association (NCRA)  
Presidio Graduate School  
Real Goods Solar  
Solar Living Institute  
Solar Sonoma County  
Sonoma County Energy Independence Program  
Sonoma County GoLocal Cooperative  
Sonoma County Waste Management Agency  
Sonoma Mountain Business Cluster  
Sonoma Mountain Village  
Sonoma State Organization Development MA  
Sonoma State University  
Summit State Bank  
Sustainametrics  
Taylor Maid Farms  
The Gertonson Institute  
The ShareExchange  
The Sonoma County Water Agency  
TLCD Architecture  
Trope Group  
US Hydrotech Environmental Solutions  
WaccoBB.net  
WCL Services, Inc. (Biodegradable Lubricants)  
WM EarthCare  
Women's Initiative for Self Employment  
ZAP Jonway

### Exhibit Opportunity

The Sustainable Enterprise Conference offers exhibit opportunities to organizations seeking an audience of North Bay business, government and education leaders looking to successfully implement innovative sustainable operating practices and policies. Our program schedule allows for many networking and exhibiting opportunities throughout the day. This is your chance to meet and mingle with Bay Area green business leaders, local officials and community stakeholders.

### All exhibitors receive the following benefits:

- ▼ Name & contact information in printed conference program
- ▼ Passes to all conference sessions, activities, lunch and reception
- ▼ Logo and website link on conference website
- ▼ Exhibit hall space

### Exhibitor Registration \$495 (\$395 early)

- ▼ (2) conference passes organic lunch included
- ▼ 4-foot table in the exhibit hall – larger space available outside
- ▼ Early rates expire April 2, 2012

### Non-Profit Exhibitor \$395 (\$295 early)

- ▼ (2) conference passes organic lunch included
- ▼ 4 foot table in the exhibit hall – larger space available outside
- ▼ Early rates expire April, 2012

**Sign up online today:**

<http://sustainableenterpriseconference.com/exhibit/opportunity>

**Phone: (707) 636-4732**

**Email: [sponsor@ContactSEC.com](mailto:sponsor@ContactSEC.com)**

*For details about additional sponsorship and exhibitor opportunities*

### Exhibits

- ▼ Exhibits are intended to showcase the sustainability aspects of your enterprise.  
*Exhibits must either demonstrate how products or services help other organizations become more sustainable OR educate attendees about your organization's efforts to become more sustainable. See our website for exhibitor only information.*

[www.SustainableEnterpriseConference.com](http://www.SustainableEnterpriseConference.com)

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### Exhibit Registration

#### Exhibitor Information:

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Title: \_\_\_\_\_

Organization Name: \_\_\_\_\_

Website URL: \_\_\_\_\_

Address: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

#### ▼ ATTEND

Sponsors receive passes for all conference sessions, activities, lunch, and **networking reception**.

#### ▼ PARTICIPATE

Position your organization as a Bay Area Leader in Sustainability with your Sponsorship of this highly successful **7th Annual event**.

#### ▼ EXHIBIT

Demonstrate your **sustainable products** or services and educate attendees about your **sustainability initiatives**.

#### ▼ NETWORK

**Network with over 300 attendees!** Connect with local, regional, and national business, non-profit, and governmental decision-makers leading the North Bay in sustainability.

#### ▼ SPONSOR

To **become a sponsor**, return this form or call: **(707) 636-4732**

Visit our website to learn more about the conference.

#### Exhibit Registration Fees:

- Exhibitor Registration → \$495**

*(After April 2, 2012)*

- Early Exhibitor → \$395**

*(Before April 2, 2012)*

#### Non Profit Exhibit Fees:

- Non Profit Exhibit → \$395**

*(After April 2, 2012)*

- Early Non-Profit → \$295**

*(Before April 2, 2012)*

**Sign up online today:**

<http://sustainableenterpriseconference.com/exhibit/opportunity>

#### Exhibit Space Power:

- Our exhibit requires electricity  
 No, we will not need power

#### Conference Scholarship:

**Donate \$** \_\_\_\_\_

- passes for non-profits and students.  
*(help keep the conference affordable)*

#### Payment Method:

- Payment enclosed  
 Email invoice (to pay securely online by credit card)

Billing email: \_\_\_\_\_

- Send a paper invoice to the address above

#### Sustainable Enterprise Conference Contact Information:

**For preferential placement, reply by February 15, 2012**

Please send your payment and completed sponsor registration form to:

**Sustainable Enterprise Conference**

C/O The Leadership Institute  
for Ecology and the Economy  
555 5th Street, Suite 300A  
Santa Rosa, CA 95401

**Phone: (707) 636-4732**

**Email: [info@ContactSEC.com](mailto:info@ContactSEC.com)**

[www.SustainableEnterpriseConference.com](http://www.SustainableEnterpriseConference.com)

## What is the Sustainable Enterprise Conference?

The Sustainable Enterprise Conference is a day-long learning and networking conference dedicated to helping North Bay businesses, academic, government and non-profit organizations transition to economic, environmental, and social sustainability.



The 2012 event will be held May 11 at Sonoma Mountain Village in Rohnert Park, CA.

## How many people are expected to attend this year's conference?

Approximately 350 North Bay business, nonprofit, and educational leaders are expected to attend this year's conference. Over 30 speakers, 50 exhibitors and 30 student volunteers will also participate.

## What are the benefits of attending the Sustainable Enterprise Conference?

Participants at this year's conference will gain real and useable insights into how to transition their organizations to sustainability in three key areas – environmental, social, and economic. Workshops and networking opportunities will allow participants to learn firsthand the challenges and rewards of making this transition and will enable them to leave with tools and knowledge they can use to change their organizations.

## Who should attend the Sustainable Enterprise Conference?

The Sustainable Enterprise Conference is particularly geared to the interests of North Bay business leaders and those responsible for taking action regarding the sustainability of their enterprise. Past participants have included:

- Entrepreneurs who are starting or plan to start new enterprises
- Executives, managers, and individuals responsible for setting long-term direction
- Professionals and consultants who are engaging in sustainable enterprise activities
- Educators and students with an interest in sustainable enterprise
- Staff and members of nonprofit organizations with a desire to operate more sustainably
- Those who influence, design, and/or implement public policy

## Who are notable past keynote speakers?

Notable past speakers include winemaker and author Paul Dolan, Assemblymember Jared Huffman; Sascha Von Meier, Professor of Environmental Studies Sonoma State University; Maggie Winslow, Ph.D., Dean Presidio Graduate School; Panama Bartholomy, Deputy Director, Efficiency and Renewables Division, California Energy Commission; Jeff Mendelsohn, Founder and CEO New Leaf Paper.

## Where can I find more information about the Sustainable Enterprise Conference Exhibit Hall?

The Exhibit Hall is adjacent to the Plenary Hall and your exhibit table space is 4' by 3'. We supply a table, chair and linen for your exhibit space. Detailed exhibitor registration information is available online at [www.sustainableenterpriseconference.com](http://www.sustainableenterpriseconference.com)

## How do I register my organization to exhibit at the Sustainable Enterprise Conference?

Interested participants can register online at [www.sustainableenterpriseconference.com](http://www.sustainableenterpriseconference.com)

Early registration is open until April 2, 2012 or until we have reached capacity. Seating is limited.

## Who produces the Sustainable Enterprise Conference?

The Sustainable Enterprise Conference Steering Committee is a group of Northern California business leaders, University faculty, nonprofit leaders, and entrepreneurs joined together to promote sustainable business practices. We partner with business organizations, chambers of commerce, nonprofits, and other community-based organizations to present this one day event.

The conference operates under the fiscal sponsorship of **the Leadership Institute for Ecology and the Economy**, a 501(c)(3) public charity based in Sonoma County dedicated to insuring a sustainable future for California's North Coast.