



12th annual
sustainable
enterprise
conference



the North Bay's Green Business Forum

April 5, 2017 - Sonoma State University, Rohnert Park, CA

Sponsor & Exhibit Opportunity



www.SustainableEnterpriseConference.com | follow @contactSEC | facebook.com/contactSEC



Dear Enterprise Leader,

We invite you to partner with our group of Northern California business owners, University faculty, nonprofit leaders, and social entrepreneurs as we present the 12th annual Sustainable Enterprise Conference on April 5, 2017 at Sonoma State University in Rohnert Park, CA.

We created the Sustainable Enterprise Conference to promote sustainable business practices in the North Bay, provide tools for companies in transition, showcase best practices and best companies, and network with others working on creating more sustainable and resilient organizations and communities.

Our theme “*One Planet for a Sustainable Future*” will explore sustainability on the personal, enterprise, and regional scale. Your engagement as a sponsor will benefit you in several ways, such as conference passes, marketing opportunities, branding visibility, exhibit space, networking with over 400 other North Bay professionals, and ultimately learning about and supporting innovations and opportunities in sustainability.

Please review our sponsorship packages starting at \$500.

Sponsorship funding is used to expand our outreach, improve educational tools, increase community accessibility, provide student programming, and offset our carbon footprint.

Confirm today - register online - or call (707) 636-4732

<http://sustainableenterpriseconference.com/sponsorship/inquiry/survey>

We look forward to hearing from you confirming your level of support for this critically important topic for our businesses, our communities, and for our planet.

Thank you,

Oren Wool
Executive Director
2017 Sustainable Enterprise Conference

Sponsor & Exhibit Opportunity



Sponsors of the Sustainable Enterprise Conference gain valuable access to professionals across industries and sectors who are committed to social, economic, and environmental sustainability.

The Sustainable Enterprise Conference is the North Bay's premiere networking event for business, government, education, and community leaders seeking inspiration and education about sustainability trends, policies, and products.



All sponsors receive the following benefits:

- ▼ Name, logo & contact information in printed conference program
- ▼ Passes to all conference sessions, activities, lunch, and reception
- ▼ Logo and website link on conference website
- ▼ Verbal acknowledgment during the conference program
- ▼ Exhibit area space



North Bay: \$10,000

- ▼ Funding Sustainable North Bay projects*
- ▼ Custom benefits package
- ▼ Introduce a session speaker
- ▼ 20 conference passes
- ▼ Full page ad in printed program

Leadership: \$2,500

- ▼ Introduce a session speaker
- ▼ 8 conference passes
- ▼ Full page ad in printed program



Sustaining: \$5,000

- ▼ Introduce a session speaker
- ▼ 10 conference passes
- ▼ Full page ad in printed program

Enterprise: \$1,000

- ▼ 4 conference passes
- ▼ Half-page ad in printed program

Venture: \$500

- ▼ 2 conference passes
- ▼ Quarter-page ad in printed program

Additional Sponsorships

- ▼ Media Sponsor ▼ Community Sponsor ▼ Reception Sponsor

SustainableEnterpriseConference.com

(707) 636-4732

sponsor@contactSEC.com

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 information.





Sponsor & Exhibit Registration

Sponsor Information:

Name: _____

Email: _____

Title: _____

Organization Name: _____

Website URL: _____

Address: _____

Address: _____

City/State/Zip: _____

Sponsorship Level:

- North Bay Sponsor** ➡ **\$10,000**
(20 all-inclusive passes)
- Sustaining Sponsor** ➡ **\$5,000**
(10 all-inclusive passes)
- Leadership Sponsor** ➡ **\$2,500**
(8 all-inclusive passes)
- Enterprise Sponsor** ➡ **\$1,000**
(4 all-inclusive passes)
- Venture Sponsor** ➡ **\$500**
(2 all-inclusive passes)
- Community Sponsor** ➡ **\$250**
(for non profits and social enterprises)

Exhibit Space:

- Yes, we will use the exhibit space
- Our exhibit requires electricity
- No, we will not exhibit

Conference Scholarship:

Donate \$ _____

- passes for non-profits and students.
(help keep the conference accessible to all)

Payment Method:

- Payment enclosed
- Email billing (to pay securely online)

Billing email:

- Send a paper invoice

Sustainable Enterprise Conference Contact Information:

For preferential placement, reply by March 1, 2017

Please send your payment and completed sponsor registration form to:

Sustainable Enterprise Conference
C/O Sustainable North Bay
PO Box 522
Graton, CA 95444

Phone: (707) 636-4732
Email: info@contactSEC.com

▼ SPONSOR

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

Visit our website to learn more about the conference.

▼ ATTEND

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

▼ PARTICIPATE

Let your organization be **recognized as a leader** in Sustainability with your Sponsorship of this highly successful annual event.

▼ EXHIBIT

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

▼ NETWORK

Network with over 400 attendees! Connect with local, regional, and national business, non-profit, and governmental decision-makers leading the North Bay in sustainability.

▼ **North Bay Sponsor: \$10,000**

This sponsorship funds our projects beyond the Sustainable Enterprise Conference. Sustainable North Bay Projects* include the Sustainable North Bay Youth Summit and the creation of the Sustainable North Bay Directory.

- Introduce a session speaker
- 20 passes to all conference sessions, activities, lunch, and reception
- Full page spread announcement in the conference program
- Prominent logo placement, press releases, exhibit space and main stage display of sponsor-provided banner

▼ **Sustaining Sponsor: \$5,000**

Sustaining Sponsors provide the core year to year sponsorship and support necessary to present a quality program to a diverse audience. These organizations have very high visibility in our marketing materials.

- Introduce a session speaker
- 10 passes to all conference sessions, activities, lunch, and reception
- Full-page announcement in the conference program
- Prominent logo placement, exhibit space and display of sponsor-provided signage on the main stage

▼ **Leadership Sponsor: \$2,500**

Leadership Sponsors encourage student participation in sustainability. Leadership Sponsors receive sponsorship benefits and contribute to our scholarship allocation with conference passes for students and faculty.

- 8 passes to all conference sessions, activities, lunch, and reception
- Full-page announcement in the conference program
- Prominent logo placement, exhibit space and display of sponsor-provided banner in the plenary hall

▼ **Enterprise Sponsor: \$1,000**

Bring your networking team and draw valuable attention to your enterprise with a strong presence in our exhibit area, on the website, and in our program. Connect with North Bay leaders in sustainability.

- 4 passes to all conference sessions, activities, lunch, and reception
- Half page announcement in the conference program
- Exhibit space and display of sponsor-provided signage in the exhibit area

▼ **Venture Sponsor: \$500**

Introduce attendees to your venture with a table in our exhibit area, your logo and contact information on the website and an ad in our program.

- 2 passes to all conference sessions, activities, lunch, and reception
- Quarter-page announcement in the conference program

▼ **Community Sponsor: \$250**

Special pricing for non-profits and social enterprises. Network with North Bay professionals and promote your program from a shared table in our exhibit area.

- 2 passes to all conference sessions, activities, lunch, and reception
- Listed in the conference program

▼ **Reception Sponsor**

Present your North Bay sourced wine, cheese or other sampling foods for the post conference wine reception.

▼ **Media Sponsor**

We work with the North Bay's leading community and business publications.



"Great Conference...
An inspiring day
of innovative ideas
and people!"

Ingrid Levered

Economic Development Manager
City of Petaluma

"This annual event provides
an opportunity for deep
learning and connecting. It is
always inspiring and not to be
missed. A unique Sonoma
County experience with
excellent networking."

Merith Weisman

Community Engagement and
Social Media Coordinator
Sonoma State University

The 2017 Sustainable Enterprise Conference will be held April 5 at Sonoma State University in Rohnert Park, CA.



What is the Sustainable Enterprise Conference?

The Sustainable Enterprise Conference is a day-long conference dedicated to convening and connecting sustainability leaders in business, academic, government, and community groups for an economically, environmentally, and socially prosperous future.

Why is the Sustainable Enterprise Conference important now?

Today more than ever, enterprises are struggling to stay afloat and serve their communities as they wish. At the same time, countless businesses and organizations are realizing significant bottom-line benefits and economic rewards when they prioritize environmental and social sustainability.

These rewards don't just come from improving efficiency and reducing consumption, but from the rapidly increasing percentage of prospective customers and clients seeking companies that embrace sustainability.

The Sustainable Enterprise Conference offers an valuable opportunity for these communities to come together and share their stories and ideas with each other. Luminary speakers interact directly with participants in networking and in practical workshops, sharing know-how on how to drive financial, environmental, and social prosperity in their organizations and communities. As the only annual forum in the North Bay providing such an opportunity, professionals and executives will not want to miss the 2017 Sustainable Enterprise Conference.



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

Approximately 400 business, academic, government, and community leaders are expected to attend this year's conference. Over 40 speakers, 40 exhibitors, and 20 student volunteers will also participate.

Who produces the Sustainable Enterprise Conference?

The Sustainable North Bay Organizing 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 registration, marketing, and event logistics are contracted to 108 Technologies, a Sonoma County technology consultancy for enterprises in transition to a sustainable economy.

Proceeds from the 2017 Sustainable Enterprise Conference will be used to establish a Sustainable North Bay Directory designed to promote sustainability as a force for equitable resilient economic development.

A green rounded rectangle containing the text "North Bay Professionals" and a list of statistics: "400 Attendees", "40 Speakers", and "40 Exhibitors". A stylized leaf logo is positioned to the right of the title.

North Bay Professionals

400 Attendees
40 Speakers
40 Exhibitors

Sustainable Enterprise Conference Organizers



Oren Wool

Sustainable Enterprise Conference - Managing Director

Principal | 108 Technologies

Oren is one of the founders of the Sustainable Enterprise Conference and has been producing sustainable events in the North Bay for over 10 years. In his role with Sustainable North Bay, Oren is leading an effort to establish a network of business, policy, education, and civic leaders dedicated to comprehensive regional scale implementation of sustainable planning and development as a way to lower climate risk and capitalize on the opportunities off building and equitable a low carbon economy.



Prof. Robert Girling, Ph.D.

Sustainable Enterprise Conference - Program Director

Professor in the School of Business and Economics at Sonoma State University. He has taught and consulted with business and governments for over 30 year in 20 different countries for the World Bank, USAID, the United Nations, and the International Center for Research on Women. He is a co-founder of the Sustainable Enterprise Conference series. Prof Girling is the author of over 50 articles and books. His most recent book, [The Good Company](#) (Hill Press, 2012) is about sustainable and social enterprises.



Mary O'Connor

Sustainable Enterprise Conference - Master of Ceremonies

Founder | The Sustainable Leadership Institute

Mary O'Connor is the founder of The Institute for Social Entrepreneurship. She is an expert in marketing strategy and business development, with a specialty in mission-driven businesses. Mary has been in sales for over 30 years, as the VP of Sales for two solar companies, and CEO for two event planning companies. She has been coaching entrepreneurs for over 14 years.



Michael Giotis

inHabit Systems

Michael joined Sustainable North Bay as the Director of Strategic Development after writing SNB's not-for-profit business plan as the culminating project in his MBA. After an executive career in international business, Michael now facilitates strategies for values-defined organizations wanting to preserve their mission as they scale, pivot or plan for succession. He writes on topics including systems thinking, the ethics of innovation and the growth of sustainable practices in the North Bay.



Jahn Ballard

Sustainable North Bay - Director of Common Capital

Jahn has worked with performance management software, leadership development, and organizational culture since 1981. He stewards value creation at www.integralpmi.com and is co-developer at www.financialscoreboard.com. Jahn's passion is co-creating work environments in which everyone fully gives their gifts. He gets great satisfaction from installing value creation as the operating foundation for high-performance collaborative culture and accounting.

What are the benefits of attending the Sustainable Enterprise Conference?



Sustainable Enterprise Conference participants will gain valuable connections with sustainability leaders and receive actionable information. Through interactive presentations and discussions, individuals learn:

- The latest in green economic development trends and opportunities within the North Bay
- Organizational management workshops to help you implement innovative sustainability strategies
- What it takes to win business and brand loyalty from sustainability-minded customers
- Compelling case studies featuring bottom-line and market advantages for corporate responsibility and ecological sustainability
- Networking with North Bay business leaders across industries and sectors who are committed to social, economic, and environmental responsibility



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 around the sustainability of their enterprise. Participants include:

- Entrepreneurs who are starting or plan to start new enterprises
- Executives, managers, and those with budgets or energy expenses
- Those who influence, design, or implement public policy
- 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
- Anyone who is interested in bringing new concepts and a bright future to their workplace

How do I register for the Sustainable Enterprise Conference?

Interested participants can register online at:

www.SustainableEnterpriseConference.com

Registration is open until April 4, 2017 or until we have reached capacity. Seating is limited.

Host and Presenting Partners for the 2017 Sustainable Enterprise Conference



School of
Business and
Economics

