



8th annual
sustainable
enterprise
conference



the North Bay's Green Business Forum

April 26, 2013 - Rohnert Park, CA

Sponsor & Exhibit Opportunity



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 green 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



Lunch: \$10,000

- ▼ Introduce the lunch keynote
- ▼ 8 conference passes
- ▼ Full page ad in printed program
- ▼ Your logo projected between presentations
- ▼ Sponsor banner on main stage

Leadership: \$2,500

- ▼ 6 conference passes
- ▼ Full page ad in printed program
- ▼ Your logo projected between presentations

Enterprise: \$1,000

- ▼ 4 p conference asses
- ▼ Half-page ad in printed program

Sustaining: \$5,000

- ▼ Introduce a session speaker
- ▼ 8 conference passes
- ▼ Full page ad in printed program
- ▼ Your logo projected between presentations
- ▼ Sponsor banner inside main hall

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:

- Lunch Sponsor** ➡ **\$10,000**
(8 all-inclusive passes)
- Sustaining Sponsor** ➡ **\$5,000**
(8 all-inclusive passes)
- Venture Sponsor** ➡ **\$2,500**
(6 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)

Payment Method:

- Payment enclosed
- Email billing (to pay securely online)
Billing email:

- Send a paper invoice

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)

Sustainable Enterprise Conference Contact Information:

For preferential placement, reply by March 1, 2013

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

▼ 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

Position your organization as a Bay Area Leader in Sustainability with your Sponsorship of this highly successful **8th 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.

▼ **Lunch Sponsor: \$10,000**

This is our highest level of support and provides your enterprise with full access to all events and branded visibility across all formats including website, main stage, printed materials, program and press releases.

- Introduce the lunch keynote
- 8 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
- 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 signage on the main stage

▼ **Leadership Sponsor: \$2,500**

Leadership Sponsors receive full sponsorship benefits and support students and educators. Leadership Sponsors encourage student participation in sustainability and contribute conference passes for students and faculty.

- 6 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.

- 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 table in our exhibit area.

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

▼ **Reception Sponsor**

We close the conference day with a networking wine reception offering local wine and cheese. 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.

A smaller version of the Sustainable Enterprise Conference logo is located in the top right corner of the testimonial box.

"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

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.

The 2013 event will be held April 26 at Sonoma Mountain Village in Rohnert Park, CA.

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. Yet, 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 invaluable opportunity for these communities to come together and share their stories and ideas with each other. Participants interact with luminary speakers and participate in practical workshops to learn how they can 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 2013 Sustainable Enterprise Conference.



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

Approximately 300 business, academic, government, and community leaders are expected to attend this year's conference. Over 30 speakers, 40 exhibitors and 30 student volunteers will also participate.

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 to their workplace



North
Bay
Professionals

300 Attendees
30 Speakers
40 Exhibitors

Who are notable past speakers?

Notable past speakers include Assemblymember Jared Huffman; Guayaki CEO, Chris Mann; Infineon Raceway President & General Manager, Steve Page; Jeff Mendelsohn, Founder and CEO, New Leaf Paper; Research Director at Institute for the Future, Tracey Gorse; Sonoma State University Business Administration Dean Dr. William S. Silver and Professor Robert Eyer Ph.D.; Sonoma County Supervisors Efren Carrillo and Mike McGuire; Panama Bartholomy, Deputy Director, Efficiency and Renewables Division, California Energy Commission; winemaker and author Paul Dolan; and many others.

How do I register for the Sustainable Enterprise Conference?

Interested participants can register online at:

www.SustainableEnterpriseConference.com

Registration is open until April 24, 2013 or we until 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 registration, marketing, and event logistics are contracted to 108 Technologies, a Sonoma County technology consultancy for enterprises in sustainable economy, environmental biodiversity and social equity.

The Sustainable Enterprise 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.

Educational Partners for the Sustainable Enterprise Conference



Sustainable Enterprise Conference Organizers



Oren Wool

Sustainable Enterprise Conference - Executive Director

Principal | 108 Technologies

Oren Wool works promoting ideas, policies, companies and products that embrace sustainable development and foster social equity. He implements technology solutions that improve organizational communication and support brand messaging including email marketing, social media, web design and online project management.



Prof. Robert Girling, Ph.D.

Sustainable Enterprise Conference - Program Director

School of Business and Economics | Sonoma State University

Prof. Girling teaches executives and MBAs about leading sustainable enterprises, social entrepreneurship, and international business at Sonoma State University. He has worked and taught in 15 countries and consulted with the World Bank, USAID, and the United Nations. He is the author of 50 articles and books and is the author of, *The Good Company* (Hill Press, 2012).



Tanya Narath

Sustainable Enterprise Conference - Financial Director

Executive Director | Leadership Institute for Ecology and the Economy

Leadership Institute Fellow

Tanya Narath is the Executive Director, CEO and a Fellow of the Leadership Institute for Ecology and the Economy. She is a member of the Sonoma County GoLocal Cooperative Board of Directors and the City of Santa Rosa's Community Advisory Board.



Amie Glass

Sustainable Enterprise Conference - Community Relations Director

Community Relations Consultant

Leadership Institute Fellow

Amie Glass is a communications and community relations consultant who specializes in connecting people, profit and planet. She is also an associate with CircadiaOne, a consulting firm that guides enterprise change to sustainability. Prior to this, Amie managed the California Green Business Program for Sonoma County's Economic Development Board and the Communications and Fellows Network for the Leadership Institute for Ecology and the Economy.



Genevieve Taylor

Sustainable Enterprise Conference - Mission Director

Partner | CircadiaOne

Leadership Institute Fellow

Genevieve Taylor is a partner for CircadiaOne, a new consulting firm that guides enterprise change to sustainability. She is also Vice President at Global Genesis, where she delivers training in leadership, communications, time management, conflict resolution, and negotiations.



Julie Montgomery

Sustainable Enterprise Conference - Greening Director

Founder | Sage Principles

Julie Montgomery is the founder of Sage Principles, a sustainability consulting business in Santa Rosa that helps small and medium size businesses in Sonoma County improve their environmental performance. She is a certified Sustainability Professional through the International Society of Sustainability Professionals (ISSP).