

Sponsorship Prospectus

2017 National Brownfields Training Conference

December 5-7, 2017, with pre-conference programming December 4th

David L. Lawrence Convention Center

Pittsburgh, PA



 **Brownfields** 2017

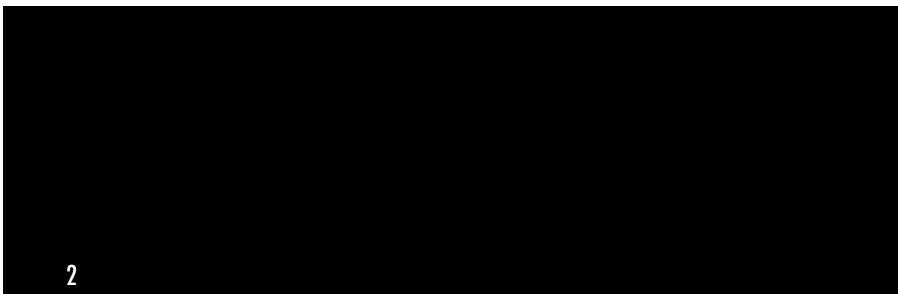
SUSTAINABLE COMMUNITIES START HERE

Partnership and Sponsorship Opportunities

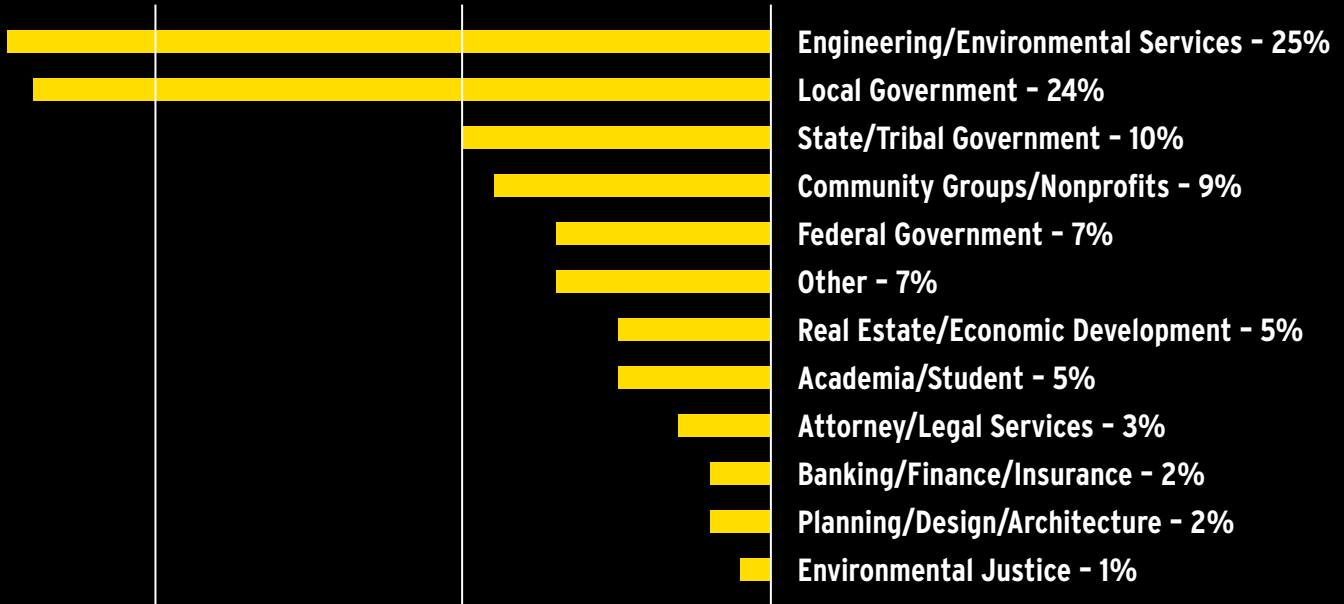


Brownfields 2017 Sponsorship Prospectus Ideas

Sponsorship Tiers	Bronze \$2,500	Silver \$5,000	Gold \$10,000	Platinum \$20,000
Complimentary 10' by 10' exhibit hall booth			1	2
Complimentary Registrations		1	2	4
On-Site Pocket Guide advertisement		Half Page	Full Page	Front or Back Cover
Website recognition	●	●	●	●
Logo recognition in all pre-conference and on-site publications**	●	●	●	●
Logo recognition at entrance to Exhibit Hall	●	●	●	●
Sponsor recognition sign for booth display (On Request)	●	●	●	●
Sponsor Ribbons for all booth staff	●	●	●	●



Attendee Profile



Promotional Sponsorships



Conference Lanyards

Sponsorship Level: \$7,500 (Silver)

- Reach all conference attendees by having your company logo printed on all conference lanyards!

Sold

Conference Tote Bags

Sponsorship Level: \$10,000 (Gold)

- Your company logo will be printed on all conference tote bags (along with Brownfields logo) and distributed to all attendees at registration! You'll also receive one complimentary tote bag insert to get your message out.

Hotel Keycards

Sponsorship Level: \$10,000 (Gold)

- What's the one thing attendees look for every morning and evening? Their hotel keycard. Draw attention to your company's unique value with a creative marketing campaign on the front of the keycard at three hotels with the most concentrated group of Brownfields attendees.

Conference Notepad

Sponsorship Level: \$7,500 (Silver)

- Save everyone's day by making sure everyone has something to jot notes down on. Sponsor 8 1/2" x 5 1/2" notepads with your logo printed in a watermark.

Sold

Conference App

Sponsorship Level: \$7,500 (Silver)

- Help attendees get all conference information at the touch of a button by using the conference app. The mobile app for iPhone and Android platforms will be available for free download approximately 4 weeks before the start of the conference.

Advertising Sponsorships



Water Stations

Sponsorship Level: \$ 7,500 (Silver)

- Help the attendees stay hydrated throughout the conference by sponsoring water stations! Your company logo and booth # on signage on water stations in the Exhibit Hall, Plenary, Keynote, Mayoral Round Table and Registration Level.

Charging Stations

Sponsorship Level: \$7,500 (Silver)

- Save the day by providing stations for attendees to power-up their smart phones, laptops and other wireless devices without leaving the convention center. Your company logo will be branded on the charging station that will be placed in a high traffic area.

WiFi

Sponsorship Level: \$10,000 (Gold)

- Make sure all the attendees can stay connected by providing WiFi in all the meeting spaces. Your logo will be on signage throughout the conference and appear on splash page each time attendee connects to WiFi.

Stair Steps Graphic

Sponsorship Level: \$5,000 (Silver)

- Your custom artwork will be displayed on the stairs set in-between escalators. Stairs are high traffic areas and will convey your message to thousands each day.

Lavatory Signage

Sponsorship Level: \$5,000 (Silver)

- Your custom designed artwork, 8' wide by 24" tall in 8 bathrooms.

Recycle Bin Cling

Sponsorship Level: \$6,000 (Silver)

- Your custom designed artwork on 5' x 18" graphic over the recycle bin stations on each level (up to 8) locations.

Breakout Table Decals

Sponsorship Level: \$3,000 (Bronze)

- Your custom designed artwork on 2' by 2' decals on five (5) breakout tables will be placed inside the exhibit hall next to the concessions.

Column Wrap

Sponsorship Level: \$3,000-\$7,500

- Place your company message on a column wrap at Brownfields. Attendees must pass this area several times a day giving your company thousands of impressions.

Glass Cling

Sponsorship Level: \$4,000 (Bronze)

- Your custom designed 2' x 8' artwork will be displayed on two window clings. Attendees will pass through these areas several times a day going to and from the plenary, education sessions and the exhibit hall.
- Choose from either of the following locations.
 - Glass Windows by Regional Gallery
 - Visitor Corridor

Standing Signs

Sponsorship Level: \$2,500 (Bronze)

- Your advertisement is prominently included on freestanding, double-sided signboards that measure approximately 3' x 8' placed in high traffic areas throughout the Convention Center.

Exhibit Hall Aisle Signs

Sponsorship Level: \$7,500 (Silver)

- Increase awareness of your company as the exclusive sponsor of the Exhibit Hall aisle signs. Your company logo is displayed on all aisle signs. Sponsorship includes 8 aisle signs.

Conference Publications and Keynote Sponsorships



On-site Pocket Guide:

Sponsorship Level: \$5,000 (Silver)

- Place your company's color advertisement on inside front cover or outside back cover of the on-site pocket guide that all conference attendees will receive. It includes the complete conference schedule and session information as well as all the Exhibit Hall floorplan and exhibitor information.

4-Color

- Full page : \$1,995
- Half page : \$1,000

Black & White

- Full page : \$995
- Half page : \$595

- Advertising is subject to availability.

E-Newsletter

Sponsorship Level: \$2,500

(6 emails/ max 2 per sponsor)

- Dedicated space in one of six emails to attendees on a package of 6 conference e-newsletters distributed to more than 40,000 email addresses in the conference database.

LunchTalks - NEW!

Sponsorship Level: \$3,500 (Bronze)

2 opportunities available

Similar to TedTalks, a single speaker will present on a specific brownfields topic. This sponsorship gives your company an opportunity to meet and network with attendees within a more relaxed atmosphere where you will be acknowledged as the dessert sponsor.

- Prominent logo projection in room during event walk-in period
- Opportunity to distribute literature at the end of the event
- Sponsor's logo with link to your company on the Brownfields 2017 website

Keynote Presentation

Sponsorship Level: \$10,000 (Gold)

- As a sponsor, you help attendees engage with a keynote speaker who provides a new, dynamic view of brownfields revitalization. You have the opportunity to give welcome remarks during the keynote session as well as distribute literature. Signage acknowledging your sponsorship will be placed at the keynote session and your logo will be displayed as attendees enter the meeting space.

Sold

Mayor's Roundtable

Sponsorship Level: \$10,000 (Gold)

- Sponsoring the Mayor's Roundtable, you will be providing the opportunity to learn about the Brownfields process from a panel of mayors. As a sponsor, you will have the opportunity to give welcome remarks during the mayor's roundtable as well as distribute literature. Signage acknowledging your sponsorship will be placed at the mayor's roundtable and your logo will be on the screen as attendees enter the meeting space.



Event Sponsorships



Community Reception

- Is the most anticipated social and networking event of the conference, will be held at the Senator John Heinz History Center.
- Exclusive sponsorships available on the 1st, 2nd and 5th floors (\$7,500-\$20,000).
- Logo recognition for all contributions over \$1,000.

Grand Opening Reception

Exclusive Sponsorship: \$25,000 (Platinum)

- Sponsor can provide branded cups and napkins for event.

Mobile Workshops

Sponsorship Level (Bronze)

\$2,500 each

- Support attendees as they learn more about the Brownfields process firsthand by visiting sites in different stages of development. You will receive sponsorship recognition on conference website and on signage at the conference. Plus! the opportunity to hand out approved promotional materials to participants.

Brownfields2017.org

Sponsorship Opportunities, please contact:

Matt McLaughlin

Sponsorship Sales

312. 265. 9655

matt@corcexpo.com

Leesa Engelmann

Sponsorship Manager

312. 265. 9668

leesa@corcexpo.com

To reserve Exhibit Space, please contact:

Eileen Fitzgerald

Exhibit Manager

312. 265. 9638

eileen@corcexpo.com



SPONSORSHIP APPLICATION

DAVID L. LAWRENCE CONVENTION CENTER

DECEMBER 5-7, 2017 - PITTSBURGH, PA

INSTRUCTIONS: Complete all sections of the application. Should you need a copy, make a copy for your files. Sign and return this original application with a **50% deposit**, payable to The National Brownfields Conference (Brownfields), to Corcoran Expositions, 200 West Adams, Suite 2600, Chicago, IL 60606. If paying by credit card, [please click this link](#) reference: SPONSORSHIP. Upon receipt of application and deposit, Sponsorship Management will send sponsorship confirmation.

Sponsorship Opportunities for Brownfields 2017

Sponsorships are assigned on a first-come, first-served basis. For more information, please contact [Matt McLaughlin](#) at 312-265-9655 or [Leesa Engelmann](#) at 312-265-9668. Sponsorships selected are combined to identify your sponsorship level. **Gold and Platinum levels include a 10x10 booth space.** See the [floor plan](#).

Platinum: \$20,000

Gold: \$10,000

Silver: \$5,000

Bronze: \$2,500

Promotional Sponsorships

- Conference Lanyards **SOLD** \$ 7,500
- Conference Tote Bag \$10,000
- Conference App \$ 7,500
- Wifi \$10,000
- Aisle Signs \$ 7,500
- Water Stations (4 locations) \$ 7,500
- Charging Stations (2 locations) \$ 7,500
- Stair Step Graphic (each) \$ 5,000
- Hotel Key Cards (4 hotels) \$10,000
- Lavatory Signage (8 graphics) \$ 5,000
- Recycle Bin Clings (6 graphics) \$ 6,000
- Notepads **SOLD** \$ 7,500
- Glass Clings \$ 3,500
- Breakout Table Decals \$ 3,000
- Column Wrap (small) \$ 3,000
- Column Wrap (large) \$ 7,500
- Standing Signs (each) \$ 2,500
- Glass Clings (each) \$ 3,500

Event Sponsorships

- Grand Opening Reception \$40,000
- Supporting Partnerships \$ _____
- Mobile Workshops each \$ 2,500

Community Reception

- Bronze Partnership \$ 2,500
- Silver Partnership \$ 5,000
- Gold Partnership \$10,000
- Platinum Partnership \$20,000
- Supporting Partnerships \$ _____
- Selfie Station, 1st Floor \$ 7,500
- Scavenger Hunt, 2nd Floor \$ _____
- Live Artist, 5th Floor \$ _____

Education Sponsorships

- Keynote **SOLD** \$10,000
- Mayoral Roundtable \$10,000
- Lunch Talks (each) \$ 3,500

Publication Sponsorships

- On-site Pocket Guide **SOLD** \$7,500
- E-newsletter 6 available, each \$2,500
 - 1 week \$2,500
 - 3 weeks \$5,000

Advertising

- Full color ad \$1,995
- 1/2 Page b/w \$ 595
- Full Page b/w \$ 995

Banner Ads, Brownfields 2017 website

- 1 rotating banner ad \$1,500
- Exclusive Page ad (3 ads) \$5,000

Experiential Brand Activation

- Before I... Brownfields \$ _____
- Coat Check \$ _____

Company Contact: _____

Company Name: _____

Mailing Address: _____

City/State/Zip: _____

Telephone: _____ Fax: _____

Email: _____ www. _____

Method of Payment:

- Please Invoice
- Check
- Credit Card

Brownfields Federal Tax ID # - 36-2167755

In the amount of \$ _____

Please use our secure payment website for credit card payments:
Enter **"SPONSORSHIP"** in Reference section.

<https://paytrace.com/cart/donate.pay?id=56012&mid=705176990000&amount=0>

TERMS AND CONDITIONS

Sponsor agrees to pay above indicated sponsorship amount as determined by the National Brownfields Conference (Brownfields). **50% deposit is due with application.** Sponsorships payments received by Brownfields are non-refundable and non-cancelable. Brownfields reserves the right to withdraw the sponsorship if full payment is not received by **September 1, 2017**. **All sponsorships applications received after September 1, 2017 must be accompanied by full payment.** Acceptance of this application by Brownfields constitutes a contract. We, the undersigned, agree to abide by the above contract terms and conditions.