Brownfields 2027 | MAY 25–28, 2027 SALT LAKE CITY

EXHIBITS & SPONSORSHIP









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NETWORK WITH 2,000 KEY DECISION MAKERS



The National Brownfields Training Conference connects you with thousands of decision makers from the private sector, local, state and federal agencies, nonprofit and community groups, and academia.

This is the largest national event focused on creating jobs and economic opportunity by cleaning up and redeveloping brownfield properties.

Held every two years, the National Brownfields Conference attracts over 2,000 stakeholders in brownfields redevelopment and cleanup to share knowledge about sustainable reuse and celebrate the EPA Brownfields program's success.



COME TO SALT LAKE CITY TO:

- Get an audience with **decision makers**
- Develop new, **high-quality leads** and important contacts
- Enhance your company's **visibility** with the audience that matters
- Showcase products, services and thought leadership to your **target market**
- Learn about **emerging issues** that may affect your company's future objectives

EXHIBITOR INFORMATION



Exhibit Space Rates (per 10’ x 10’ booth space):

- Private Industry: $3,100 (renewal) / $3,200 (standard)
- Federal Government: $1,900 (renewal) / $2,000 (standard)
- Non-Profit, Local Government Agencies: $1,500 (renewal) / $1,600 (standard)
- Corner Fee: $200 per open corner

Exhibit Space Includes:

- Three (3) full conference registrations per 10'x10' booth space
- Standard drapery: 8' draped back wall and 3' side drapes
- Identification sign: 7" x 44"
- Company and product description listed in the official Exhibit Guide
- Company and product description listed on the Brownfields website

Exhibit Hall Schedule:

Exhibitor Move-in:

- Tuesday, May 25: 8:00 am – 3:30 pm

Exhibit Hours:

- Tuesday, May 25: 5:30 – 7:30 pm (Opening Celebration)
- Wednesday, May 26: 11:15 am – 4:30 pm
- Thursday, May 27: 11:15 am – 3:00 pm

Exhibitor Move-out:

- Thursday, May 27: 3:00 – 6:00pm

Payment Information

Applications submitted prior to February 26, 2027, must be accompanied by a non-refundable deposit payment equaling 50% of the total space rental charges. Applications submitted after February 26, 2027, must be accompanied by payment IN FULL of the total space rental charges. Applications received without such payment will not be processed, nor will space assignments be made.

RESERVE ONLINE

For exhibiting questions, please contact:

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SPONSORSHIP BENEFITS



All sponsorship levels include acknowledgment at gobrownfields.org, on print and digital signage at the conference, and in pre-conference and on-site publications. You can find more information about additional benefits for the Bronze, Silver, Gold and Platinum sponsorship levels below:

BENEFIT	BRONZE $5,000+	SILVER $10,000+	GOLD $15,000+	PLATINUM $20,000+
Complimentary 10' by 10' Exhibit Hall booth				1
Complimentary registrations	1	2	4	8
Website recognition	✓	✓	✓	✓
Logo on digital signage	✓	✓	✓	✓
Logo recognition in all pre-conference and on-site publications	✓	✓	✓	✓
Logo recognition at entrance to Exhibit Hall	✓	✓	✓	✓
Sponsor recognition sign for booth display	✓	✓	✓	✓
Sponsor ribbons for all booth staff	✓	✓	✓	✓

EVENTS & RECEPTIONS

WEDNESDAY MORNING BREAKFAST | $6,000

Start the day with visibility by introducing your company to attendees at breakfast in the Convention Center. Signage with your company name will be at each of the distribution stations, and a push notification alerting attendees of the breakfast will be sent featuring your logo.

THURSDAY MORNING BREAKFAST | $6,000

Start the day with visibility by introducing your company to attendees at breakfast in the Convention Center. Signage with your company name will be at each of the distribution stations, and a push notification alerting attendees of the breakfast will be sent featuring your logo.

EXCLUSIVE BREAKFAST SPONSOR | $10,000

Make it yours! Sponsor both the Wednesday and Thursday Morning Breakfasts for $10,000, at a $2,000 discount. Subject to availability.

FILM FESTIVAL | $6,000

The Brownfields Film Festival provides an artistic media to showcase redevelopment stories. Show your support for this important, story-telling component of the conference. Sponsorship includes branding at the Film Festival stage.

*Includes sponsorship recognition in Push Notification

WEDNESDAY AFTERNOON COFFEE BREAK | $2,500

Offer attendees a little energy boost and sponsor an Afternoon Coffee Break in the Exhibit Hall. Signage with your company name will be at each of the distribution stations, and a push notification alerting attendees of the breakfast will be sent featuring your logo.

THURSDAY AFTERNOON COFFEE BREAK | $2,500

Offer attendees a little energy boost and sponsor an Afternoon Coffee Break in the Exhibit Hall. Signage with your company name will be at each of the distribution stations, and a push notification alerting attendees of the breakfast will be sent featuring your logo.

EXCLUSIVE COFFEE BREAK SPONSOR | $4,000

Make it yours! Sponsor both the Wednesday and Thursday Afternoon Coffee Breaks for $4,000 and save $1,000. Subject to availability.



EVENTS & RECEPTIONS

OPENING CELEBRATION IN THE EXHIBIT HALL | $15,000

Welcome all conference attendees by sponsoring the Grand Opening of the Exhibit Hall on Tuesday, May 25 from 5:45 – 7:30 p.m. Signage acknowledging your sponsorship will be placed at the entrance and throughout the exhibit hall, in addition to your company logo appearing on table tents placed on the bars and tables.

MAYOR'S ROUNDTABLE | $18,000

By sponsoring the Mayor's Roundtable, you will be providing the opportunity to learn about the Brownfields process from a panel of mayors.

KEYNOTE PRESENTATION | $18,000

As the Keynote Presentation sponsor, you'll be helping attendees engage with a keynote speaker who provides a new, dynamic view of Brownfields revitalization.

PHOENIX AWARDS | $18,000

Be the presenting sponsor of the 2027 Phoenix Awards, the Brownfields Conference community and individual awards reception. Sponsorship includes opening remarks at the ceremony, light refreshments for attendees, digital logo placement, a sponsored blog post at gobrownfields.org, and sponsorship recognition on signage. Help us to celebrate excellence in Brownfields Redevelopment, and take advantage of this can't miss event for industry professionals. Exclusive opportunity.





*Includes sponsorship recognition in Push Notification

EVENTS & RECEPTIONS

COMMUNITY RECEPTION | $2,500 - $10,000+

ICMA and the Local Planning Committee have been working together to host the Local Community Reception. Support for the reception helps keep ticket costs achievable for Brownfields attendees, for the most highly anticipated event of the week. In addition to the standard conference benefits that accompany your sponsorship, your company will receive acknowledgment on signage at the reception and pre-event promotional materials, as well as complimentary tickets to the reception:

COMMUNITY RECEPTION BENEFITS	**BRONZE** $2,500+	**SILVER** $5,000+	**GOLD** $7,500+	**PLATINUM** $10,000+
Complimentary Community Reception Tickets	2	5	10	20
Logo featured on branded napkins			✓	✓
Recognition on on-site signage, table tents and monitors	COMPANY NAME	LOGO	LOGO	LOGO
Recognition on official Community Reception e-blast invitation, blog post, and push notification	COMPANY NAME	LOGO	LOGO	LOGO





EDUCATIONAL EXPERIENCES

ROUNDTABLE CONVERSATIONS | $6,000

The Roundtable Conversations are where thoughts and ideas are shared and improvements begin. Sponsorship includes signage and table tents with your logo and booth number.



LIGHTNING TALKS | $4,000

Lightning talk sessions are short talks on big issues. Attendees gather in the "Lightning Talk Lounge" to ask additional questions on the topics being discussed. Sponsor these 25 minute conversations and help attendees learn and discuss in this unique format.



MOBILE WORKSHOPS | $3,000

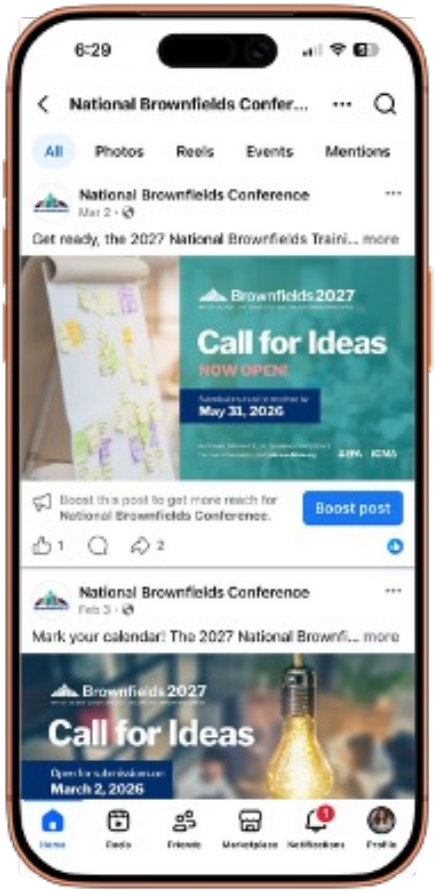
Support attendees as they learn more about the Brownfields process firsthand by visiting sites in different stages of development.

*Includes sponsorship recognition in Push Notification

DIGITAL SPONSORSHIPS

MOBILE APP | $7,500

At Brownfields 2025, 79% of attendees downloaded the mobile app. Add your brand to this useful tool which will be heavily promoted to attendees and available for free download approximately 2 weeks before the start of the conference.



KNOW BEFORE YOU GO EMAIL | $6,000

Sponsor the most highly anticipated attendee email of the conference. The Know Before You Go email is sent to Brownfields attendees one week before the conference and includes key information the attendees will refer back to as they navigate the event. Include your hyperlinked banner ad at the top of this email.

PRE-CONFERENCE E-NEWSLETTER | $3,000

Draw attention with your hyperlinked banner ad included on a pre-conference e-newsletter distributed to more than 20,000 email addresses in the conference database.

PROMOTIONAL SPONSORSHIPS

CONFERENCE TOTE BAGS | $12,000

Your company logo will be printed on all conference tote bags alongside the Brownfields logo, and will be distributed to all attendees at registration.



LANYARDS | $9,000

Reach all conference attendees by having your company logo printed on all conference lanyards, alternating with the Brownfields 2027 logo.

REGISTRATION BADGES | $6,000

Support the conference by helping to supply the attendee badges, and gain great visibility with your company logo printed on the back of all attendee badges.



PRINTED CONFERENCE AT A GLANCE | $4,000

Attendees use the Conference at a Glance to plan their day at the conference and review other vital conference information. Sponsorship of the printed sheet distributed at registration includes sponsorship recognition with your company logo on the map side of the page.

SALT PALACE CONVENTION CENTER

BRANDING OPPORTUNITIES

CO-BRANDED SOUTH CONCOURSE HANDRAILS | $5,000

Greet attendees with your message as they enter the Convention Center from the Hyatt Regency and head toward the session rooms. This 7 panel location overlooking the south concourse will share Brownfields wayfinding messages with your logo and booth number.



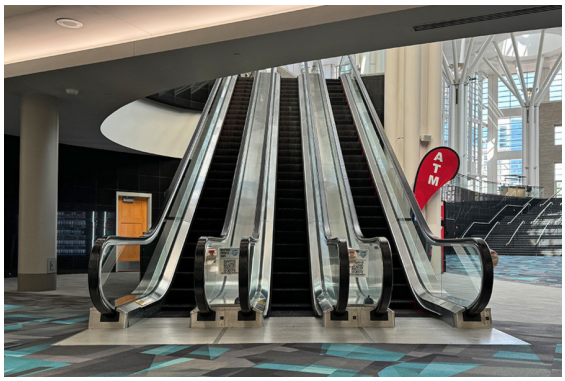
LOWER CONCOURSE COLUMNS | $6,500

Located directly across from the Exhibit Hall Entrance, these columns offer a unique and impactful way to promote your presence as attendees enter the Exhibit Hall. Sponsorship includes one column. 6 opportunities available.



HALL C ESCALATOR RUNNERS | $9,500

Feature your branding on these 2 immense, 48-foot-long escalator runners attendees will pass by multiple times per day.



HALL C ESCALATOR CLINGS | $15,000

The grand North Foyer escalator connects attendees to the Exhibit Hall, Registration, and sessions. Of the 6 total railings, your custom artwork will be featured on the 4 outer railings, with 3 double-sided panels on each railing, for a total of 12 panels.



BRANDING OPPORTUNITIES

AISLE SIGN | $1,500

Exhibit Hall aisle signs help attendees navigate the busy exhibit floor. Make it easier for attendees to find your booth by adding your logo and booth number to a dangling sign under your booth's aisle sign. Subject to availability.

WELCOME TO BF27 FLOOR DECAL | $1,500

Welcome attendees to the Brownfields 2027 Exhibit Hall. Catch the eye of every attendee with a large floor decal just inside the entrance of the exhibit hall, prominently featuring your company's logo. 6 logo placements/opportunities available.



FLOOR DECALS | $3,000

Direct attendees to your booth in the exhibit hall with a clever set of 8 footprints, starting at the front of the hall and leading to your booth.

REGISTRATION BRANDING | $18,000

Welcome attendees to Brownfields with the registration sponsorship. Package includes hyperlinked banner ad on registration confirmation emails and custom branding with logo recognition at on-site registration counters.



GENERAL CONFERENCE SUPPORT

Looking to support Brownfields in the $500-$4,999 range? Contact us to find out how to be listed as a Supporting Sponsor.

PROMOTIONAL PARTNERSHIPS

For more information on opportunities for foundations and non-profit groups, please contact Travis Childrey at tchildrey@icma.org.

CONTACT US TO RESERVE YOUR SPONSORSHIP:

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LAST UPDATE: 8/27/26
Sponsorship details are subject to change.

ICMA Brownfields 2027