

The White House Council on Environmental Quality & Association of Climate Change Officers present the 2nd Annual



October 31 - November 2, 2011

Washington Hilton ♦ Washington, DC

SPONSORSHIP PROSPECTUS

Overview

President Obama signed Executive Order 13514 on Federal Leadership in Environmental, Energy and Economic Performance on October 5, 2009. The GreenGov Symposium provides an educational experience for federal and non-federal stakeholders to discuss the performance goals set by President Obama in his Executive Order 13514. The Executive Order commits the Federal Government to leading by example in its operations by requiring Federal agencies to set greenhouse gas reduction targets, increase energy efficiency, reduce fleet petroleum consumption, conserve water, reduce waste, support sustainable communities, and leverage Federal purchasing power to promote environmentally-responsible products and technologies.

The 2011 GreenGov Symposium represents the second time the White House Council on Environmental Quality will bring together leaders from Federal, state, local and tribal governments, nonprofit and academic communities and the private sector to identify opportunities around greening the Federal Government. During the 3-day educational event, participants will share challenges and best practices, and discuss cutting-edge approaches for the future.

Program Tracks

Conference attendees will offer and hear solutions over two days of plenary sessions and breakout tracks, as well as a third day of post-conference workshops and meetings. Program tracks and corresponding sessions will align with the subject matter covered by Executive Order 13514 and the field of sustainability, including:

- Clean Energy
- Climate Risk & Resilience
- Fleet Management & Transportation
- Greening the Supply Chain
- Education & Engagement
- IT & Electronics
- Sustainable Planning
- Green Facilities
- Waste & Water

Note: This sponsorship opportunity is extended solely by ACCO. CEQ does not participate in any fundraising activities, nor endorse any sponsors in connection with the GreenGov Symposium. Any sponsorship or exhibition funds received by ACCO will be used solely to defray the costs incurred by ACCO as appropriate in producing the Symposium.

For more information about sponsoring the 2011 GreenGov Symposium, please contact sponsors@GreenGov2011.org

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Participants

At the 2010 Symposium, more than 1,400 leaders from federal, state and local government, nonprofit and academic communities, and the private sector came together to help shape a sustainable future. Nearly 70 percent of attendees came from federal government agencies. The program featured 370 speakers, 64 sessions, 11 breakout tracks, and a trade show with more than 50 exhibitors. In 2011, ACCO is joining forces with CEQ to co-sponsor this exciting event.

Sponsorship Opportunities

The 2011 GreenGov Symposium provides a wide range of education and trade show activities to Federal, regional, state and local government leaders and decision makers, as well as interested industry, non-profit and university professionals, enabling collaboration on issues related to the greening of government operations. Our 2011 sponsors will enjoy opportunities to take part in discussions on energy, waste, water, climate change and related environmental issues.

Sponsorship in this critical event offers unparalleled engagement with decision makers in industry and government. Position your organization as a thought leader in encouraging the development and application of best practices, products and services related to sustainability.

This year's sponsorship packages expand upon last year's extraordinary Symposium and offer your organization opportunities to participate in on-site activities, in addition to the traditional branding and promotion. Additionally, special events can be designed to meet your company's needs. These packages could include:

- Branding on program and promotional materials;
- Recognition as sponsor of one of the program tracks;
- Tailored communications to the ACCO community featuring your organization's capabilities and/or messaging;
- Verbal acknowledgement of sponsorship during the program; and
- Customized opportunities to be featured on promotional materials (e.g. lanyards, tote bags, water bottles), special events (e.g. receptions, post-conference workshops) and trade show stations (e.g. cyber café).

Sponsorship packages are available on a first-come, first-served basis.

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Sponsorship Packages

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Platinum Sponsor (3 remaining)

\$50,000

- Exclusive and customized roles identified for sponsors at this level
- Recognition in welcome remarks during opening plenary session
- Choice of one (1) Tier 1 custom sponsorship item (based on availability -- more information on pages 5-6)
- Choice of one (1) Tier 2 or 3 custom sponsorship item (based on availability -- more information on pages 6-8)
- Recognition as sponsoring one (1) of the program breakout tracks (~~Clean Energy~~, ~~Climate Risk & Resilience~~, Fleet Management, ~~Greening the Supply Chain~~, ~~Education and Engagement~~, ~~IT and Electronics~~, Sustainable Planning, Green Facilities, ~~Waste & Water~~)
- Opportunity to identify up to four (4) non-federal subject matter experts to serve as speakers/moderators for program breakout sessions (subject to the approval of the Steering Committee and CEQ, in accordance with established speaker guidelines)
- Opportunity to co-host independent pre-conference or post-conference workshop at the event site on approved topic
- Two access badges to the speaker green room
- Premium double-sized table top display and sponsor sign indicating sponsorship level
- Logo recognition on the 2011 GreenGov Symposium website, promotional materials and related on site program materials
- Full page color ad in conference program
- Ten (10) complimentary conference registrations
- Fifty (50) discounted conference registrations (reduced to lowest discount rate)
- Ten (10) reserved seats at keynote address
- Sponsor ribbons for staff in attendance
- Recognition in post-conference "thank you" communication from ACCO

Gold Sponsor (4 remaining)

\$30,000

- Exclusive and customized roles identified for sponsors at this level
- Recognition as sponsoring one (1) of the program breakout tracks (see list referenced in Platinum package above)
- Choice of one (1) Tier 2 custom sponsorship item (based on availability -- more information on pages 6-7)
- Choice of one (1) Tier 3 custom sponsorship item (based on availability -- more information on pages 7-8)
- Opportunity to identify up to two (2) non-federal subject matter experts to serve as speakers/moderators for program breakout sessions (subject to the approval of the Steering Committee and CEQ, in accordance with established speaker guidelines)
- Opportunity to co-host independent pre-conference or post-conference workshop on approved topic
- Two access badges to the speaker green room
- Premium double-sized table top display and sponsor sign indicating sponsorship level
- Logo recognition on the 2011 GreenGov Symposium website, promotional materials and related on site program materials
- Half-page color ad in conference program
- Seven (7) complimentary conference registrations
- Thirty (30) discounted conference registrations (reduced to lowest discount rate)
- Five (5) reserved seats at keynote address
- Sponsor ribbons for staff in attendance
- Recognition in post-conference "thank you" communication from ACCO

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Sponsorship Packages

Silver Sponsor (up to 4 available)	\$15,000
<ul style="list-style-type: none"> ▪ Recognition as sponsoring one (1) of the program breakout tracks (see list referenced in Platinum package above) ▪ Opportunity to identify up to two (2) non-federal subject matter experts to serve as speakers/moderators for program breakout sessions (subject to the approval of the Steering Committee and CEQ, in accordance with established speaker guidelines) ▪ Choice of one (1) Tier 3 custom sponsorship item (based on availability — more information on pages 7-8) ▪ One access badge to the speaker green room ▪ Premium table top display and sponsor sign indicating sponsorship level ▪ Logo recognition on the 2011 GreenGov Symposium website, promotional materials and related on site program materials ▪ Quarter page color ad in conference program ▪ Four (4) complimentary conference registrations ▪ Twenty (20) discounted conference registrations (reduced to lowest discount rate) ▪ Three (3) reserved seats at keynote address ▪ Sponsor ribbons for staff in attendance 	
Bronze Sponsor (up to 5 available)	\$7,500
<ul style="list-style-type: none"> ▪ Opportunity to identify one (1) non-federal subject matter expert to serve as speaker/moderator for a program breakout session (subject to the approval of the Steering Committee and CEQ, in accordance with established speaker guidelines) ▪ Table top display and sponsor sign indicating sponsorship level ▪ Logo recognition on the 2011 GreenGov Symposium website, promotional materials and related on site program materials ▪ Quarter page color ad in conference program ▪ Three (3) complimentary conference registrations ▪ Ten (10) discounted conference registrations (reduced to lowest discount rate) ▪ Sponsor ribbons for staff in attendance 	
Copper Sponsor (1 remaining)	\$5,000
<ul style="list-style-type: none"> ▪ Table top display and sponsor sign indicating sponsorship level ▪ Logo recognition on the 2011 GreenGov Symposium website, promotional materials and related on site program materials ▪ Two (2) complimentary conference registrations ▪ Five (5) discounted conference registrations (reduced to lowest discount rate) ▪ Sponsor ribbons for staff in attendance 	
Supporting Sponsor (14 remaining)	\$2,500
<ul style="list-style-type: none"> ▪ Logo recognition on the 2011 GreenGov Symposium website and related on site program materials ▪ One (1) complimentary conference registration ▪ Five (5) discounted conference registrations (reduced to lowest discount rate) ▪ Sponsor ribbons for staff in attendance 	

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Customized Sponsorships

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All sponsors are recognized on the event web site, promotional materials and related program materials.

Custom Sponsorship of Conference Events, Trade Show Stations & Materials – Tier 1

Opening Cocktail Reception	\$25,000
Celebrate the opening of the 2011 GreenGov Symposium as the title sponsor of this reception. Provide welcoming remarks and have your company logo featured on event signage and related promotional materials.	
Headline Sponsorship of Electronics Stewardship Summit (November 3, 2011)	\$20,000
Receive primary recognition on all promotional materials, room signs, and opening/closing slides for GSA's Electronics Stewardship Summit, which will be conducted on November 3, 2011, at the GreenGov event site. Visit www.eWasteSummit.org for more information about this event and the headline sponsorship package.	
Post-Conference Workshop (4 available)	\$15,000
Work with ACCO to develop program content for a pre-conference workshop for which your company will serve as a co-presenter. Workshop sponsors will receive recognition on room signs and opening/closing slides of the workshop materials.	
Registration Kiosks	\$15,000
Be the first company attendees see when they register. Sponsorship features your logo and booth number on kiosks in the registration area.	
Program Guide	\$15,000
Get your message out there with an advertisement on the back cover of the official GreenGov 2011 Program Guide - you provide the design! All designs must be pre-approved by the event producers.	
Breakfast (2 available)	\$15,000
Get maximum exposure as the official breakfast sponsor, open to all conference participants. Your company/organization will receive all of the benefits and promotions offered to the Bronze Sponsor.	
Lunch (2 available)	\$15,000
Get maximum exposure as the official lunch sponsor, open to all conference participants. Your company/organization will receive all of the benefits and promotions offered to the Bronze Sponsor.	
Track Sponsor (2 available)	\$15,000
Recognition as sponsoring one (1) of the remaining program breakout tracks (Fleet Management, Greening the Supply Chain). Your company/organization will receive all of the benefits and promotions offered to the Bronze Sponsor.	

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Expo Giveaway Bags

\$5,000 + Cost of Items

Be seen everywhere with your logo on thousands of eco-conscious attendee tote bags. Your company/organization will receive all of the benefits and promotions offered to the Supporting Sponsor.

Memory Stick

\$5,000 + Cost of Items

Have your logo printed on eco-friendly memory sticks distributed to all registrants. Your company/organization will receive all of the benefits and promotions offered to the Supporting Sponsor.

Badge Lanyards

\$5,000 + Cost of Items

Have your logo printed on eco-friendly and messaged badge lanyards distributed to all registrants. Your company/organization will receive all of the benefits and promotions offered to the Supporting Sponsor as well.

Custom Sponsorship of Conference Events, Trade Show Stations & Materials – Tier 2

Coffee Break (2 available)

\$10,000

Have your company's logo printed on signs and table tents at one of the expo hall coffee breaks. Your company will receive the benefits of a Supporting Sponsor as well.

Snack Break (2 available)

\$10,000

Have your company's logo printed on signs and table tents at one of the expo hall snack breaks. Your company will receive the benefits of a Supporting Sponsor as well.

Recycling Stations

\$10,000

Show that your company means green by sponsoring GreenGov 2011 recycling stations. Your logo will be featured on each station throughout the conference and expo. Your company will receive the benefits of a Supporting Sponsor as well.

Cell Phone & Laptop Recharging Stations

\$7,500

Provide attendees with the opportunity to recharge their cell phones, laptops and PDAs powered by your company in the exhibit hall. Your company's name and logo will be prominently displayed in the recharging stations area. Includes custom stations with electrical capabilities, table signs with logo and company name, and opportunity to distribute promotional materials at a small table within the station throughout the duration of GreenGov 2011. Your company will receive the benefits of a Supporting Sponsor as well.

Press Room

\$7,500

Feature your company at the press hub for GreenGov (includes logo and signage). Your company will receive the benefits of a Supporting Sponsor as well.

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Water Stations

\$7,500

Your company name and logo will be displayed on signage in the exhibit hall located at each water station. Your company will receive the benefits of a Supporting Sponsor as well.

Cyber Café

\$7,500

Your company/organization will receive all of the benefits and promotions offered to Supporting Sponsor, and in addition, company/organization homepage will be defaulted to on Cyber Café computer screens. Additionally, company logos will be used on screen savers and Cyber Café signage. Your company will receive the benefits of a Supporting Sponsor as well.

Knowledge Bar / "Ask the Guru" (5 remaining)

\$5,000

Want to show how much your company knows about greening operations? The Knowledge Bar is a featured stop for conference attendees interested in seeking subject matter experts and looking for resources to solve operational challenges. Sponsors will staff rotating shifts in the Knowledge Bar with thought leaders who can answer questions and explore opportunities for collaboration with conference attendees. Sponsors receive recognition on electronic signs and an opportunity to serve as a subject matter expert for up to four hours. Your company will receive the benefits of a Supporting Sponsor as well.

Custom Sponsorship of Conference Events, Trade Show Stations & Materials – Tier 3

Feature Your Side Event on GreenGov 2011 Program Materials (15 available)

\$3,000

Have your booth events, product demonstrations and/or side events featured on the GreenGov 2011 web site, as well as in program guide and expo materials. Sponsorship includes your name, booth number, logo and description of the event on the "Events at GreenGov 2011" page of the GreenGov2011.org web site.

Conference Notepads

\$2,500 + Cost of Items

Have your company logo printed on eco-friendly notepads distributed in attendee tote bags.

Water Bottles

\$2,500 + Cost of Items

Have your company logo printed on eco-friendly water bottles distributed in attendee tote bags.

Conference Pens

\$2,500 + Cost of Items

Have your company logo printed on eco-friendly pens distributed in attendee tote bags.

Conference Highlighters

\$2,500 + Cost of Items

Have your company logo printed on eco-friendly highlighters distributed in attendee tote bags.

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Expo Giveaway Bag Insert (3 available)

\$2,500 + Cost of Items

Place a handout in tote bags distributed to thousands of attendees. Inserts are subject to GreenGov 2011 sustainability standards and approval of the GreenGov 2011 event producers.

GreenGov At-a-Glance Signs (3 available)

\$2,500

A significant conference-at-a-glance sign will be strategically placed on the concourse level of the Washington Hilton. Attendees will return to and refer to this sign time after time as they plan and locate the meetings and functions they will attend during GreenGov. As a sponsor of this sign, your logo will appear crediting your organization with the placement of this sign.

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