



AASHE 2008 Conference

Working Together for Sustainability – On Campus and Beyond

&

Sustainable Solutions Expo

Green Solutions for Campuses, Businesses and Institutions
(in partnership with Sustainable North Carolina)

November 9-11, 2008 Raleigh Convention Center, Raleigh, NC

The Association for the Advancement of Sustainability in Higher Education is pleased to invite your business or organization to sponsor our 2nd biennial Conference and Expo. The Conference will bring together over 1,000 faculty, staff, students, and higher education partners to share experience, knowledge and passion for promoting sustainability efforts on campus and in the community.

Concurrent with the Conference, AASHE joins Sustainable North Carolina and Seven-Star Event Planners in hosting a professional trade show - the Sustainable Solutions Expo. This first-of-its-kind Expo is focused on higher education, businesses, and institutions and will provide a dynamic place for marketing, sales, networking and promotion of your organization's green products and services.

The AASHE Conference

We expect over 1,000 attendees at AASHE 2008, and more than 250 presentations, from panels to workshops, focusing on every aspect of concern to the campus community. Poster presentations, career fair, pre- and post-conference workshops and tours, and the Sustainable Solutions Expo add to the offerings. The conference offers an exciting and unique opportunity to reach out to higher education decision-makers across North America and demonstrate to colleges and universities how your products or services can lead the way to a sustainable future. As an AASHE 2008 Conference Sponsor, you will be able to connect with AASHE's diverse membership which includes campus administrators, sustainability leadership, facilities officers, planners, purchasers, faculty, students, and other higher education stakeholders.

Conference Highlights

- ☑ Events highlighting the American College & University Presidents' Climate Commitment
- ☑ Awards banquet featuring AASHE leadership awards and other honors.
- ☑ Pre-conference workshops for faculty, sustainability officers and others.
- ☑ Pre-Conference Student Summit
- ☑ A "green" and socially responsible conference. (Attendees are encouraged to bring their own mug, water bottle, and conference bag.)
- ☑ Keynote Presenters:
 - [Lester R. Brown](#) – Founder, Earth Policy Institute, and author of "Eco-Economy," "Plan B," and "Plan B 3.0: Mobilizing to Save Civilization"
 - [Van Jones](#) – Founding director, Ella Baker Center for Human Rights, & founding president, Green for All
 - [Peter Senge](#) - Senior lecturer, MIT, and chair, Society for Organizational Learning (SoL)
 - [Vandana Shiva](#) – Physicist, environmental activist, author of "Stolen Harvest," and "Earth Democracy", and winner of the 1993 Right Livelihood Award
- ☑ Government & Policy Plenary Session featuring: [Mayor Kevin Foy](#) (Chapel Hill, NC) and [Miami-Dade County Clerk Harvey Ruvin](#) (Miami, FL)

Sustainable

Solutions Expo

The Sustainable Solutions Expo aims to promote environmentally sustainable and socially responsible products and services for attendees. In addition to the 1,000+ AASHE 2008 participants, more than 300 participants of the co-located Sustainable North Carolina Conference and over 200 business and government leaders from throughout the Southeast are expected to attend the Expo only. With this mix, the diversity of institutions and sustainability interests represented at the Expo will be impressive. The spirit behind the Sustainable Solutions Expo is educational and inspirational, as well as solutions-oriented. The Expo will provide a number of special features and public areas to create an exciting gathering place beyond the exhibits and an excellent opportunity for exposure of your brand in connection with AASHE.

Expo Highlights

- ☑ More than 130 exhibitors
- ☑ Two days for the trade show with networking opportunities
- ☑ More than 2,000 professionals expected
- ☑ Sunday Expo and Conference welcome and networking reception, high profile keynote
- ☑ Monday evening Poster Sessions and networking reception
- ☑ Tuesday afternoon Career Fair
- ☑ All day Internet Café with hosted refreshments
- ☑ Green Bookstore and author signing

Expo Exhibitor Categories

Green Building and Construction
Facilities and Energy Management
Green Consulting
Green Media and Internet Solutions
Sustainable Waste Management Solutions
Renewable and Alternative Energy
Organic and Fair Trade Food, Beverage and Services
Green Business Services
Green Office Supplies and Furniture
Green Uniforms
Green Careers and Education
Green Advertising/ Specialty Imprinting
Socially Responsible Finance
Green Community Leadership



Conference and Expo Attendees

Senior Campus Administrators and Facility Officers of Four-Year, Two-Year and Graduate Institutions
Administrators of System Offices
NGO Directors
Environmental and Energy-related Government Agencies
Institutional and Business Sustainability Directors and Managers
Business Managers and Owners
Builders and Contractors
Construction Project Managers
Architects and Designers
Consultants
Campus Faculty and Students

Benefits of Sponsorship with AASHE

- Communication of brand values
- Image enhancement through mission and values association
- Enhanced awareness/understanding in niche campus market
- Market differentiation
- Highly targeted marketing
- Sales promotions
- Customer loyalty
- Trade relations
- Media exposure
- Develop contacts with Sustainability Community

Being Green and Climate Cool

AASHE is committed to being socially and environmentally responsible, which means aligning the conference and Expo with our sustainability values. We selected Seven-Star Event Planners for their green event expertise, to ensure that the conference & expo is a model of environmental and social responsibility. For details about our sustainability efforts, see:

<http://aashe.org/conf2008/greening.php>

AASHE Conference and Sustainable Solutions Expo will be held in the newly built LEED Certified Raleigh Convention Center in downtown Raleigh, North Carolina.



Sponsorship Packages

Investments

Benefits of sponsorship are customized to meet your organization's sales and marketing goals and include promotion at the AASHE 2008 Conference and/or the Sustainable Solutions Expo. Sponsorship opportunities to define your role and affinity with AASHE at this important event are co-developed with our Sponsorship Director to create the best value for your investment. Call for a quotation for a customized package suited to your company's marketing objectives.

Diamond Sponsorship from \$40,000.00

- Exhibit Pavilion (4-top island booth) at Sustainable Solutions Expo
- Inclusion in print advertising and event promotional pieces
- Demonstration/display opportunities in registration lobby
- 8 Conference admission tickets to the event
- VIP seating in featured events
- Recognition at all plenary, receptions and dinners events
- Opportunity to present in a concurrent session
- Logo projection in all breakout meeting rooms
- Logo projection in rotation at select high traffic locations
- Inclusion in press releases and media activities
- Logo on all Conference and Expo Signage
- Full page advertisement in Conference & Expo Program
- Half page company editorial in Conference & Expo Program
- Company video played in registration lobby
- Dine in VIP section during AASHE Awards Dinner
- Logo on AASHE Conference Website
- Logo placement on volunteer and staff organic cotton t-shirts
- Table top signage at meals acknowledging sponsor
- 20 tickets for Sunday night keynote – Lester Brown



Logo on website



Gold Sponsorship from \$25,000.00

- Exhibit double booth 20 x 10 at Sustainable Solutions Expo
- Inclusion of company name and logo select print advertising
- 5 Conference admission tickets to the event
- Inclusion in sponsor-related and media activities
- VIP seating in featured events
- Recognition at selected events
- Logo projection in breakout meeting rooms
- Logo projection in rotation at select highly visible locations
- Logo on Conference or Expo Signage
- Logo on Sponsor Acknowledgment Signs
- Full page advertisement in Conference & Expo Program
- Dine in VIP section during AASHE Awards Dinner
- Logo on AASHE Conference Website
- 10 tickets for Sunday night keynote – Lester Brown



Projected Logo on Stage

Silver Sponsorship from \$10,000.00

Exhibit single 10 x 10 booth at Sustainable Solutions Expo
 Inclusion of company name only in select print advertising
 2 Conference admission tickets to the event
 VIP seating in featured events
 Logo projection in rotation at select highly visible locations
 Logo on Sponsor Acknowledgment Signs
 Half page advertisement in Conference & Expo Program
 Logo on AASHE Conference Website



Bronze Sponsorship from \$5,000

Exhibit single 10 x 10 booth at Sustainable Solutions Expo
 Logo on Sponsor Acknowledgment Signs
 Quarter page advertisement in Conference & Expo Program
 Logo on AASHE Conference Website



Additional Sponsorship Activations

(Costs not included in above list)

Pre-Conference Events:

- One Sponsor per Event
- Prices range from \$2,000 to \$3,000
 - Sustainability Officers Workshop
 - Student Summit

Receptions

- Two Sponsors per Reception
- Prices range from \$2,000 to \$3,000
 - Sunday Opening Reception
 - Monday Networking Reception

Featured Areas

- Three Sponsors per Area
- Prices range from \$2,000 to \$3,000
 - Business Center
 - Tuesday Career Fair
 - Daily Hosted Refreshment and Internet Cafe

Meals

- Two Sponsors per Meal
- Prices range from \$4,000 to \$8,000
 - Monday Evening Awards Dinner Banquet
 - Monday Conference & Expo Luncheon
 - Tuesday Conference & Expo Luncheon
 - Monday Conference & Expo Breakfasts
 - Tuesday Conference & Expo Breakfasts

Sponsorship benefits

Pre-Events :: Receptions :: Featured Areas

- Verbal acknowledgement as sponsor
- Signage recognition with logo in registration area
- Logo in the Conference & Expo Program
- Signage with sponsor logo in hosted area
- Logo on AASHE's Conference Website

Sponsorship benefits

Meals

- Verbal acknowledgement of sponsorship at meal
- Signage recognition with logo in registration area
- Logo in the Conference & Expo Program
- Table-top signage on all tables with sponsor logo
- Logo on AASHE's Conference Website
- Opportunity for VIP seating at sponsored meal
- Video loop of Sponsor PowerPoint at meal location
- Sponsor Logo on Program meal information page



For More Information

Please contact:

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About AASHE



AASHE, the Association for the Advancement of Sustainability in Higher Education, is a member organization of colleges and universities in the U.S. and Canada working to create a sustainable future. Our mission is to promote sustainability in all sectors of higher education - from governance and operations to curriculum and outreach - through education, communication, research and professional development. We work in partnership with businesses, nonprofit organizations and government agencies that support our mission.

AASHE is growing rapidly. Since January 2007 our member base has grown from 180 to nearly 600 members. AASHE Partner memberships enable businesses, communities and government agencies to work closely with higher education institutions. Partners benefit from the dissemination of knowledge, best practices, and resource-sharing developed through university research and experience. The increased collaboration among individuals, institutions, and external partners expedites the adoption of sustainability practices by all members.

Non-profit Information:

AASHE – Association for the Advancement of Sustainability in Higher Education
Acting Executive Director – Judy Walton
Corporation Type – 501(c)(3)
Headquarters: Lexington, KY