

# CALIFORNIA HIGHER EDUCATION SUSTAINABILITY CONFERENCE

## 2017 Sponsor, Exhibitor & Attendee Prospectus

Hosted by University of California, Santa Barbara • June 26<sup>th</sup>-June 28<sup>th</sup>, 2017



### Invitation to Sponsor and Exhibit at CHESC

The **California Higher Education Sustainability Conference (CHESC)** and host campus, **University of California, Santa Barbara** invite you to join us for our **sixteenth annual conference, held June 26<sup>th</sup> – June 28<sup>th</sup>, 2017**. Last year's event saw just under 1,000 attendees, 80 campuses, 16 sponsors, and over 70 corporate sustainability exhibitors.

Within CHESC's core sustainability mission, campus stakeholders share best practices, discuss statewide policy, and lay the groundwork for future policies and programs. Our events highlight cutting-edge research, as well as case studies with proven successes in curriculum development, operational programs, community partnerships and attendant sustainability procurement. This unique annual event is jointly organized by independent / private colleges, California Community Colleges, California State Universities, and the University of California. It is the only event which includes all of these entities as organizers, speakers, and attendees. The CHESC exhibit show highlights innovative, new, sustainable technologies and service providers. Attendees engage in meaningful dialog around the nuts and bolts of the bona fide solutions being presented, and gain a dynamic opportunity for building action plans in collaboration with California higher educational institutions, policymakers, and sustainability businesses.

We bring a conference that is both impactful and effective in comprehensive sustainability within California higher education - interactive, informative, and able to provide clear take away value to our sponsors and participants. We will deliver this by fostering a platform for authentic opportunities amongst higher education, industry practitioner leaders, and peers sharing best practices and insights for future developments. The CHESC steering committee includes representation from the UC Office of the President; CSU Chancellor's Office; California Community Colleges; and private and independent colleges and university leaders. As such, this sustainability conference is a rare opportunity to increase visibility for a company to a statewide audience representing all four systems of higher education. Taken together, in terms of size, reach, policy, and practice, this is one of the largest higher educational sustainability assemblies in the world.

## California Higher Education – Depth & Breadth

Our annual conference is unique and brings a powerful platform for California higher education vis-a vis sustainability. In terms of capital outlays over next few years, The **California Community College (CCC)** System which comprises the largest postsecondary system of education in the world (approximately 2.1 million enrolled students, 12 campuses, 70 off-campus centers, 23 separate district offices, 23,879 acres of land, 5,052 buildings, and 71 million gsf/46 million asf of space), has a 2012 five-year capital outlay plan projection for total facilities need of approximately **\$30.9 billion** ( with a scheduled maintenance plan of \$981 million).The system also has numerous off-campus outreach centers at various facilities (this unmet need includes the construction of an additional 15.4 million asf for new facilities to meet enrollment growth and 27.6 million asf for facilities modernization). The capital requirements of the **University of California** system for just the current fiscal year of 2016-17 and the next five fiscal years are estimated to be \$14.6 billion. The **California State University** system expects a \$6.5 billion capital outlay for facilities over the next five years.

- 24 California Community College campuses
- 22 California State University campuses (Out of 23 campuses)
- 10 University of California campuses (100% Representation!)
- 18 California Private/Independent colleges and universities
- 8 Non-Californian universities/colleges
- TOTAL: 82 total campuses

*\*Numbers based on campuses that participated in 2016 CHESC*

## Our Attendees

Close to 1,000 attendees are expected to attend The California Higher Education Sustainability Conference. We are going into our sixteenth year and have maintained consistent attendance at that level for the past several years. Our attendee base represents the diverse stakeholders who work on campus sustainability projects, with over 68% of our attendees representing a campus in California. Through our conference, sponsors and exhibitors can raise visibility for the innovative products and services they offer to Directors, Energy Managers, and Purchasing Officers as well as to the many other key stakeholders who may be involved in purchasing, recommending, or implementing projects.

### Common Job Titles of Our Attendees:

- Director
- Sustainability Coordinator
- Project Manager
- Construction Manager
- Dean
- Energy Manager/Engineer
- Environmental Manager
- Facilities Director/Coordinator
- Manager
- Project Director/Coordinator
- Recycling Coordinator/Manager
- Transportation/University Planner
- Office Manager
- Vice Chancellor
- Faculty and Students

***\*\*Directly grow your business visibility, accrual of knowledge, and network through sponsorship of the 2017 Sustainability Conference.***

### **Sponsorship Policy**

- The CA Higher Education Sustainability Conference will only accept sponsorships from companies who have or could provide products or services with the potential to advance campus sustainability.
- The CA Higher Education Sustainability Conference does not accept corporate sponsorships for certain categories of products and services, including illegal drugs and drug paraphernalia, weapons, tobacco products or establishments, sexual escort services, or check cashing services.
- The CA Higher Education Sustainability Conference does not endorse, directly or by implication, any products, services, or ideas promoted by sponsors.



### **Sponsorship Benefits**

**Premise:** CHESC builds a platform wherein Campus Stakeholders share best practices, discuss state-wide policy, and lay groundwork for new programs and policies. Address cutting-edge research and case studies with proven application in curriculum, operations and community programs.

**Premise:** CHESC is unique and one of largest in terms of bringing together California higher education sustainability enthusiasts; it is jointly organized by independent/private colleges, California Community Colleges, California State Universities and the University of California.

**Result:** Our sponsors develop contacts with the leaders of higher education institutions in California and gain visibility across all four systems of higher education.

Draft Exhibitor Hall Schedule

Monday, June 26<sup>th</sup>, 2017

*Exhibit Hall Open 4:30pm-9:30pm*

- 11:00am – 3:30 pm Exhibit Hall Set-Up
- 4:00pm – 6:00pm VIP Reception (Sponsors Only)
- 4:30pm – 5:20pm Speed Dating with Exhibitors
- 5:30pm – 9:30pm Opening Public Reception

Tuesday, June 27<sup>th</sup>, 2017

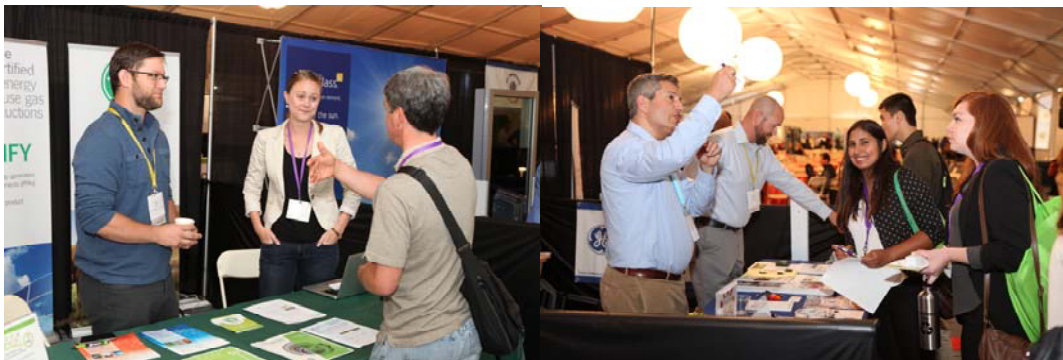
*Exhibit Hall Open 12:00pm-7:00pm*

- 8:00am – 12:00pm Workshops
- 12:00pm – 2:30pm Awards Lunch
- 2:30pm – 4:00pm Public Market (Exhibit Hall open to the Public)
- 4:30pm – 7:00pm Evening Reception

Wednesday, July 28<sup>th</sup>, 2017

*Exhibit Hall Open 10am-2pm*

- 8:00am – 10:00am Workshops
- 10:00am – 11:00am Morning Break in the Exhibitor Hall
- 11:00am – 12:00pm Public Market (Exhibit Hall open to the Public)
- 12:15pm – 1:45pm Lunch
- 2:00pm-6:00pm Exhibit Hall Strike



## Guide to Sponsorship Benefits

### 2017 Opportunities:

- **Awards Reception and Banquet** Your company will be acknowledged in all publications and bulk email communications distributed by the event regarding the awards banquet. Your company may provide signage to be displayed as attendees enter the reception and banquet. A representative from your company will be invited to speak for up to ten minutes during the Awards Ceremony. No videos will be allowed to take place of a speaker. Table tents honoring you will be placed on tables.
- **Keynotes (Opening and Closing):** Your company will be thanked in all publications and bulk email communications distributed by the event regarding the keynotes. Your company may provide signage to be displayed as attendees enter. A representative from your company will be invited to speak for up to ten mins. during the keynote. No videos will be allowed to take place of a speaker.
- **VIP Reception:** Your company will be thanked in all publications and bulk email communications distributed by the conference regarding the VIP Reception. Invitations to the VIP Reception will include recognition of your company. Your company may provide signage to be displayed as attendees enter the reception. A representative from your company will be invited to speak for up to ten minutes during the reception. No videos will be allowed to take place of a speaker.
- **Meals, Lunches, and Breaks:** Your company may provide signage to be displayed as attendees enter the event. The event will be listed as the “Breakfast brought to you by “your company name”” in the printed program and web schedule. Meals and events include: Tuesday evening reception, Wednesday morning break and Wednesday lunch.
- **Volunteer T-shirts, Lanyards and Name Badges:** Your logo will appear in black and white on the respective item.
- **CHESC Attendee Email listing:** Access to our complete attendee listing will be provided at different levels of access by sponsorship level.
  - **Individual Access-** Your company will be provided with a PDF document that allows you to individually contact CHESC attendees pre- and post-conference. This list cannot be used for bulk mailing and has limited searchability.
  - **Ability to send 2 bulk emails -** The sponsor can craft up to 2 emails which CHESC staff will send out to our full list (or a target group if you prefer) on the company’s behalf on an agreed upon schedule. The company will not have access to the contacts for bulk mailing of their own.
  - **Unrestricted-** Your company will receive an excel file of all attendees except for the individuals who choose not to participate in the attendee directory. You may email these contacts at will though we do ask that you do not add all contacts in bulk to an ongoing listserve without additional permission from those individuals.

Comparison of Ticket Options

Event	Pass Type		
	VIP Pass	Full Conference Pass	Booth Attendant
VIP Reception	★		
Opening and Tuesday Reception	★	★	★
Keynote Talks	★	★	
Exhibit Show	★	★	★
Concurrent Sessions	★	★	
Wed Lunch	★	★	★
Awards Lunch	★	★	★
VIP Seating at Awards Lunch	★		

**Note:**

- We offer an à la carte pass for the awards lunch
- Only attendees staying on-campus will receive breakfast, though some continental snacks will be available at the mid-morning break on Wednesday for all attendees.
- Pre- & post- conference workshops and field trips are typically not included in the above pass types (unless it is included in your particular sponsorship package). These can be purchased à la carte.

**Advertisements/Corporate Visibility:**

The following Advertising Options are for purchase with some available to all exhibitors and sponsors and other options based upon sponsorship level. Please see sponsorship section for further details.

Print Advertising Options	E-Advertising Options
<b><u>Full page</u></b>	<ul style="list-style-type: none"><li>• <b>Promoted Posts:</b> \$500: Promoted Posts (Post Promoted for 30 minutes at a time): Pinned to top of Twitter-like feed (typically the most accessed section of the app).</li></ul>
Cost: \$1,000	
Color: Full Color	
Dimensions: 7"w x 10"h	
<b><u>Half page</u></b>	<ul style="list-style-type: none"><li>• <b>Managed Email:</b> \$750: The sponsor can craft up to 2 emails which CHESC staff will send out to our full list (or a target group if you prefer) on the company's behalf on an agreed upon schedule. The company will not have access to the contacts for bulk mailing of their own.</li></ul>
Cost: \$625	
Color: Full Color	
Dimensions: 7"w x 4.875"h	
<b><u>Quarter page:</u></b>	
Cost: \$375	
Color: Full Color	
Dimensions: 3.375"w x 4.875"h	

**Exhibit Show:**

The 2017 CHESC Exhibit Show will be located at a central location near where the concurrent sessions will be occurring on Tuesday, June 27th, 2017 and Wednesday, June 28th, 2017. Coffee, lunch, and breaks will only be served in the exhibit show. All booths will be outdoors and tented on a field, covered with healthy grass. Additionally, we will be offering flooring options available for a fee. A standard booth space will be 10ft by 10ft and separated by pipe and drape.

All exhibit booths come with a power strip, up to 10kw of electricity at a booth (additional power needs will be addressed on a case by case basis), internet access, an 8ft table with linen, and two chairs. Additional furniture and lighting requests can be accommodated, though some cost may be associated with further requests. 24hr security will be provided to the show for its duration.

## Booth Selection

Booths will be assigned first by sponsorship level and secondarily by when checks are received.

## Booth Types:

### Innovative (\$2,500):

Companies which have at least one member of their company's research and development team participate as booth staff. If your company is interested in talking about new technologies and services that will be available in the future (or even new versions of existing technologies), please register for this booth type. The exhibit hall map will highlight which booths are Innovative.

### Interactive (\$2,500):

If you have any of the following interactive elements, you are eligible for the \$2,500 rate:

- Demonstrations of equipment/technologies
- Complimentary on-site consultations
- A ride and drive program
- Serving samples of food/beverages that your company sells (this should go beyond distribution of pre-packaged goods)

Participation in the passport system and/or badge programs is not enough for a company to earn the interactive label since these are organized by the conference. We are looking for interactive activities that go beyond the standard fare. If you can think of an interactive activity not noted above, we are open to adding other options to this list. The exhibit hall map will highlight which booths are interactive.

### Standard (\$2,800):

If your booth does not fit into the two above categories, than your booth would be considered standard.

## Passport System:

CHESC will feature an exciting new platform to engage attendees and exhibitors: The CHESC 2017 Passport Program. This is a traffic-generating platform to encourage and incentivize active participation, learning, and networking on the exhibit floor. Our fundamental goal is to highlight our industry partners through interactive engagement with relevant stakeholders.

Every attendee will receive a passport through the physical program or the mobile application upon arrival to the conference. This passport will display every participating exhibitor and their corresponding booth numbers. The goal of the attendee is to collect stamps to to gain a badge and the associated prizes. Attendees can obtain a stamp is by visiting a booth and then answering a question about the product/service being highlighted at the booth or participating in an activity at the booth. After the attendee engages with the booth, the exhibitor will provide a stamp. The badges allow for high-level stakeholders with minimal time to target their interests while also incentivizing broad participation.



SPONSORSHIP CATEGORY	Exhibitor	Community	Green	Silver	Gold
Price	\$2,500- \$2,800	\$ 4,500	\$ 6,500	\$ 10,000	\$ 15,000
# Available		15	10	5	3
<b>Booths and Passes:</b>					
VIP passes			1	2	3
Full conference passes		3	3	3	3
Booth attendants	2	2	3	3	4
Parking permits	2	5	7	8	10
Booth in exhibit hall	Standard	Standard	Standard	Double	Double
Booth selection	5th	4th	3rd	2nd	1st
<b>Company Recognition:</b>					
(A) Awards Lunch on Tuesday					x
(B) Opening keynote				x (B, C, or D)	
(C) Closing keynote				x (B, C, or D)	
(D) VIP reception				x (B, C, or D)	
(E) <b>Choose one</b> of: logo on lanyard, volunteer shirt, or name badges				x	
(F) <b>Choose one</b> of: opening reception, Tues. evening reception, Wed. morn. break, or Wed. lunch			X		
(G) Opportunity to provide attendees with a giveaway. Sponsor pays for the item in addition to sponsorship.			x		
(H) Scholarship supporter		x			
<b>Company Advertising:</b>					
Print program: company logo as sponsor		x	x	x	x
Print program: name, description, weblink, logo in exhibitor section only	x	x	x	x	x
Company logo, description & link on web	x	x	x	x	x
Advertisement		1/4 Page	1/2 Page	Full Page	Full Page
Mobile Ap- Sponsored posts		1	2	3	4
Icon for your company in mobile app				x	x
Gamification (passport system in print and electronically)			2x pts in game	3x pts in game	4x pts in game
Social Media mentions Facebook and Twitter		1/ outlet	2/ outlet	3/ outlet	4/ outlet
Email Listing of Attendees	Individual Access	Individual Access	Ability to send 2 bulk emails to attendees	Unrestricted	Unrestricted

**Add-On Options:**

<i>Add- on options if not part of sponsorship or exhibitor package.</i>	
Program Advertising - Print- Full page/color 7"w x10"h	\$1,000
Program Advertising - Print- Half page/color 7"w x4.875 "h	\$625
Program Advertising - Print- Quarter page/color 3.375"w x 4.875"h	\$375
Booth upgrade from standard (10 by 10ft) to double (20ft by 10ft)	\$1,900
Promoted Posts	\$500
Managed email listing of attendees (CHESC will send out 2 emails to all attendees on your behalf)	\$750
Upgrade from Booth Attendant Pass to Full Conference Pass	TBD
Additional passes: Expo Only/Booth attendant	TBD
Additional passes: Full Conference	TBD

## Sponsorship and Exhibitor Application Form

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Company Website

\_\_\_\_\_  
Street Address

\_\_\_\_\_  
City, State, Zip Code

\_\_\_\_\_  
Contact Person

\_\_\_\_\_  
Contact Title

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Email

\_\_\_\_\_  
Alternative Contact Person

\_\_\_\_\_  
Contact Title

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Email

**To confirm your exhibit booth or sponsorships please mail this form and your payment to:**

Katie Maynard  
UCSB Geography  
1832 Ellison Hall  
Santa Barbara, CA 93106

**Please make checks payable to:**  
UC Regents

**Please write CHESC in the memo line.**

This form may also be faxed to: (805) 893-2578 or scanned and emailed to:  
[kmaynard@geog.ucsb.edu](mailto:kmaynard@geog.ucsb.edu)

Your space will not be considered reserved, until full payment is received. Booth selection will be determined in accordance with level and in order of payment received.

Payment date will be determined based on check date rather than arrival date, we prefer that you do not use rushed delivery due to the added GHG emissions.

Sponsorship and exhibitor income will be used for the 2017 CHESC or towards future events of the CHESC.

For additional information or services, please contact:

Katie Maynard  
805-448-5111  
[kmaynard@geog.ucsb.edu](mailto:kmaynard@geog.ucsb.edu)

## Select Your Package

Please select *one* of the following packages

Package	Innovative	Interactive	Standard	Community	Green	Silver	Gold
Pricing	\$2,500	\$2,500	\$2,800	\$4,500	\$6,500	\$10,000	\$15,000
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## À la Carte Options

<b>Add- on options if not part of sponsorship or exhibitor package.</b>		
Program Advertising - Print- Full page/color 7"w x10"h	\$1,000	
Program Advertising - Print- Half page/color 7"w x4.875 "h	\$625	
Program Advertising - Print- Quarter page/color 3.375"w x 4.875"h	\$375	
Booth upgrade from standard (10 by 10ft) to double (20ft by 10ft)	\$1,900	
Promoted Posts	\$500	
Managed email listing of attendees (CHESC will send out 1 email to all attendees on your behalf)	\$750	

Please provide a 60-80 word description of your company below.

If you have applied for an innovative or interactive booth, please describe how you meet the requirements of an innovation or interactive booth below.

Will you have any interactive activities at your booth that require registrants participating to do a physical activity?

- Yes
- No

Will you be giving away any food or beverages?

- Yes
- No

Would you like to offer test drives (for vehicles or bikes)?

- Yes
- No

Please confirm that you won't be selling anything onsite.

Please indicate your confirmation here with your initials: \_\_\_\_\_

Please submit a high-resolution logo in any graphic file (i.e. PDF, AI, JPG, TIF, PNG, etc.) in both a color version and a black and white version to Ryan Teramano-Tyler with your completed application.