



CHESC
CALIFORNIA HIGHER EDUCATION
SUSTAINABILITY CONFERENCE

2019 Sponsor & Exhibitor Prospectus

July 8 – July 10 2019 UC Santa Barbara

Join us for the annual California Higher Education Sustainability Conference (CHESC)

Jointly organized by the University of California, California State Universities, California Community Colleges, and Independent/Private Colleges, the conference is expected to attract close to 1000 attendees from 80 campuses and be supported by more than 60 corporate sustainability sponsors and exhibitors.

We offer you a unique opportunity to:

- increase your company's visibility among all systems of higher education at one of the largest higher education sustainability assemblies in the world
- highlight innovative, sustainable technologies and services
- engage in meaningful dialogue regarding bona fide solutions being presented; and engage in building action plans with California higher educational institutions, policymakers, and sustainability businesses

CHESC is designed to deliver effective, interactive, and informative sessions that provide clear take-away value to our sponsors and participants. Conference stakeholders share best practices discuss state-wide policy and lay the groundwork for future programs.



Sponsorship Benefits and Opportunities

Who Attends?

Directors, Sustainability Coordinators, Project Managers, Deans, Construction Managers, Energy Manager/Engineers, Managers, Environmental Managers, Facilities Director/Coordinators, Project Directors/Coordinators, Recycling Coordinators/Managers, Transportation/University Planners, Office Managers, Vice Chancellors, Faculty and Students

Campuses Represented in 2018

21	California State University campuses
17	California Community College campuses
10	University of California campuses
14	Private/Independent Colleges & Universities
4	Non-Californian universities/colleges

TOTAL: 66 total campuses

CALIFORNIA HIGHER EDUCATION – DEPTH AND BREADTH

Our annual conference brings a powerful platform for California higher education vis-a-vis sustainability.

The **California Community College (CCC)** System is the largest postsecondary system of education in the world serving approximately 2.1 million enrolled students, 72 semi-autonomous community college districts encompassing 114 colleges, 77 approved off-campus centers, and 24 separate district offices. The system assets include 24,425 acres of land, 5,951 buildings, and 87 million gross square feet that includes 52.3 million assignable square feet of space. The “2018-19 Five-Year Capital Outlay Plan” includes **\$21.5 billion** in capital facility needs, including \$9.1 billion for new construction and \$12.4 billion for modernization of existing facilities. The total facilities need for the next 10 years, including the 29.9 billion unmet capital facility needs identified in the five-year plan are estimated at **\$42 billion**.

The **University of California** maintains approximately 6,000 buildings across 10 campuses encompassing 140 million gross square feet on approximately 30,000 acres across ten campuses, five medical centers, nine research and extension centers, and the Lawrence Berkeley National Laboratory, Los Alamos National Laboratory and the Lawrence Livermore National Laboratory. The capital requirements of the **University of California** system for the fiscal year 2017-18 and the next five fiscal years until 2022-23 are estimated to be **\$27.6 billion**.

The **California State University** system expects a **\$13.7 billion** capital outlay for facilities over the next five years.

Our attendee base represents the diverse stakeholders engage in campus sustainability projects, with over 68% from a campus in California. Sponsors and exhibitors can promote their products and services to key stakeholders who are involved in purchasing, recommending, or implementing projects, such as Directors, Energy Managers, and Purchasing Officers.



Sponsorship Benefits and Opportunities

WHY YOU SHOULD PARTICIPATE

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.

CHESC is one of the largest conferences 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.

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

Gold Sponsorship

Exclusive Awards Reception & Lunch Banquet Sponsor

- Ten-minute speaking opportunity – A company representative is invited to speak during the awards lunch or you may choose to host a field trip (pre/post or during the conference)
- Your company may provide signage to be displayed as attendees enter the event area
- Table tents promoting your company will be placed on tables
- Recognition in publications and communications related to the awards reception
- Your company name included in event app push notifications related to the awards reception

On-Site Promotion

- Premium 20' x 10' booth space
- Exclusive registration area branding (vertical or stand-up banner supplied by sponsor)
- Exclusive display area located next to the registration area
- Exclusive lanyard sponsor (black and white logo)

Additional Benefits

- 3 VIP, 3 full conference, and 4 exhibit area passes
- Conference attendee list (full access)
- Opportunity to provide an attendee giveaway (sponsor pays for item)

Print & Electronic Advertising

- Full page, 4-color advertisement in printed & electronic program guide
- 3 editorial email postings in CHESC newsletter (10,000 recipients)
- Premium positioning on website sponsor page and printed/electronic program guide
- Sponsor logo icon on event app homepage
- 3 social media editorial posts (your choice of media outlet)
- 3 banner ads per day on event app



Sponsorship Benefits and Opportunities

Silver Sponsorship

Exclusive Conference Event Sponsorship

- Choose an exclusive sponsorship of the VIP Reception, Opening Keynote, or Closing Keynote events
- Ten-minute speaking opportunity – A company representative is invited to speak during their sponsored event or you may choose to host a field trip (pre/post or during the conference)
- Your company may provide signage to be displayed as attendees enter the event area
- Table tents promoting your company will be placed on tables
- Recognition in publications and communications related to the awards reception
- Your company name included in event app push notifications related to your sponsored event

On-Site Promotion

- Premium 20' x 10' booth space
- Exclusive logo placement on your choice of t-shirt, name badges, or session podiums signage - logo (black and white)

Additional Benefits

- 2 VIP, 3 full conference, and 3 exhibit area passes
- Conference attendee list (full access)
- Opportunity to provide an attendee giveaway (sponsor pays for item)

Print & Electronic Advertising

- Full page, 4-color advertisement in printed & electronic program guide
- 2 editorial email postings in CHESC newsletter (10,000 recipients)
- Premium positioning on website sponsor page, printed/electronic program guide and event app sponsor listing
- 2 social media editorial posts (your choice of media outlet)
- 2 banner ads per day on event app

Green Sponsorship

On-Site Promotion

- Premium 10' x 10' booth space
- 1 x sponsor push notification through event app

Print & Electronic Advertising

- Half page, 4-color advertisement in printed & electronic program guide
- 1 editorial email posting in conference newsletter (10,000 recipients)
- Premium positioning on website sponsor page & printed/electronic program guide, and event app sponsor listings

Additional Benefits

- 1 VIP, 3 full conference and 3 exhibit area passes
- Conference attendee list (full access)
- Opportunity to provide the attendee with a giveaway (sponsor pays for item)



Sponsorship Benefits and Opportunities

Community Sponsorship

On-Site Promotion

- Premium 10' x 10' booth space

Print & Electronic Advertising

- Quarter page, 4-color advertisement in printed and electronic program guide
- Inclusion on website sponsor page, printed/electronic program guide and in the event app sponsor listings

Additional Benefits

- 2 full conference and 2 exhibit area passes
- Conference attendee list (individual access)
- Your sustainability story highlighted on the registration area info screen

Exhibitor Benefits

On-Site Promotion

- 10' x 10' booth space

Print & Electronic Advertising

- Inclusion on website exhibitor page, printed/electronic program guide and in the event app exhibitor listings

Additional Benefits

- 2 exhibit area-passes
- Conference attendee list (individual access)

Advertisements/Corporate Visibility

The following advertising options are available for purchase to all exhibitors. Advertising is also included as part of the sponsor packages. Please see the sponsorship section for further details.

Full page

Cost: \$1,000

Full Color

Dimensions:
7"w x 10"h

Half page

Cost: \$625

Full Color

Dimensions:
7"w x 4.875"h

Quarter page

Cost: \$375

Full Color

Dimensions:
3.375"w x
4.875"h

E-Advertising Options

- **Managed Email:** \$800 Two editorial email postings in CHESC newsletter (10,000 recipients)



Sponsorship Benefits and Opportunities

Recognition

Tell us more about you! Highlight your company’s contributions to higher education sustainability or sustainability in general. We will showcase your logo and a 60 – 80-word editorial highlight that will be included in the printed and electronic programs, the exhibitor section of the website, the conference event app and on a screen located in the registration area.

Exhibit Booths

The 2018 CHESC exhibit show will be held on Campus Green, a central location near to where the concurrent sessions will be occurring. The exhibit show area also serves as the central gathering place for the keynote events, receptions, lunches, as well as coffee breaks. Exhibitor Booths are outdoors and tented on a field, covered with healthy grass. A standard booth space is 10ft by 10ft, separated by pipe and drape. All exhibit booths come with a power strip, up to 10kw of electricity, wireless internet, an 8ft table with linen, and two chairs. 24hr security is provided.

Scavenger Hunt

For CHESC 2019, our Scavenger Hunt offers a traffic-generating platform that encourages and incentivizes active participation, learning, and networking on the exhibit floor.

Every attendee receives the scavenger hunt questions through the physical program or the mobile application. Attendees have to find clues that lead them to your booth to discover the answer or participate in an activity. Attendees can track the leaderboard through the mobile event app or at the registration area and are eligible to win prizes. The game allows for high-level stakeholders to target their interests while also incentivizing broad participation.



Sponsorship Pricing		Exhibitor	Community	Green	Silver	Gold
Early Bird Pricing – Ends January 31 st , 2019		\$2,600	\$4,400	\$6,300	\$9,700	\$14,500
Standard Pricing – February 1 st to April 30 th , 2019		\$2,800	\$4,600	\$6,500	\$10,000	\$15,000
Late Pricing – May 1 st to July 1 st , 2019		\$3,000	\$4,800	\$6,700	\$10,300	\$15,500

Booth & Pass Upgrades

Booth upgrade from standard (10' x10') to double (20'x10')	\$1,900
Upgrade from Exhibit Area Pass to Full Conference Pass	TBD
Additional passes: Exhibit Area/ Full Conference	TBD



Additional Sponsorship Opportunities

Please note a company must be registered as an exhibitor or sponsor in order to select additional sponsorship opportunities.

Exclusive Casino Night and Live Music Reception \$5000

Sponsor CHESC's main social gathering and highlight your company by gaining prominent exposure and brand visibility.

- Your company may provide signage to be displayed as attendees enter the event area
 - Table tents honoring your company will be placed on casino and dining tables during the event
 - Acknowledgement in publications and all communications related to your sponsored event leading up to and during the conference
 - Your company name included in event app push notifications related to your sponsored event
-

Opening Reception with Live Music \$3500

Sponsor CHESC's opening evening event for the opportunity to promote your company by gaining exposure and brand visibility.

- Your company may provide signage to be displayed as attendees enter the event area
 - Table tents honoring your company will be placed on casino and dining tables during the event
 - Acknowledgement in publications and all communications related to your sponsored event leading up to and during the conference
 - Your company name included in event app push notifications related to your sponsored event
-

Conference Signage Sponsor \$3000

Exclusive Branding on conference signage directing attendees to sessions throughout the conference.

- The conference signage sponsor will be recognized on each sign leading to all CHESC session locations (approx. 100 to 120 sandwich board signs)
 - Your logo will be prominently featured on the signage placed throughout the UCSB campus directing attendees to the various sessions
-



Photo Booth for Evening Reception \$2500

As the Photo Booth Sponsor of one conference evening reception, your company will be prominently featured on photos of conference attendees as they pose in the photo booth with friends and colleagues (choice of Opening Reception or Casino Night Reception)

- Branding on each photo strip to include your logo and company name
 - Your company may provide signage to be displayed on or next to the photo booth
 - Acknowledgement in publications and all communications related to the photo booth
-

Beverage Sponsor \$2000

Exclusive Branding at one of our conference networking breaks which are held in the exhibit area

- Company name and logo listed in all communications and on the conference schedule
 - Table tents signage with your logo and company name at each beverage station
(in-kind donations of beverages are subject to approval by on-campus catering, please contact CHESC staff for further information)
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Managed Email Listings \$800

Two editorial postings in the CHESC newsletter - 10,000+ recipients

- Highlight your sustainability practices through two editorial posts in our CHESC newsletter. Includes a paragraph and a link to your company website. Distribution is over 10,000 recipients
-

Relaxation Station \$300 for 10 x 10-minute massage coupons for you to distribute to attendees

Sponsor CHESC's relaxation station, a place in the exhibit area for conference attendees to receive a neck and back massage.

- Receive ten massage coupons to distribute to attendees and incentivize meetings with key clients
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Draft Exhibitor Hall Schedule (Subject to Change)

Monday, July 8th, 2019 *Exhibit Hall Open 6:30pm to 8:30pm*

- 11:00am – 3:30pm Exhibit Hall Set-Up
- 5:00pm – 6:25pm Opening Keynote in the Exhibit Hall
- 6:30pm – 8:30pm Opening Reception (Carnival Theme with Contra Music) in the Exhibit Hall

Tuesday, July 9th, 2019 *Exhibit Hall Open 9:15am to 11:00am & 1:30pm to 2:30pm & 4:45pm to 7:45pm*

- 9:15am – 10:00am Networking Coffee Break with Sponsors & Exhibitors
- 10:00am – 11:00am On-Campus Connections with Sponsors & Exhibitors
- 12:15pm – 1:30pm Awards Lunch in the Exhibit Hall
- 1:30pm – 2:30pm Poster and Exhibit Show in the Exhibit Hall
- 4:45pm – 7:45pm Evening Reception (Casino Night with Live Music) in the Exhibit Hall

Wednesday, July 10th, 2019 *Exhibit Hall Open 10:00am to 2:00pm*

- 10:00am – 11:10am Coffee Break in the Exhibit Hall
- 11:15am – 12:30pm On-Campus Connections with Sponsors & Exhibitors
- 12:45pm – 2:00pm Lunch
- 2:30pm – 6:00pm Exhibit Hall Strike



Sponsorship Benefits and Opportunities

Sponsorship Category	Exhibitor	Community	Green	Silver	Gold
# Available		15	10	3	1
Booths and Passes					
VIP passes			1	2	3
Full conference passes		2	3	3	4
Booth attendants	2	2	3	3	3
Parking permits	2	4	7	8	10
Booth in the exhibit hall	10' x 10'	10' x 10'	10' x 10'	20' x 10'	20' x 10'
Booth location selection	5th	4th	3rd	2nd	1st
Company Recognition					
(A) Awards Lunch (branding and 10-minute presentation)					✓
(B) VIP reception (branding and 10-minute presentation)				✓ (B, C or D)	
(C) Opening keynote (branding and 10-minute presentation)				✓ (B, C or D)	
(D) Closing keynote (branding and 10-minute presentation)				✓ (B, C or D)	
(E) Registration Area - branding and display area					✓
(F) Logo on lanyard					✓
(G) Chose one: Logo on volunteer t-shirt, name badge, or session podiums				✓	
(H) Opportunity to provide attendees with a giveaway. (sponsor pays for item)			✓	✓	✓
(I) Your sustainability story - highlighted on registration area info screen		✓	✓	✓	✓
(J) Scholarship support		✓			
Company Advertising					
Electronic / Print Program: name and logo on sponsor acknowledgement page		✓	✓	✓	✓
Electronic / Print Program: name, description, logo in sponsor/exhibitor section	✓	✓	✓	✓	✓
Name, logo, company description & logo on exhibitor/sponsor section of website	✓	✓	✓	✓	✓
Electronic / print program advertisement		¼ Page	½ Page	Full Page	Full Page
Event App - Custom icon on the homepage				✓	✓
Event App- Push notifications			✓ x 1	✓ x 2	✓ x 3
Event App- Company logo, profile and weblink listing	✓	✓	✓	✓	✓
Conference Social Media - Mentions on Facebook, Twitter or Event App			1 x Choice of Media Outlet	2 x Choice of Media Outlet	3 x Choice of Media Outlet
Conference attendee list	Individual Access	Individual Access	Full Access	Full Access	Full Access
Editorial feature article written by CHESC staff highlighting your best practice highlighted in the newsletter.			✓ x 1	✓ x 1	✓ x 1
Editorial email posting in conference newsletter (10,000 recipients)			✓ x 1	✓ x 2	✓ x 3



Comparison of Ticket Options

Pass Type	VIP Reception	Opening & Evening Receptions	Keynote Talks	Concurrent Sessions	Awards Lunch	Wednesday Lunch
VIP	✓	✓	✓	✓	✓ Incl. VIP Seating	✓
Full Conference		✓	✓	✓	✓	✓
Exhibit Area		✓	✓		✓	✓

- Pre- & post-conference workshops and field trips are not included in the above pass types. They can be purchased à la carte.

Exhibit Show Area

The CHESC Exhibit Show surrounds the main gathering area for conference events. All booths are 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. 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.

Sponsorship and Exhibitor 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.

Cancellation Policy

Please read the following information thoroughly.

- Before April 1, 2019, the cancellation fee will be 50% of the fee
- Between May 1 and June 1, 2019, the cancellation fee will be 75% of the fee
- No refund will be awarded if the request is received on or after June 1, 2019