Exhibitor & Sponsor Prospectus

CALIFORNIA HIGHER EDUCATION SUSTAINABILITY CONFERENCE

19TH ANNUAL CONFERENCE

JULY 7 TO 9, 2020

UNIVERSITY OF CALIFORNIA, SANTA BARBARA, CA
Sponsorship Benefits and Opportunities

The California Higher Education Sustainability Conference is one of the largest conferences in terms of bringing together California higher education sustainability enthusiasts. 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.

♦ 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.

♦ Our attendee base represents the diverse stakeholders who work on campus sustainability projects, with more than 72% coming from a campus in California.

♦ Jointly organized by independent/private colleges, California Community Colleges, California State Universities and the University of California, CHESC attracts close to 700 attendees.

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

Who Attends?
CHESC attracts a wide variety of professionals who work on campuses throughout California, directors, sustainability coordinators, project managers, deans, construction managers, energy manager, engineers, environmental managers, facilities directors, recycling coordinators & managers, transportation & university planners, office managers, vice chancellors as well as faculty and students.

Campuses Represented in 2019
25 California Community College campuses
21 California State University campuses
11 University of California campuses
11 Private/Independent Colleges & Universities
2 Non-Californian universities/colleges

Total: 70 total campuses
Sponsorship Benefits and Opportunities

**Exclusive Main Event Sponsor**
- Choose an exclusive sponsorship of the awards lunch, opening keynote or closing keynote events
- Ten-minute speaking opportunity—Speak during your sponsored event
- Provide signage to be displayed as attendees enter the event area during your sponsored event
- Table tents honoring your company placed on tables during the awards lunch
- Acknowledgement in all electronic publications and communications related to the awards reception

**Conference Track Sponsor**
- Reach a unique segment of attendees by sponsoring one of the twelve targeted conference tracks
- Three-minute speaking opportunity at one session of your choice
- Pre-event promotions, including company logo on all promotional materials and program schedule
- Logo and company name on podium at each speaking session of your sponsored track
- Priority choice for the subject track you wish to sponsor

**On-Site Promotion**
- Premium 20 x 10 ft. booth space (double booth) in main event area
- Exclusive product or banner display located next to the registration area
- Exclusive lanyard sponsor (black and white logo)

**Additional Benefits**
- 5 x full-conference, and 3 x exhibit-area passes
- Full access to conference attendee list
- Opportunity to provide an attendee giveaway (sponsor pays for item)

**Advertising**
- Full page, prime positioning 4-color ad in electronic program guide
- Two editorial posting in CHESC email newsletter (10,000 recipients)
- Premium positioning on CHESC website
- Sponsor logo icon on event app homepage
- Three banner ads per day on event app

**Gold Sponsorship**
Sponsorship Benefits and Opportunities

**Conference Track Sponsor**
- Reach a unique segment of attendees by sponsoring one of the twelve targeted conference tracks
- Three-minute speaking opportunity at one session of your choice
- Pre-event promotions, including company logo on all promotional materials and program schedule
- Logo and company name on podium at each speaking session of your sponsored track
- Choice for the subject track you wish to sponsor (subject to availability)

**Silver Sponsorship**

**On-Site Promotion**
- Premium 10 x 10 ft. booth space in main event area
- Exclusive logo placement on your choice of t-shirt or name badges

**Additional Benefits**
- 4 full-conference passes and 2 exhibit-area passes
- Full access to conference attendee list
- Opportunity to provide an attendee giveaway (sponsor pays for item)

**Advertising**
- Half page, prime positioning 4-color ad in electronic program guide
- One editorial email posting in CHESC newsletter (10,000 recipients)
- Premium positioning on CHESC website
- Two banner ads per day on event app

**Green Sponsorship**

**On-Site Promotion**
- Premium 10 x 10 ft. booth space in main event area
- 1 x sponsor push notification through event app

**Advertising**
- Quarter page, 4-color advertisement in electronic program guide
- One editorial email posting in conference newsletter (10,000 recipients)
- Premium positioning on website sponsor page, electronic program guide, and event app sponsor listings
- One banner ad per day on event app

**Additional Benefits**
- 4 full-conference passes and 2 exhibit-area passes
- Individual access to conference attendee list
- 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 ft. booth space in main event area

### Advertising
- Quarter page, 4-color advertisement in electronic program guide
- Inclusion on website sponsor page, electronic program guide, and the event app

### Additional Benefits
- 3 full-conference passes and 1 exhibit-area pass
- Individual access to conference attendee list

Exhibitor Benefits

### On-Site Promotion
- 10 x 10 ft. booth space

### Advertising
- Inclusion on website, electronic program and event app

### Additional Benefits
- 2 exhibit-area passes
- Individual access to conference attendee list

<table>
<thead>
<tr>
<th>Sponsorship Pricing</th>
<th>Exhibitor</th>
<th>Community</th>
<th>Green</th>
<th>Silver</th>
<th>Gold</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early Bird Price—Ends December 31, 2019</td>
<td>$2,600</td>
<td>$4,400</td>
<td>$6,400</td>
<td>$8,400</td>
<td>$10,400</td>
</tr>
<tr>
<td>Standard Price—January 1 to March 31, 2020</td>
<td>$2,800</td>
<td>$4,600</td>
<td>$6,600</td>
<td>$8,600</td>
<td>$10,600</td>
</tr>
<tr>
<td>Late Price—April 1 to July 1, 2020</td>
<td>$3,000</td>
<td>$4,800</td>
<td>$6,800</td>
<td>$8,800</td>
<td>$10,800</td>
</tr>
</tbody>
</table>

**PAYMENT FOR EARLY BIRD PRICING IS DUE BY JANUARY 15TH 2020**
**PAYMENT FOR STANDARD PRICING IS DUE BY APRIL 15TH 2020**
Sponsorship Benefits and Opportunities

**Additional Sponsorship Opportunities**

**Beverage Sponsor**  $2000
Exclusive branding at all conference networking breaks in the exhibit area (must be an exhibitor to select this additional sponsorship)

- Company name and logo listed in all communications and 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)

**Managed Email Listings**  $750
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 back to your company website.

**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

**Booth & Pass Upgrades**

- **Booth upgrade from standard (10x10 ft.) to double (20x10 ft.)** $1,900
- **Upgrade from Exhibit-Area Pass to Full-Conference Pass** TBD
- **Additional passes: Exhibit-Area or Full-Conference** TBD
## Sponsorship Benefits and Opportunities

<table>
<thead>
<tr>
<th>Sponsorship Category</th>
<th>Exhibitor Sponsor</th>
<th>Community Sponsor</th>
<th>Green Sponsor</th>
<th>Silver Sponsor</th>
<th>Gold Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost—Standard Pricing (Early Bird and Late Pricing listed on page 7)</td>
<td>$2800</td>
<td>$4600</td>
<td>$6600</td>
<td>$8600</td>
<td>$10,600</td>
</tr>
<tr>
<td># Available</td>
<td></td>
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</table>

### Booths and Passes

<table>
<thead>
<tr>
<th></th>
<th>Exhibitor Sponsor</th>
<th>Community Sponsor</th>
<th>Green Sponsor</th>
<th>Silver Sponsor</th>
<th>Gold Sponsor</th>
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</thead>
<tbody>
<tr>
<td>Full conference passes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Booth attendants</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Parking permits</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Booth in the exhibit hall</td>
<td>10 x 10 ft.</td>
<td>10 x 10 ft.</td>
<td>10 x 10 ft.</td>
<td>10 x 10 ft.</td>
<td>20 x 10 ft.</td>
</tr>
<tr>
<td>Booth location selection</td>
<td>5th</td>
<td>4th</td>
<td>3rd</td>
<td>2nd</td>
<td>1st</td>
</tr>
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### Company Recognition

<table>
<thead>
<tr>
<th></th>
<th>Exhibitor Sponsor</th>
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<th>Silver Sponsor</th>
<th>Gold Sponsor</th>
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</thead>
<tbody>
<tr>
<td>Conference track sponsor</td>
<td></td>
<td></td>
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<tr>
<td>Awards lunch, opening keynote or closing keynote (branding and 10-minute presentation) or field trip</td>
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<td>Registration area—product or banner display</td>
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<td>Chose one: logo on lanyard, volunteer t-shirt or name badge</td>
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<tr>
<td>Opportunity to provide attendees with a giveaway. (sponsor pays for the item)</td>
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<tr>
<td>Scholarship support</td>
<td></td>
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### Company Advertising

<table>
<thead>
<tr>
<th></th>
<th>Exhibitor Sponsor</th>
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<th>Silver Sponsor</th>
<th>Gold Sponsor</th>
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</thead>
<tbody>
<tr>
<td>Editorial email posting in conference newsletter (10,000 recipients)</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Electronic program advertisement</td>
<td>Quarter Page</td>
<td>Quarter Page</td>
<td>Half Page</td>
<td>Full Page</td>
<td></td>
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<tr>
<td>Event app—custom icon on homepage</td>
<td></td>
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<td></td>
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<tr>
<td>Event app—push notifications</td>
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<tr>
<td>Event app—banner ad</td>
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<tr>
<td>Event app—company logo, profile and weblink listing</td>
<td></td>
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<td></td>
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<td></td>
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<tr>
<td>Electronic program—name and logo on sponsor acknowledgement page</td>
<td></td>
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<td></td>
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<tr>
<td>Electronic program—name, description, logo, web URL in sponsor/exhibitor section</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Name, logo, description, logo, web URL on exhibitor/sponsor section of website</td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Conference attendee list</td>
<td>Individual Access</td>
<td>Individual Access</td>
<td>Individual Access</td>
<td>Full Access</td>
<td>Full Access</td>
</tr>
</tbody>
</table>
Comparison of Ticket Options

<table>
<thead>
<tr>
<th>Pass Type</th>
<th>Opening &amp; Evening Receptions</th>
<th>Keynote Talks</th>
<th>Concurrent Sessions</th>
<th>Awards Lunch</th>
<th>Wednesday Lunch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Conference</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Exhibit Area</td>
<td>✓</td>
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- Pre- and post-conference workshops and field trips are not included in the above pass types. They can be purchased à la carte.

Scavenger Hunt
Our scavenger hunt plays a tremendous role in encouraging attendee and exhibitor interaction. Attendees must discover different pieces of information about sponsors and exhibitors by interacting with the booth. Your question relates to your sustainability story promoting unique details about your company or organization. The game allows for high-level stakeholders to target their interests while also incentivizing broad participation. Sponsors and exhibitors are invited to make a donation of a prize or service to incentivizing attendees. Prizes can be awarded to individuals or to the campus they represent during Wednesday’s lunch event. The conference will be sure to provide recognition to your company for your generous donation.

Recognition
We want to know more about you. Highlight how your company contributes 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 2020 CHESC exhibit show will be held on Campus Green, a central location near to the venues for the concurrent sessions. 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 grass covered field. A standard booth space is 10 x 10 ft., separated by pipe and drape. All exhibit booths come with a power strip, up to 10kw of electricity, wireless internet, an 8 ft. table with linen, and two chairs. 24-hour security is provided.

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 10 x 10 ft. 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 8 ft. table with linen, and two chairs. Additional furniture and lighting requests can be accommodated, though some cost may be associated with further requests. We will provide 24-hour security for the shows duration.
Draft Exhibitor Hall Schedule (Subject to Change)

Tuesday, July 7, 2020  Exhibit Hall Open 5:00—8:30 pm

11:00am—3:30 pm  Exhibit Hall Set-Up
5:00—8:30pm  Opening Reception and Exhibit Show in Exhibit Hall
5:30—6:30pm  Opening Keynote in the Exhibit Hall

Wednesday, July 8, 2020  Exhibit Hall Open 1:20—2:20pm & 4:10—7:00pm

11:50am—1:20pm  Awards Lunch in the Exhibit Hall
1:20—2:20pm  Exhibit and Poster Show
4:10—7:00pm  Evening Reception and Exhibit Show in the Exhibit Hall

Thursday, July 9, 2020  Exhibit Hall Open 9:45am—1:35pm

9:45—10:55am  Coffee Break and Exhibit Show in Exhibit Hall
12:20—1:35pm  Lunch
2:00—5:00pm  Exhibit Hall Break Down
Sponsorship Benefits and Opportunities

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 May 20, 2020, the cancellation fee is 50% of the fee
- Between May 21 and June 23, 2020, the cancellation fee is 75% of the fee
- No refund will be awarded if the request is received on or after June 24, 2020

CONTACT

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Call  805.893.2490
Website  CHESC.org

EVENT DETAILS

Date  July 7 to 9, 2020
Place  University of California, Santa Barbara