

Exhibitor & Sponsor Prospectus



CALIFORNIA HIGHER EDUCATION SUSTAINABILITY CONFERENCE

19TH ANNUAL CONFERENCE

JULY 6 TO 10, 2020

The 2020 CHESC Conference is Going Virtual



Sponsorship Benefits and Opportunities

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

- ◆ Our attendee base represents the diverse stakeholders who work on campus sustainability projects, with more than 72% coming from campuses in California.
- ◆ Jointly organized by independent/private colleges, California community colleges, California state universities, and the University of California, CHESC attracted close to 700 attendees in 2019 and is expecting increased attendance in 2020.
- ◆ CHESC sponsors develop contacts with the leaders of higher education institutions in California and gain visibility across all four systems of higher education.

Due to these uncertain times, CHESC is going 100% virtual. We are committed to supporting you with the same level of quality, attention and diligence to which you are accustomed. We are excited to expand campus and industry engagement, offering new and innovative ways for campus stakeholders to share best practices, discuss statewide policy, and lay the groundwork for future policies and programs through our interactive virtual platform.

In 2020, CHESC sponsors will experience the following and much more:

- ◆ Greater visibility and opportunities to connect with attendees through our digital exhibit hall.
- ◆ Set in motion meaningful conversations through online chat features, forums, Q&A's, and participation in live sessions.
- ◆ Feature your organization in customized pre-recorded presentations, video demonstrations, and recent case studies.
- ◆ Participate in a live session "Lightning Talk" held during the main conference.
- ◆ Benefit from your content living on for an additional year on the CHESC sustainability conference platform.
- ◆ Evaluate your ROI through our state-of-the-art analytics and lead capture data.

Although we will miss seeing you in person, we are confident to deliver a great conference with fantastic outreach opportunities.

Who Attends

CHESC attracts a wide variety of campus professionals such as:

Directors, sustainability coordinators, project managers, deans, construction managers, energy manager, engineers, environmental managers, facilities directors, recycling managers, transportation & university planners, office managers, vice chancellors as well as faculty and students

Campuses Represented in 2019

25 California Community College campuses	11 Private/Independent Colleges & Universities	11 University of California campuses
21 California State University campuses	2 Non-Californian universities/colleges	Total: 70 total campuses



Sponsorship Benefits and Opportunities

Gold Sponsorship

Exclusive Main Event Sponsor

- Exclusive 10-minute speaking opportunity during one of our main events. Choose from the opening keynote, closing keynote or awards ceremony
- Branding of sponsored event in all electronic publications
- Sponsor acknowledgement in conference communications sent to all attendees

Conference Track Sponsor

Reach a unique segment of attendees by sponsoring one of our targeted conference tracks

- 4-minute speaking opportunity at a break-out session of your choice
- Sponsor acknowledgement and branding on agenda, event app and electronic publications relating to the track.
- Your company logo and name highlighted in all speaking sessions of your sponsored track (conference website and event app)
- Priority choice of subject track you wish to sponsor

Virtual Promotion

- On-demand pre-recorded 20-minute industry case study presentation with Q&A, listed on the main conference agenda
- Lightning talks – 3-minute presentation followed by 5-minute Q&A
- Top listing in our industry resource conference page
- Highlight your company on your designated profile webpage (virtual booth), features include:
 - 10-minute video highlighting your company
 - Chat feature and live video chat
 - Feature a case study and sustainability story
 - Representative contact information and photo

Additional Benefits

- 6 full conference passes
- Full access to conference attendee list
- Sponsor content including presentations, resource page and lightning talks will be available for viewing for 12 months following the event
- Virtual swag bag for brochures, coupons and discounts

Advertising

- Two editorial postings in CHESC email newsletter (10,000 recipients)
- Full page, prime positioning 4-color ad in electronic program guide
- Sponsor recognition in welcome communication to attendees
- Sponsor logo icon on event app homepage
- Splash screen on event app as event data is loading
- Daily push notification on event app (5 days)
- Premium positioning for company listing on CHESC website, including logo, description and link to videos
- Logo and company name listed in electronic program, event app and conferencing platform



Sponsorship Benefits and Opportunities

Silver Sponsorship

Conference Track Sponsor

Reach a unique segment of attendees by sponsoring one of our targeted conference tracks

- 4-minute speaking opportunity at a break-out session of your choice
- Sponsor acknowledgement and branding on agenda, event app and electronic publications relating to the track.
- Your company logo and name highlighted in all speaking sessions of your sponsored track (conference website and event app)
- Choice of the subject track you wish to sponsor subject to availability

Virtual Promotion

- On-demand pre-recorded 20-minute industry case study presentation with Q&A, listed in the main conference agenda
- Lightning talks – 3-minute presentation followed by 5-minute Q&A
- Top listing on our industry resource conference page
- Highlight your company on your designated profile webpage (virtual booth), features include:
 - 10-minute video highlighting your company
 - Chat feature and live video chat
 - Feature a case study and sustainability story
 - Representative contact information and photo

Additional Benefits

- 5 full-conference passes
- Full access to conference attendee list
- Sponsor content including presentations, resource page and lighting talks will be available for viewing for 12 months following the event
- Virtual swag bag for brochures, coupons and discounts

Advertising

- One editorial posting in CHESC email newsletter (10,000 recipients)
- Half page, prime positioning 4-color ad in electronic program guide
- Company listing on CHESC website, including logo, description and link to videos
- Daily push notification on event app (5 days)
- Logo and company name listed in electronic program, event app and conferencing platform



Sponsorship Benefits and Opportunities

Green Sponsorship

Virtual Promotion

- On-demand pre-recorded 20-minute industry case study presentation, listed in the main conference agenda
- Lightning talks – 3-minute presentation followed by 5-minute Q&A
- Top listing on our industry resource conference page
- Highlight your company on your designated profile webpage (virtual booth), features include:
 - 10-minute video highlighting your company
 - Chat feature and live video chat
 - Feature a case study and sustainability story
 - Representative contact information and photo

Advertising

- Quarter page, 4-color advertisement in electronic program guide
- One editorial posting in CHESC email newsletter (10,000 recipients)
- Company listing on CHESC website, including logo, description and link to videos
- Logo and company name listed in electronic program, event app and conferencing platform
- 2 x push notification on event app

Additional Benefits

- 4 full-conference passes
- Individual access to conference attendee list, searchable by keywords, title, institution and name
- Sponsor content including presentations, resource page and lightning talks will be available for viewing for 12 months following the event
- Virtual swag bag for brochures, coupons and discounts

Community Sponsorship

Virtual Promotion

- On-demand pre-recorded 10-minute presentation, listed on the conference industry resource page
- Lightning talks – 3-minute presentation followed by 5-minute Q&A
- Listing on CHESC industry resource conference page
 - 10-minute video highlighting your company
 - Feature a case study and sustainability story
 - Chat feature
 - Representative contact information and photo



Sponsorship Benefits and Opportunities

Advertising (Community Sponsorship)

- Quarter page, 4-color advertisement in electronic program guide
- Company listing on CHESC website, including logo, description and link to videos
- Logo and company name listed in electronic program, event app and conferencing platform

Additional Benefits

- 3 full-conference passes
- Individual access to conference attendee list, searchable by keywords, title, institution and name
- Sponsor content including presentations, resource page and lighting talks will be available for viewing for 12 months following the event
- Virtual swag bag for brochures, coupons and discounts

Exhibitor Benefits

Virtual Promotion

- Lightning talks – 3-minute presentation followed by 5-minute Q&A
- Listing on CHESC industry resource conference pages
- Dedicated company profile/virtual booth including:
 - 10-minute video highlighting your company
 - Feature a case study and sustainability story
 - Representative contact information and photo

Advertising

- Company listing on CHESC website, including logo, description and link to videos
- Logo and company name listed in electronic program, event app and conferencing platform

Additional Benefits

- 2 full conference passes
- Individual access to conference attendee list, searchable by keywords, title, institution and name
- Exhibitor content including presentations, resource page and lighting talks will be available for viewing for 12 months following the event
- Virtual swag bag for brochures, coupons and discounts

Additional Sponsorships

Managed Email Listings Two editorial postings in the CHESC newsletter (10,000+ recipients) - \$750

- Highlight your sustainability practices through two editorial posts in our CHESC newsletter. Includes a paragraph and a link back to your company website.



Sponsorship Benefits and Opportunities

Sponsorship Pricing	Exhibitor	Community	Green	Silver	Gold
Standard Price—May 1, 2020 to June 7, 2020	\$2,400	\$3,500	\$4,250	\$6,500	\$9,500
Late Price—June 8 to July 3, 2020	\$2,800	\$3,750	\$4,500	\$6,750	\$10,000

PAYMENT FOR STANDARD PRICING IS DUE BY JUNE 15TH 2020

Sponsorship Category	Exhibitor Sponsor	Community Sponsor	Green Sponsor	Silver Sponsor	Gold Sponsor
# Available			15	8	3
Booths and Passes					
Full conference passes	2	3	4	5	6
Virtual booth and company profile webpage	✓	✓	✓	✓	✓
Company Recognition					
Exclusive 10-minute speaking opportunity and company branding at the opening keynote, closing keynote or awards ceremony					✓ Select One
Conference track sponsor – 4-minute speaking opportunity at break-out session of your choice, company branding on all CHESC materials relating to your track				✓ 2nd Selection	✓ 1st Selection
Lightning talks, live session during main conference	✓	✓	✓	✓	✓
Conference virtual welcome area branding and acknowledgment in CHESC electronic communications to all attendees					✓
On-demand pre-recorded presentation with Q&A listed in conference schedule			✓	✓	✓
On-demand pre-recorded presentation listed on Industry resource center	✓	✓	✓	✓	✓
Virtual Swag Bag	✓	✓	✓	✓	✓
Company Advertising					
Editorial email posting in conference newsletter (10,000 recipients)			✓ x 1	✓ x 1	✓ x 2
CHESC industry resource web page	✓	✓	✓	✓	✓
Electronic program advertisement		Quarter Page	Quarter Page	Half Page	Full Page
Event app—splash screen					✓
Event app—push notifications			✓ x 2	✓ x 1 daily	✓ x 1 daily
Event app—company logo, profile and weblink listing	✓	✓	✓	✓	✓
Electronic program—name and logo on sponsor acknowledgement page			✓	✓	✓
Electronic program—name, description, logo, web URL in exhibitor section	✓	✓	✓	✓	✓
Name, logo, description, logo, web URL on exhibitor/sponsor section of website	✓	✓	✓	✓	✓
Conference attendee list	Individual Access	Individual Access	Individual Access	Full Access	Full Access



Sponsorship Benefits and Opportunities

Scavenger Hunt – Gamification

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 virtual booth. The game allows for high-level stakeholders to target their interests while also incentivizing broad participation. Sponsors and exhibitors are invited to donate a prize or service that can be awarded to individuals or to the campus they represent. The conference will be sure to provide recognition to your company for your generous donation. Attendees can track their progress on the conference leader board.

Virtual Exhibit Booths

The 2020 CHESC exhibit show will host virtual booths, offering an interactive experience for attendees to learn more about your company and connect with your company representatives. In your virtual booth, you can showcase your company in many ways including presenting new products, company information on recent case studies, or sharing a sustainability story. Your company profile and logo, representative contact information and links to your website and brochure are also included. Live chats and Q&A features are also available in selected sponsorships.

Industry Case Studies

The “Industry Case Studies” sessions are available for attendees to view on-demand. For higher level sponsors, these sessions are built into the main conference schedule. Companies may choose to present on a case study or a new product in their pre-recorded video presentations. Q&A features where attendees can post questions are available in selected sponsorships.

Conference Attendee List

The full conference attendee list is available to all sponsors and exhibitors. Depending on your sponsorship level you will either receive the attendee list as a PDF or you will have access on an individual basis through the conference website and event app. Please note, attendees have the option to opt out, in this case their name and contact information will not be included.

Draft Exhibitor Hall Schedule

Sponsors and exhibitors are invited to participate in all of the conference activities including the various networking activities, breakout sessions, and industry lighting talks. We have also set aside time on the conference agenda for the Virtual Exhibit Hall, when we encourage attendees to explore the booths, ask live questions using the chat feature, and participate in the gamification to win prizes. The draft agenda for the virtual exhibit hall and lighting talks can be viewed on the next page.

Please note this does not reflect the whole conference agenda and is subject to change.



Sponsorship Benefits and Opportunities

Monday, July 6 2020

10:15-11:45am	Virtual Exhibit Hall
2:45-3:15pm	Virtual Exhibit Hall
2:45-3:15pm	Networking Event – Networking Focus Group (open to all attendees)

Tuesday, July 7 2020

9:00-9:45am	Virtual Exhibit Hall
9:00-9:45am	Industry Case Study presentations (on-demand)
1:00-1:45pm	Industry Lighting Talks

Tuesday, July 7 2020

2:15-4:15pm	Virtual Exhibit Hall
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Wednesday, July 8 2020

10:45-11:30am	Industry Lightning Talks
2:15-3:00pm	Industry Lightning Talks
4:00-4:45pm	Networking Event – Speed Dating Style Zoom Breakouts

Thursday, July 9 2020

9:45-10:45am	Industry Lightning Talks
11:15-11:45am	Virtual Exhibit Hall
11:15-11:45am	Networking Event – Networking Focus Group (open to all attendees)

Friday, July 10 2020

9:30-10:15am	Industry Case Studies
9:30-10:15am	Virtual Exhibit Hall
10:30-11:15am	Industry Lightning Talks



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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EVENT DETAILS

Date July 6 to 10, 2020

Place Virtual