



Smart and Sustainable Campuses Conference

April 3–5, 2011
UMUC Inn and Conference Center,
located at the University of Maryland
College Park, MD



The National Association of College and University Business Officers (NACUBO) invites your organization to sponsor and exhibit at the 6th annual Smart and Sustainable Campuses Conference (SSCC). The Conference brings together more than 300 attendees to share solutions-focused presentations, operational solutions, smart growth policies, and strategies for achieving climate neutrality.

The spirit behind the conference is educational, motivational and solutions-based. All meals and exhibits will be in the Grand Ballroom of the University's Inn & Conference Center, exposing attendees to your brand and organization constantly—before, after, and during meals. In addition, the conference is uniquely designed to appeal to campus “teams” (i.e. the business officer, environmental health & safety officials, sustainability staff, faculty and students) and is a perfect venue to market, network and promote your organization's sustainable products and services.

Audience

- Chief business officers
- Chief financial officers
- Environmental health & safety directors
- Campus & city planners
- Campus administrators
- Facilities officers
- Sustainability directors & managers
- Other higher education stakeholders

Program Committee Representation

- NACUBO
- APPA: The Association for Higher Education Facilities Officers
- Association for the Advancement of Sustainability in Higher Education (AASHE)
- Campus Consortium for Environmental Excellence (C2E2)
- Haley & Aldrich
- Keene State College
- MITHUN
- Pacific Lutheran University
- Siemens Building Technologies
- Syracuse University
- United States Environmental Protection Agency (EPA)
- University of Maryland, College Park
- University of Wisconsin—Oshkosh

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www.nacubo.org/Events_and_Programs/Smart_and_Sustainable_Campuses_Conference.html

The Conference Program

The program will feature more than 40 presentations, from panels to workshops, focusing on every aspect of concern to the campus community. Poster presentations, pre-conference workshops and campus tours, add to the offerings.

The conference offers an exciting and unique opportunity to reach out to higher education decision-makers across the nation and demonstrate to colleges and universities how your products or services can lead the way to a sustainable future.

Being Green and Climate Cool

NACUBO is committed to being socially and environmentally responsible, which means aligning the conference with our sustainability values.

The Facility

The SSCC will be held in the Inn & Conference Center at the University of Maryland University College, College Park, Maryland. Named the country's first environmentally friendly hotel and conference center, this College Park hotel has received its LEED certification from the US Green Building Council. Every facility in the hotel, from the meeting facilities to the guest rooms, uses recyclable materials and energy-saving systems to ensure a positive role on the environment.

Exhibition Highlights

- Exclusive exhibitor space (*limited availability*)
- Two days of exposure in the Grand Ballroom and networking opportunities
- More than 300 professionals expected
- Sunday Conference welcome and networking reception
- Monday and Tuesday Poster Sessions and networking reception

Conference Highlights

- Welcome reception
- Pre-conference workshops for faculty, facility managers and sustainability officers
- Student-led panel
- A "green" and socially responsible conference. (Attendees are encouraged to bring their own mug, water bottle, etc.).
- Keynote presenter

Business Categories

- Sustainability Financing
- Green Building and Construction
- Facilities and Energy Management
- Master Planning and Architecture
- Sustainability Consulting
- Renewable and Alternative Energy Financing and Technology
- Organic and Fair Trade Food, Beverage and Services
- Socially Responsible Finance and Investment
- Green Business Services

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Corporate Opportunities at this Conference

Greenest Sponsor, \$8,000 (1 available)

- Lead sponsor of the conference
- Sole sponsor of carbon offsets for all attendees' travel
- Logo on all conference and expo signage
- Full page advertisement in Conference Program
- Logo on NACUBO conference website
- Recognition from podium during opening and closing announcements
- Recognition within conference program with logo
- Attendee list 4 weeks in advance
- 'Sponsor' ribbon for every sponsor attendee
- 1 exhibit space and first selection of space
- 2 conference registrations

Green Sponsors, \$5,000 (5 available)

- Logo on all conference and expo signage
- Half page advertisement in Conference Program
- Logo on NACUBO conference website
- Recognition from podium during opening and closing announcements
- Recognition within conference program with logo
- Attendee list 4 weeks in advance
- 'Sponsor' ribbon for every sponsor attendee
- 1 exhibit space
- 2 conference registrations

Exhibit Space, \$2,500

Deadline to commit: March 1, 2011

Exhibit Package Includes:

- 1 skirted tabletop exhibit space
- 2 chairs
- 1 wastebasket
- 1 table sign
- Electricity
- Recognition on on-site exhibitor signage
- Recognition within conference program
- Attendee list 4 weeks in advance
- 1 complimentary meeting registration
- Internet access

Deadline to commit:

March 1, 2011

For more information:

SPONSORSHIP

David Rupp
202.861.2513
david.rupp@nacubo.org

EXHIBITING

Gloria Nehemiah
202.861.2555
gnehemiah@nacubo.org

[www.nacubo.org/Events_and_Programs/
Smart_and_Sustainable_Campuses_
Conference.html](http://www.nacubo.org/Events_and_Programs/Smart_and_Sustainable_Campuses_Conference.html)



Smart and Sustainable Campuses VIRTUAL Conference

April 5, 2011

www.nacubo.org/sscvc.xml

The recorded highlights from the live event will form the heart of the Virtual conference on the last day. Almost 300 people registered for only the virtual event last year. Virtual and live attendees can visit the virtual conference for 90 days after the event.

The Smart and Sustainable Campuses Virtual Conference will be comprised of multiple virtual locations—plazas, exhibit halls, auditoriums, lounges and resource libraries. Speakers can interact with attendees using webcasts and online chats. Attendees can communicate and share experiences with their peers using various networking tools—such as message boards, text chat, vCard exchange, and more.

Take a tour of our virtual event:
www.nacubo.org/sscvc.xml

We offer companies three ways to be involved with the virtual conference: exhibiting, sponsorship, and corporate showcases.

Exhibits

Exhibitors can provide information and demos via virtual booths, and pitch their solutions to prospects using online chat. Upload informative documents about your organization. Create a video to greet attendees visiting your booth.

Hours: 10 am–5:30 pm

Dedicated Hours: 12–2:30 pm
Be sure to have someone operating your booth during these hours.

Virtual-only exhibit fee: \$750
An exhibitor at the live conference can purchase a virtual exhibit for an extra \$500.

Benefits include: one virtual booth, training on how to create and operate a virtual booth, a listing in the virtual program, unlimited space to load documents in a booth, one registration, and the ability to have your virtual booth and its contents viewed for 90 days after the event!

Deadline to reserve an exhibit:
March 25

Exhibit contact:
Gloria Nehemiah
202.861.2555
gnehemiah@nacubo.org



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Corporate Showcases

NACUBO welcomes companies to provide content for the Virtual Conference through the process of Corporate Showcases—pre-recorded videos that attendees can access on-demand.

There is no limit to the number of proposals that NACUBO will select. Proposals should focus on providing useful information to participants. The proposal can be a simple document that provides the title, a short description, plus the names, titles, and organizations of speakers.

Deadline for submitting a proposal: March 1

If accepted, the company will pay NACUBO a \$1,500 fee, which is due before the event begins.

Showcases will be a completed 30-minute presentation with audio and video provided by the company. The deadline for sending the Showcase to NACUBO for uploading into the virtual conference system is March 25.

Showcases will appear in the Resource Library and Auditorium of the virtual conference. These presentations will be listed in the official program. During the conference, messages about the Showcases will be sent to attendees via a ticker-tape across the bottom of the screen.

Sponsorship and Showcase contact:

David Rupp
202.861.2563
drupp@nacubo.org

Sponsorship

There will be a two equal co-sponsors of the conference. These organizations will have their logos placed within the Atrium and Exhibit Hall of the conference. They will also have their logos on all marketing pieces (after their sponsorship agreement is signed), as well as the section of the NACUBO web site where attendees sign up for the event.

Sponsorship fee: \$5,000

Additional benefits include: complimentary booth in the virtual exhibit hall and the opportunity to host one of three scheduled 30-minute chats.

Deadline to reserve a sponsorship:
March 25 (based upon availability)