



Opportunity: Sponsorship and Exhibits

Conference Date: May 4th and 5th, 2007

Location: Rohnert Park, California

Due Date: Please respond by April 6

The Sustainable Enterprise Coalition, the Green MBA, and Sonoma State University are gearing up for our second annual conference, *Sustainable Enterprise 2007: At Work. For Life.* The conference will span two full days and focus on cutting edge sustainable business issues, practical tools, successful case studies, interactive learning experiences, and new visions for businesses and non-profit enterprises in the North Bay region. We are inviting you to join us as a sponsor or exhibitor of this exciting event.

The conference will be held May 4th and 5th in Rohnert Park, California, at the Sonoma Mountain Village (the former site of Agilent Technologies). We are seeking sponsors and exhibitors to participate at this conference who are eager to share in the building of a sustainable North Bay.

Conference Summary: *Sustainable Enterprise 2007: At Work. For Life.* offers a positive vision that is grounded in practical action and highlights the good news of local sustainability efforts. It is a unique opportunity for business leaders to learn about the value of managing an organization to be environmentally friendly, socially just, and economically viable. The theme of the last conference was *Practical Tools for the Transition*, and provided information, tools, ideas, and inspirational stories for enterprises starting on the path to a successful sustainable future. Last year the conference sold out at 230 participants, close to 40 sponsors and 35 exhibitors.

This year we will again be focused on practical tools that all types of enterprises can use to become more financially, environmentally, and socially sustainable and work together to create a more sustainable North Bay economy and environment.

- **Day 1** will focus on a positive vision of sustainability and the tools to make your sustainable enterprise flourish. Our keynote speaker, by Dave Martinelli of Petaluma Poultry, will share the journey of implementing sustainable systems that bring Rocky and Rosie chickens to our dinner tables.
- **Day 2** will explore how to work together to build regional collaboration and initiatives that will support our sustainable enterprises.

We anticipate 300 professionals will attend, and will feature a mix of businesses, non-profits, academic, and government organizations. Exhibitors will offer helpful services and products key to developing sustainable, thriving enterprises.

Sponsorship & Exhibition Opportunity: Your organization is invited to participate as a conference sponsor and/or an exhibitor at *Sustainable Enterprise 2007*. Sponsoring organizations will be recognized for supporting the conference and are provided space for an exhibit showcasing how your organization contributes to sustainability. Additionally, you and your colleagues will be able to meet and network with local, regional, and national business, non-profit, and governmental decision-makers leading sustainability efforts.

To participate, please complete the sponsorship and exhibit registration form and return it with your check to *Sustainable Enterprise 2007*, Attn: Partnerships Team at P.O. Box 356, Forestville, CA 95436. This registration form is also posted on the SEC 2007 website at www.sec2007.com for your convenience.

Timing. Planning is well underway for the May 4th and 5th conference, including invitations, logistics, and budgets. Formal announcements, through e-mail, and printed materials, have already begun, and are supported by the conference web site. To maximize your sponsorship exposure and to ensure that you get the full benefit of sponsorship participation, it is important for your organization to act promptly. Also note that exhibitor space will be limited. Please respond as early as possible and before **April 6, 2007** to ensure participation in sponsorship and exhibits.

We look forward to seeing you at *Sustainable Enterprise 2007*, and we appreciate your continuing support. If you have any questions, please do not hesitate to contact us at 888-49-SEC22 or email sponsor@sec2007.com.

Sincerely,

Genevieve Taylor
Sustainable Enterprise 2007: At Work. For Life.
Conference Director

[continue to sponsorship info](#)



SPONSORSHIP AND EXHIBIT BENEFITS

Sponsorship Levels: The **Sustainable Enterprise Conference 2007** offers sponsorship and exhibit opportunities to organizations that would like to support this year's conference. Four levels of dollar contribution are available with different levels of benefits.

SPONSOR LEVELS

| Visionary (\$5,000) | Catalyst (\$2,500) | Steward (\$1,000) | Innovator (\$500) |
|---|--|--|--|
| <ul style="list-style-type: none"> • 8 passes to all conference sessions, activities, luncheon, and reception • Two verbal acknowledgements during conference program • Logo in the conference program plus full-page ad, if desired • Logo appearing on main overhead projector display between presentations • Logo on conference promotional flyer • Acknowledgement in at least one press releases about the conference • Display of sponsor-provided banner inside Exhibit Hall • Display of sponsor-provided banner at the Panel discussion table | <ul style="list-style-type: none"> • 6 passes to all conference sessions, activities, luncheon, and reception • Two verbal acknowledgements during conference program • Logo in the conference program plus half page ad, if desired • Logo appearing on main overhead projector display between presentations | <ul style="list-style-type: none"> • 3 passes to all conference sessions, activities, luncheon, and reception • 1 verbal acknowledgement during conference program | <ul style="list-style-type: none"> • 2 passes to all conference sessions, activities, luncheon, and reception • 1 verbal acknowledgement during conference program |
| <p>For information about making in-kind donations of goods or services, please contact Stacey Ward at (Stacey@sec2007.com). Individual monetary contributions & in-kind donations in other amounts are also gladly accepted and acknowledged.</p> | | | |
| <p>**All above sponsor levels also include the following benefits**</p> <ul style="list-style-type: none"> • Exhibit space (if desired) in Exhibit Hall, including two chairs and one four foot table, plus name & contact information in Exhibitor List in Conference Program. If not participating in Exhibit, then sponsor-provided literature will be displayed at the Sponsor Information Table. • Logo and acknowledgement in Conference Program • Written acknowledgement and logo on conference web site, with link to organization web site • Sponsor ribbon on conference nametag(s) | | | |

Exhibit Information

Please note: All exhibits are intended for showcasing the sustainability aspects of your organization. Exhibits must EITHER demonstrate how your products or services help other organizations become more sustainable OR educate about your organization's efforts to become more sustainable. Exhibits must be supported by personnel from your organization during exhibit times. Exhibit-Only participation for non-sponsors is described below.

Exhibit-Only Participation for non-sponsors (\$350, \$200 for non-profits)

- One pass to all conference sessions, activities, luncheon, and reception
- Sustainability Exhibit space in Exhibit Hall, including two chairs and one four foot by three foot table, plus name & contact info in Exhibitor List in Conference Program
- Written acknowledgement on conference web site, with link to organization web
- One discount ticket for \$65 if so desired.

NOTE: Exhibit-Only participants can also register online at www.sec2007.com.



SPONSOR AND EXHIBIT REGISTRATION FORM
Sustainable Enterprise Conference
May 4 and 5
Sonoma Mountain Business Center
Rohnert Park, California

 Name

 Organization Name

 Address

 City State

() ()
 Phone Fax

 e-mail address

Please check one:

- Innovator@\$5000 Catalyst @\$2500 Steward@\$1000
- Innovator@\$500 Exhibit-only @ \$350
- Exhibit-Only Non-profit \$200
- Additional Special Exhibitor Rate Ticket @ \$65.00
- PLEASE CHECK HERE IF YOU WILL NEED ELECTRICITY FOR YOUR DISPLAY

TOTAL AMOUNT INCLUDED \$ _____

Please make checks payable to the *Leadership Institute for Ecology and the Economy*, Memo: SEC 2007.

If you are an exhibitor and would like to pay by credit card, go to www.sec2007.com to sign up online.

If you wish to become a Sponsor, please return this form and your payment to:

Sustainable Enterprise 2007

Attn: Partnerships
 P.O. Box 356
 Forestville, CA 95436

This registration form is also posted on the SEC 2007 website at www.sec2007.com for your convenience.

For assistance, please contact the Sustainable Enterprise Coalition at (888)-497-3222.

Names & Emails of conference attendees:
 (Number of attendees depends on sponsor level)

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____