



# Sponsorship Opportunities

April 22-25, 2012

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Hilton Bonaventure  
Montreal, Quebec

The Green Meeting Industry Council (GMIC) invites you to participate as a sponsor for the 2012 GMIC Sustainable Meetings Conference. This annual conference is the premier event for organizers and hosts to address sustainability issues that are redefining the meetings and events industry.

## What does the GMIC Sustainable Meetings Conference Offer its Sponsors?

✓ **Marketing ROI:** The annual GMIC conference attracts a balanced ratio of planners and suppliers. Sponsors will also receive worldwide exposure to an international audience of senior level meetings professionals via the virtual pass experience.

✓ **Interaction with Industry Experts:** No other events and meetings conference combines a “Leader’s Track” for planners and suppliers with case study demonstrations and practical sustainability strategies for both sides of the industry. CEU credits will be earned at sessions.

✓ **Opportunity to Reach Qualified Buyers:** GMIC members and their organizations have a vested commitment to green meeting management and are willing to make buying choices that align with these sustainable values.

Hosted By:





## Meeting & Event Industry Leaders

### Audience Profile:

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#### 400 Attendees

40% Meetings Planners

40% Meetings Suppliers

20% Operational Directors



As a 2012 Sustainable Meetings Conference sponsor, you will receive **direct access** to a targeted audience of thought leaders and seasoned professionals in the green meetings industry. Meet face-to-face with potential customers, build new client leads, network with key decision makers, and be able to demonstrate your product or service to a live audience.

**The 2012 Sustainable Meetings Conference is the ideal venue for establishing a competitive advantage in the meetings industry.**

#### Meeting Professionals from:

- ✓ Corporations
- ✓ Associations
- ✓ Third Party Planning Companies

#### Decision-Makers, Operational Directors & Marketing Staff of:

- ✓ Hotels and Resorts
- ✓ Convention and Conference Centers
- ✓ Convention and Visitors Bureaus
- ✓ Caterers
- ✓ Exposition Services Contractors
- ✓ Transportation Companies
- ✓ Audio Visual Companies
- ✓ Carbon Offset Providers for Events

## Sponsorship Levels

### Community Partner Level - \$20,000

The Community Partner will receive CSR Project title-sponsor recognition ("Presented By") as well as the option to deliver a five-minute General Session address.

- ✓ Acknowledgement as CSR Project **title-sponsor** ("Presented By") to a global audience of sustainable meeting planners.

*The CSR Legacy Project will create a financial and social impact within the local Montreal community. The Community Partner will receive annual reports from GMIC describing project outcomes and progress (for up to 2 years).*

- ✓ Official **Press Release** announcing Community Partner's support of CSR Project.
- ✓ Provide five-minute **General Session** address.
- ✓ Serve as a highlighted **case study** during event program.
- ✓ **Table-top exhibit** in highest area of attendee traffic.
- ✓ Full-Page **advertisement** in e-program.
- ✓ Logo displayed on all **event signage**.
- ✓ **Company profile spotlight** on the conference website.
- ✓ Eight (8) complimentary **conference registrations**.

### Platinum Level - \$10,000

- ✓ Platinum Sponsor recognition in 'pre' and 'post' conference publicity to a **global audience** of sustainable meeting planners.
- ✓ Provide two-minute **General Session** address.
- ✓ Serve as a highlighted **case study** during event program.
- ✓ **Table-top exhibit** in highest area of attendee traffic.
- ✓ Full-Page **advertisement** in e-program.
- ✓ Logo displayed on **all event signage**.
- ✓ **Company profile spotlight** on the conference website.
- ✓ Four (4) complimentary **conference registrations**.

### ~~Official Greening Sponsor - \$7,500~~ **SOLD**

- ✓ Official Greening Sponsor recognition in 'pre' and 'post' conference publicity to a **global audience** of sustainable meeting planners.
- ✓ Custom **recycling and composting stations** setup throughout venue with company branding.
- ✓ Visual recognition on all **event greening signage**.
- ✓ Acknowledged as the supporting **carbon offset sponsor**.  
*The carbon footprint of the event will be measured and verifiable carbon offsets will be purchased.*
- ✓ A special thank you on the **"Greening the Conference"** page in the event e-program.
- ✓ Full-page **advertisement** in the e-program.
- ✓ Four (4) complimentary **conference registrations**.



# Sponsorship Levels

## Gold Level - \$7,500

### Luncheon Sponsorship (two available)

- ✓ Luncheon Sponsor Recognition in 'pre' and 'post' conference publicity to a **global audience** of sustainable meeting planners.
- ✓ **Table-top exhibit** in highest area of attendee traffic.
- ✓ Half-Page **advertisement** in e-program.
- ✓ Logo displayed on **luncheon event signage**.
- ✓ Two (2) complimentary **conference registrations**.

### Reception Sponsorship (one available)

- ✓ Sponsor Recognition in 'pre' and 'post' conference publicity to a **global audience** of sustainable meeting planners.
- ✓ **Table-top exhibit** in highest area of attendee traffic.
- ✓ Half-Page **advertisement** in e-program.
- ✓ Logo displayed on **reception event signage**.
- ✓ Two (2) complimentary **conference registrations**.

### Jet Lag Lounge Sponsorship (one available)

To provide a special welcome to our international attendees, the Jet Lag Lounge will serve an extra 'early' breakfast accompanied by mimosas on Sunday and Monday mornings.

- ✓ Jet Lag Lounge Sponsor Recognition in 'pre' and 'post' conference publicity to a **global audience** of sustainable meeting planners.
- ✓ **Table-top exhibit** in highest area of attendee traffic.
- ✓ Half-Page **advertisement** in e-program.
- ✓ Logo displayed on **Jet Lag Lounge event signage**.
- ✓ Two (2) complimentary **conference registrations**.



## Silver Level - \$5,000

### Water Bottle Sponsorship (one available)

- ✓ Water Bottle Sponsor recognition in conference publicity to a **global audience** of sustainable meeting planners.
- ✓ **Logo branded** on the re-useable, sport-style water bottle given to all attendees at registration.
- ✓ Two (2) complimentary **conference registrations**.

**SOLD**

## Bronze Level - \$2,500

### Breakfast Sponsorship (two available)

### Refreshment Break Sponsorship (three available)

- ✓ Sponsor recognition in 'pre' and 'post' conference publicity to a **global audience** of sustainable meeting planners.
- ✓ Half-Page **advertisement** in e-program.
- ✓ Logo displayed on **break event signage**.
- ✓ Two (2) complimentary **conference registrations**.

## Exhibitor Level - \$1,500

- ✓ Exhibitor recognition in 'pre' and 'post' conference publicity to a **global audience** of sustainable meeting planners.
- ✓ **Table-top exhibit** in high-traffic area.
- ✓ Quarter-Page **advertisement** in e-program.
- ✓ Two (2) complimentary **conference registrations**.

## Creative Marketing Level - \$500

- ✓ Creative Marketing recognition in 'pre' and 'post' conference publicity to a **global audience** of sustainable meeting planners.
- ✓ Quarter-Page **advertisement** in e-program.

# Registration Form

**Please select level of interest:**

- COMMUNITY PARTNER SPONSOR - \$20,000
- PLATINUM SPONSOR - \$10,000
- ~~OFFICIAL GREENING SPONSOR - \$7,500~~
- Gold**
- LUNCHEON SPONSOR - \$7,500
- RECEPTION SPONSOR - \$7,500
- JET LAG LOUNGE SPONSOR - \$7,500

**Silver**

- ~~WATER BOTTLE SPONSOR - \$5,000~~

**Bronze**

- REFRESHMENT BREAK SPONSOR - \$2,500
- BREAKFAST SPONSOR - \$2,500

**Additional Packages**

- EXHIBITOR LEVEL - \$1,500
- CREATIVE MARKETING LEVEL - \$500

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

**Payment:**

Check made payable to "The Green Meeting Industry Council" and mailed to (along with registration form):

The Green Meeting Industry Council

Attn: Accounting

8152 SW Hall Blvd. #224

Beaverton, OR 97008

Tel: 310-584-7933 x15 | Fax: 888-285-7782

Email: [conference@greenmeetings.info](mailto:conference@greenmeetings.info)

Authorized Representative confirms by signing below that the organization is committed to participate at the level marked on this registration form. Sponsor benefits will start upon receipt of the signed form. We regret that we are unable to refund sponsorship payment as benefits start upon receipt of the registration form.

\_\_\_\_\_  
Authorized Representative – Signature

\_\_\_\_\_  
Authorized Representative - PRINT NAME

Date: \_\_\_\_\_