



# 2018 SPONSOR & EXHIBITOR OVERVIEW

September 12-13, 2018 | Portland, OR

# ABOUT SHADES OF GREEN

Shades of Green 2018 Forum will be held September 12-13, 2018 in Portland, OR. Day One of the two-day conference will bring together a diverse group of industry professionals such as utilities, energy consultants, energy professionals of color, minority owned businesses and other stakeholders for a candid discussion about the state of diversity within the energy industry. Day Two of the conference will feature a workshop where information and insights garnered from the previous day will be used to facilitate discussions around diversity best practices, strategies and actions. Workshop attendees will be expected to participate in interactive discussion groups. The goal of the workshop is for attendees to leave with meaningful take-aways that can be implemented to move organizations further along the path to diversity, inclusion and equity.

## WHO ATTENDS? .....



**Utility Professionals**



**Supplier Diversity Professionals**



**Program Planners and Evaluators**



**Energy Consultants**



**Program Managers**



**Marketing Specialists**



**HR Professionals**



**Program Designers**



**Trade Ally Managers**

## KEY TOPICS TO BE DISCUSSED .....

- Why Do We Need to Diversify? – The Case for Adopting Diversity, Equity and Inclusion Training Strategies
- The Elusive Incentive – How the Industry Can Connect to Under-served Markets
- The Color of Money – The Whats, Whys and Hows of Supplier Diversity
- Disrupting the Status Quo – How to Recruit and Retain Diverse Employees

## PROGRAMMING COMMITTEE .....

**Marti Frank**

Principal, Efficiency for Everyone

**Jami Haaning**

Corporate Responsibility Manager, Ecova, Inc.

**Jeremy Hays**

Independent Consultant

**Alex Novie**

Senior Project Manager, Energy Trust of Oregon

**Angel Swanson**

Account Manager, Existing Commercial Buildings, ICF

**Bruce Watts**

Independent Consultant & Former Senior Director, Diversity + Transit Equity, TriMet

**Linda Woodley**

Principal and Senior Director, Prisma Point



# SPONSORSHIP LEVELS

## TOP TIER

### TOP TIER SPONSOR BENEFITS

- Top-tier logo feature in advertising, email promotion, printed materials, website, signage, sponsor slideshow and Forum program
- Social Media announcement and re-tweeting of relevant news
- Banner placement (provided by sponsor, placed by Shades of Green)
- Opt-in attendee list (by request)

### TITLE SPONSOR | \$15,000 (exclusive)

- Title feature/mention and logo(s) included in outgoing marketing and promotional activities
- Seat on Programming Committee to review and recommend content for Forum program
- Leader featured in event kick-off
- Custom exhibitor space (includes optional table and 2 chairs)
- Special Offer featured in thank you email to all attendees
- **10** full-Forum registration passes included

### PRESENTING SPONSOR | \$10,000 (3 available)

- Presented by feature/mention and logo(s) included in all outgoing marketing and promotional activities
- Leader included in speaking program
- Custom exhibitor space (includes optional table and 2 chairs)
- Special Offer featured in thank you email to all attendees
- **8** full-Forum registration passes included

### STAGE SPONSOR | \$7,500 (exclusive)

- Custom signage featured on main conference stage and breakout stages (provided by sponsor, approved and placed by Shades of Green, maximum of (2) 33"x80" pop-ups unless otherwise agreed upon)
- Table-top exhibit space in Sponsor Foyer (includes optional 6-ft table and 2 chairs)
- **6** full-Forum registration passes included

### MID TIER SPONSOR BENEFITS

- Mid-tier logo feature in advertising, email promotion, printed materials, website, signage, sponsor slideshow and Forum program
- Table-top exhibit space in Sponsor Foyer (includes optional 6-ft table and 2 chairs)
- Social Media announcement and re-tweeting of relevant news
- Opt-in attendee list (by request)

### NETWORKING/VIP RECEPTION SPONSOR | \$6,000

- Introduction of Hosted Networking Reception in Sponsor Foyer
- Banner featured during Hosted Networking Reception (provided by sponsor)
- Logo feature next to Networking Reception in Forum program (website and print)
- **5** full-Forum registration passes included

### WORKSHOP SPONSOR | \$6,000

- Introduction of workshop by sponsor
- Logo feature next to Workshop in Forum program (website and print)
- **5** full-Forum registration passes included

### KEYNOTE/PLENARY SPONSOR | \$5,000

- Introduction of keynote/plenary by sponsor
- Logo on keynote/plenary screen during session
- Logo feature next to keynote/plenary in Forum program (website and print)
- Opportunity to place promotional material at every seat during session
- **4** full-Forum registration passes included

## MID TIER



# SPONSORSHIP LEVELS

MID TIER

## LUNCH and LEARN | \$5,000

- Official Sponsor of Shades of Green Lunch and Special Lunch Program (content/showcase provided by partner, pre-approved/produced by Shades of Green)
- Introduction of lunch session by sponsor
- Logo feature next to lunch session in Forum program (website and print)
- Logo on screen and sign/banner featured on stage during lunch (provided by sponsor)
- **4** full-Forum registration passes included

## REGISTRATION SPONSOR | \$5,000

- Thank you from Emcee during event
- Sign/banner featured at registration area (provided by sponsor)
- Special message from sponsor on registration confirmation emails
- **4** full-Forum registration passes included

## BASE TIER SPONSOR BENEFITS

- Base-tier logo feature in advertising, email promotion, printed materials, website, signage, sponsor slideshow and Forum program
- Table-top exhibit space in Sponsor Foyer (includes optional 6-ft table and 2 chairs)
- Opt-in attendee list (by request)

BASE TIER

## PANEL SESSION SPONSOR | \$3,500

- Introduction of panel session by sponsor
- Logo feature next to session in Forum program
- **3** full-Forum registration passes included

## APP SPONSOR | \$3,500

- App presented by sponsor
- Top-tier logo feature in Shades of Green official app by Socio
- **3** full-Forum registration passes included

## LANYARD SPONSOR | \$3,500

- Lanyards provided by sponsor with logo featured on all lanyards (quantity to be determined)
- **3** full-Forum registration passes included

## BREAK SPONSOR | \$3,000

- Sponsor thank you by Emcee
- Sponsor pop-up sign in high traffic area during break (sponsor to provide signage, Shades of Green team to place)
- Table card with sponsor logo (if bringing serviceware)
- **2** full-Forum registration passes included

## EVENT SPONSOR | \$2,500

- **2** full Forum registration passes included

## EVENT SPONSOR - NO TABLE/NO EXHIBIT SPACE | \$1,500

- **2** full Forum registration passes included

## EXHIBITOR | \$1,000

- Table-top exhibit space in Sponsor Foyer (includes optional 6-ft table and 2 chairs)
- Logo and link featured on Website only
- **1** full Forum registration passes included



# GET IN TOUCH



## Contact

Savannah Mallo

Email [savannah@shadesofgreenforum.com](mailto:savannah@shadesofgreenforum.com)

Call 503.226.2377 or 1.855.740.8417

Website [shadesofgreenforum.com](http://shadesofgreenforum.com)

## Event Details

Date September 12-13, 2018

Place Portland, OR