

18th ANNUAL WATER CONSERVATION SHOWCASE

TUESDAYS IN APRIL | APRIL 6, 13, 20, and 27, 2021

PROSPECTUS

AIA SF

EBMUD

PG&E

San Francisco
Water Power Sewer

SAN JOSE
WATER



EVENT HIGHLIGHTS

- » In 2021, the showcase will be held virtually and introduce new formats for sponsors and exhibitors!
- » Expert-led presentations and exhibits exploring **cutting-edge water-conserving technology and strategies**
- » Opportunities for **cross-industry dialogue** with government agencies, private and non-profit organizations, and consumers
- » **Virtual Expo** that includes a diverse range of public and private companies

SPONSOR HIGHLIGHTS

- » Complimentary virtual exhibitor visibility
- » Expand your client base with up to **800+ attendees**
- » Reach more than **15,000 people** in promotional materials through U.S. Green Building Council (USGBC), Pacific Energy Center and partnering organization affiliates
- » Gain visibility with your logo or name on marketing collateral including: event website, event slides, promotional emails, virtual exhibitor packet, and more
- » Support one of USGBC's largest communities, located in one of the leading green building markets in the nation



2021 Sponsor Levels and Benefits

PLATINUM	GOLD	SILVER
\$2,000	\$1,500	\$1000

Special Opportunity	Premium Placement of Sponsor Remarks: right before session with Nationally-Recognized Speaker	Morning Opening Remarks	Host a Curated Conversation
Inclusion in Virtual Exhibitor Packet*	Premium exhibitor: Full page	Standard exhibitor: Half page	Standard exhibitor: Half page
Company Logo on Event Website	✓	✓	✓
Logo Recognition on Showcase Slides	✓	✓	✓
Company Logo in Promotional Email Announcements to 10,000+ Subscribers	✓		
Invitation to donate to attendee raffle	✓	✓	✓
Verbal Recognition at Opening and Closing	✓	✓	
Author Showcase article promoted by all partners	✓	✓	
Number of Opportunities Available	2	4	4

*Virtual Exhibitor Packet subject to style guide and limitations. See page 3 for details.

Sponsorship Deadline is March 15, 2021

Sponsorship Contact: Melanie Colburn. Email mcolburn@usgbc.org or Dane Englert, denglert@usgbc.org

The Water Conservation Showcase is established as a fundraiser for the U.S. Green Building Council (USGBC), a 501C3 non-profit organization. This fundraising support's USGBC in its mission to transform how our buildings are designed, constructed and operated through LEED. Learn more at usgbc.org.

2021 Exhibitor Levels and Benefits

PREMIUM

\$900

STANDARD

\$700

NGO/GOV

\$250

	PREMIUM	STANDARD	NGO/GOV
Inclusion in Virtual Exhibitor Packet*	Full page, hyperlinked	Half page, hyperlinked	Half page, hyperlinked
Company Name or Logo on Event Website	Logo	Name	Name
Company listed in Showcase Slide	Logo	Name	Name
Recognition in Promotional Email Announcements to 20,000+ Subscribers	✓		
Attendees are encouraged to visit Premium Exhibitors through an exclusive raffle drawing	✓		
Invitation to donate to Raffle Prizes (see below)	✓	✓	✓
Number of Opportunities Available	10	10	5

*Virtual Exhibitor Packet subject to style guide and limitations. The Showcase has final edit.

Water Showcase Raffle

Reach a targeted audience! Donate prizes to the raffle and survey drawing. (Prizes should be shipped directly from the exhibitor to the winner.)

- Verbal Recognition at Closing
- Company Recognition in email announcements
- Prizes shipped directly to winners; virtual prizes recommended.
- Suggested prizes: \$100 gift certificate to your store; a free product/service that can be accessed virtually or mailed directly to the winner

Exhibitor Deadline is March 15, 2020

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or Dane Englert, denglert@usgbc.org