

GREENING THE HEARTLAND CHICAGO • SEPTEMBER 2013



GREENING THE HEARTLAND, the 10th anniversary of the U.S. Green Building Council's Midwest regional conference, will explore interdependent elements of sustainability in the built environment. Providing buildings with clean energy, water, efficient use of materials while minimizing waste, and convenient and sustainable means of arrival results in truly green buildings and sustainable developments. The educational sessions will bring people together to share visions and solutions for sustainable communities in which to work, play, learn and live. The GTH track will be extended to run through the BUILDINGChicago conference offering added opportunities for sharing green building best practices and continuing education for LEED Accredited Professionals.



GREENING THE HEARTLAND will be held in downtown Chicago at the Holiday Inn Mart Plaza with a schedule of education and networking that will allow you to spend quality time with prospects in a professional environment.

In this tenth anniversary of **Greening the Heartland** (GTH), the U.S. Green Building Council's Midwest regional conference, we want to encourage robust discussion of how the Heartland's building industry is evolving to embed resilience into its solutions for the built environment as focused in the topic following topic areas: Health & Environmental Quality, High Performance Buildings & Building Science, Design for Resilience, Green Technologies & Materials, Natural Capitalism, Sustainable Community & Campus, Process, and more. The GTH track will be extended to run through the BUILDINGChicago conference offering added opportunities for sharing green building best practices and continuing education for LEED Accredited Professionals.

The **2013 Greening the Heartland** conference seeks to provide partners in all areas of the green building industry the opportunity to sharpen their skills, increase knowledge, and meet other professionals. Our focus is to present tangible, real world information and proven accomplishments and approaches. Attendees will gain understanding of today's critical issues related to sustainable building and operations, and learn how to apply this knowledge.

EVENT SCHEDULE

Monday, September 9

8:00 am	Keynote Session
9:00 am — 10:30 am	Concurrent Sessions
11:00 am — 12:30 pm	Concurrent Sessions
12:30 pm — 2:00 pm	All Conference Networking Lunch
2:00 pm — 3:30 pm	Concurrent Sessions
4:00 pm — 5:30 pm	Concurrent Sessions
6:00 pm — 7:30 pm	Concurrent Sessions
6:00 pm — 9:00 pm	Green Industry Networking Reception

Tuesday, September 10

8:00 am — 9:30 am	Concurrent Sessions
10:00 am — 11:30 pm	Concurrent Sessions

2013 CONFERENCE HOST

The USGBC — Illinois Chapter is pleased to host the 10th Anniversary of the Greening the Heartland regional conference in Chicago and to invite attendees from the 12-state USGBC Heartland Region and beyond, to join with our many Illinois constituents and associates for this exciting event. We anticipate 500 conference attendees to gather at the Holiday Inn Mart Plaza and enjoy our wonderful city during September 9-12, 2013. Whether you're interested in greening your building, your neighborhood, your business or organization, or protecting the sanctity of our natural environment, we encourage you to join business representatives, building trade experts, government officials, educators and students, non-profit leaders and sustainability advocates for GTH2013.

The U.S. Green Building Council — Illinois Chapter is the local affiliate of the U.S. Green Building Council (USGBC), a national non-profit composed of leaders from every sector of the building industry working to promote buildings that are environmentally responsible, profitable and healthy places to live and work. The USGBC-Illinois Chapter furthers the work of USGBC through a variety of programs, events, educational and research initiatives, advocacy campaigns, and resources for the local green building community.

SPONSORSHIP

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SPONSORSHIP & AD OPPORTUNITIES

Overall Conference Sponsor (limited to 4 companies)

\$8,000 per sponsor

Sponsorship of **Greening The Heartland** includes highly-visible recognition on all advance printed and electronic promotional material and on-site signage. Sponsors are thanked at the beginning of the General Sessions.

Networking Reception (limited to 4 companies)

\$5000 per sponsor

Sponsorship of the Reception includes recognition on all advance printed and electronic promotional materials and on-site signage at bars and food stations, and one table-top display during reception.

Lunch (limited to 4 companies)

\$4000 per sponsor

Sponsorship of the Lunch includes recognition on all advance printed and electronic promotional materials and on-site signage at bars and food stations, and one table-top display during reception.

Refreshment Breaks (limited to 4 companies)

\$2500 per sponsor

Sponsor conference session beverage breaks (coffee a.m./sodas .p.m). Refreshment Break sponsorship includes recognition on all advance printed and electronic promotional materials and on-site signage at beverage stations.

Conference & Expo Tote Bag Sponsorship (limited to one company)

\$3,000

Bags are distributed on-site to all attendees with their registration credentials. Each bag will feature an imprint with the sponsor's message on one side and the BUILDINGChicago logo on the other. The sponsor will also be entitled to one literature insert in the bag. *Production costs are included.*

Conference & Expo Bag Insert (limited to 10 companies)

\$750

Exhibitor is entitled to include its flier, brochure or promotional item in each of the Conference & Expo Bags distributed on-site to all attendees with their registration credentials. Production costs are not included. Show management must approve the content of the literature.

Badge Lanyard Sponsorship (limited to one company)

\$3500

Company name and logo printed on badge lanyard distributed to all attendees and exhibitors. *Includes production costs.*

Conference Session Handout Book

\$4000

This notebook of handouts and Powerpoint presentations of each conference session is distributed to all conference registrants. The sponsor's name and logo are included on the cover page. The sponsor can provide one brochure to be placed in the back pocket of the notebook.

Conference Pens

\$1500

Inserted into each registration bag. Includes production costs.

Free Standing Sign (1M x 8')

\$1200

Get noticed by placing your company and/or product name in a prominent location that will be seen by attendees entering and leaving the event. Signs are 4-color, single-sided. *Includes production costs.*

Conference Program Advertising (All ads are 2-color)

Inside front cover	\$2000
Inside back cover	\$1750
Back cover	\$2500
Full page	\$1250
1/2 page horizontal	\$950



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