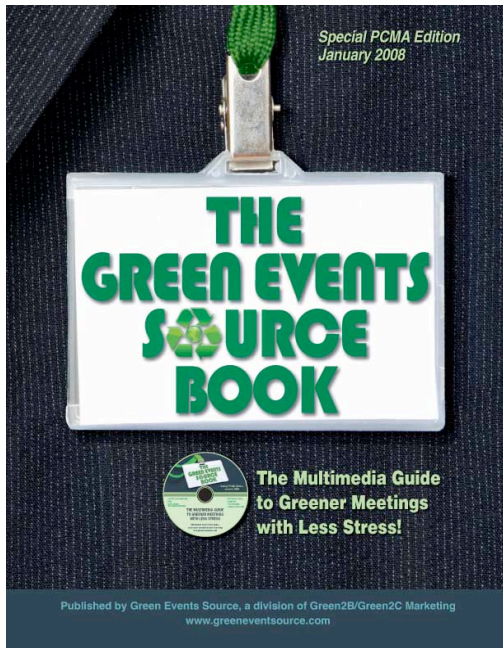


The Green Events Source Book 2008 – 2009 Sponsorship Opportunities



Launched in January 2008 with an initial printing of 3,000 copies, *The Green Events Source Book* is a free multimedia handbook on a topic of great interest to event decision-makers everywhere. In order to add fresh, updated content, expand supplier listings and reach as many users as possible with green meeting advice, information and resources, we are offering a number of new sponsorship opportunities for interested industry stakeholder groups and qualified suppliers. To discuss the sponsorship opportunities below, contact info@greeneventsource.com or call (847) 827-8456.

Opportunities for Meeting Industry Stakeholder Groups

The Green Events Source Book is a timely educational resource and member benefit that professional associations, nonprofit organizations and educational institutions can take advantage of in several ways:

Special Editions: *The Green Events Source Book* was launched as a special edition for the Professional Convention Management Association's 2008 annual meeting, and we can develop a personalized version for you too! As a special edition sponsor, your name will appear on the front and cover of the enclosed CD; your message will be printed on the inside front cover; and extensive information and links related to your green initiatives and education programs will be included on the enclosed CD and program website. You will also be offered opportunities to include information about your programs in our monthly e-newsletter, reaching a growing list of green-minded planners.

Special Edition Pricing:

\$10,000 for 1,000 copies
\$15,000 for 2,000 copies
\$25,000 for 5,000 copies
\$35,000 for 7,500 copies

Need more? Call for a customized quote.

Distribution Partnerships: Our long-term goal is to work with professional associations, nonprofit organizations and government agencies that host large gatherings of meeting planners and suppliers to distribute up to 50,000 guides on an annual basis. Your organization can become a distribution partner at no cost by facilitating distribution at these conferences and publicizing the availability of the Guide on your website and in your publications. In return, your organization's name will appear on the printed Guide, your logo and description will be included on the enclosed CD and you will receive a descriptive link on the program website. You will also be offered opportunities to include information about your programs in our monthly e-newsletter, reaching a growing list of green-interested meeting planners.

Opportunities for Meeting Industry Suppliers

Earth Day 2008 Reprint

A special Earth Day reprint is planned for April 2008 with the goal of expanding green supplier listings and distributing 10,000 – 30,000 additional copies of the First Edition by the end of 2008. Meeting industry suppliers can take advantage of the following opportunities with this reprint:

Print advertising: We will not be adding pages to the printed Guide, although a limited number of premium placements are available for this reprint:

- Inside front cover: full page (\$7,500) or half-page (\$5,000)
- Inside back cover: half-page (\$5,000), quarter-page (\$1,500) or business card size (\$1,000)
- Back cover: full page (\$10,000) or half page (\$7,500)
- Cover Flap: (\$12,000 plus production costs)
- Inserts: We accept bound and tipped inserts meeting post-office specifications, with pricing to be determined based on quantity and specifications.

SEE THE GREEN BOX FOR *CD/WEB ONLY* SPONSORSHIP OPTIONS FOR THIS REPRINT.

Additional Copies: All sponsors receive copies of *The Green Events Source Book* for use with customers and staff, allocated according to sponsorship level. Extra copies are available for \$5 each up to 250 copies (custom price available for larger orders) if you order at time of printing. For after-publication reprint costs, see “special editions.”

Second Edition – January 2009

The second edition of *The Green Events Source Book* will be updated and expanded with updated information and fresh content on green meeting practices, industry resources. It will also include expanded supplier listings -- including international suppliers -- along with new product and service categories, and other new features. With more printed pages and a robust, searchable green supplier database in the CD and online, opportunities for existing and new sponsors include:

FIRST EDITION SPONSORS GET A 15% DISCOUNT FOR SECOND EDITION RENEWAL. GET A 20% DISCOUNT WHEN YOU MOVE UP TO A HIGHER LEVEL SPONSORSHIP.

MULTIMEDIA SPONSORSHIP OPTIONS

Print Ad	CD/Online Component	Price
Cover Flap (4-Color)	Banner ad, extended listing	\$12,000
Full Page Back Cover (4-Color)	Banner ad, extended listing	\$10,000
Full Page, inside front or back cover (4-Color or BW)	Sidebar ad, extended listing	\$7,500
Full Page (4-Color or B/W)	Logo link, full-page listing	\$5,000
1/2 Page (4-color or B/W)	Logo link, full-page listing	\$2,500
1/4 Page (4-color or B/W)	Name link, brief listing	\$1,500
Business Card Size	Name link, brief listing	\$1,000
Inserts	Name link, listing TBD	Call for pricing

CD/WEB-ONLY SPONSORSHIP OPTIONS

AVAILABLE FOR THE EARTH DAY REPRINT AND SECOND EDITION

Qualified green product and service providers have unlimited opportunities to highlight their green programs as a Featured Supplier on our CD and website for all upcoming editions. Categories and rates include:

- **Corporate Programs:** \$5,000- \$8,500 (Overview plus individual listings for multiple entities, price depends on number)
- **City, State and Regional Programs (includes CVBs, Tourism Departments and other Government Agencies):** \$2,500 - \$5,000 (Overview plus individual listings for multiple entities, price depends on number)
- **Individual for-profit suppliers*:** \$800
- **Universities and colleges:** \$600
- **Other nonprofits:** \$300

**Applies to single hotels, convention centers, restaurants, caterers, transportation companies, printers, exhibit designers, and other providers of meeting industry products and services.*

PUBLICATION DEADLINES

EDITION	RESERVE SPACE	ART/COPY DUE	PUBLICATION
EARTH DAY REPRINT	March 1, 2008	April 1, 2008	April 22, 2008
SECOND EDITION	September 15, 2008	November 1, 2008	January, 2009

New Initiatives

E-NEWSLETTER SPONSORSHIP – Sponsor our monthly e-newsletter to a growing list of green-minded event decision-makers. Sponsorship entitles you to a new product announcement along with your logo and link appearing in the newsletter and on our website. Individual, multiple and annual rates are available.

GREEN SITE VISIT REPORTS -- Give potential buyers an inside look at your green meeting site! Sponsor a site visit and we will tour your facility, conduct interviews with key personnel, take photos, and produce a detailed write-up on your green features and other amenities. Add an embedded video tour (additional charges for production). Distribution includes email to our user database, posting on our website and inclusion in the Second Edition of *The Green Events Source Book*. Prices start at \$3,500, plus travel and accommodations.

GREEN EVENTS SHOWCASE TOUR -- Sponsor our participation in industry conferences and trade shows throughout the year, and we will distribute *The Green Events Source Book*, along with your sales literature at our booth. Showcase sponsors' names and logos will appear on booth signage and in other show promotional materials.

GREEN RFP SERVICE -- Be the first to hear about green sales opportunities by subscribing to our Green RFP Service. Your subscription will deliver RFPs containing environmental requirements directly to your mailbox on a monthly basis. To find out more about this pilot project, contact Deb at (847) 827-8456 or email info@greeneventsouce.com.

About Us

Green Events Source is a full-service green meeting resource. Our mission is to provide information, tools, products and services to industry professionals seeking to reduce the environmental impact of their conferences, tradeshow and other special events. We work collaboratively with industry stakeholder groups, thought leaders and environmentally conscious vendors to help make meetings, conferences and special events more environmentally friendly. To find out more, visit www.greeneventsource.com or contact us at (847) 827-8456 or email info@greeneventsource.com.