Why Sponsor?

I2SL has a few good reasons for you to sponsor:

- The Labs21 Annual Conference is the only event dedicated to sustainable laboratory and high-performance facility design, construction, and operation.
- Nearly 30 percent of attendees have purchasing power for their facilities. Many more are able to influence purchasing decisions.
- Sponsorship opportunities start at just $500.
- The conference draws a mix of returning attendees and new participants.

Typical Percentage of Attendees by Employment Category at the Labs21 Annual Conference

Typical Percentage of Attendees by Profession at the Labs21 Annual Conference

Thank You to Our 2011 Sponsors!

Sponsor logos included as of 9/2/11.
The International Institute for Sustainable Laboratories (I2SL), cosponsor of the Labs21 2012 Annual Conference, offers several sponsorship opportunities for your organization to attract the notice of the more than 600 architects, engineers, builders, owners, and operators who attend this premier event each year.

The annual conference seeks support in the form of sponsorship, which allows your organization to reach the wide audience that will attend Labs21 2012. Stated objectives of the annual conference include:

- Recognize that you have representatives presenting during the conference
- Meet the conference plenary speakers in an exclusive, informal setting
- Sponsor the Opening Plenary or Labs21 Luncheon Speaker
- Add your logo to the tote bag that I2SL distributes to each conference attendee
- Have your logo prominently displayed during the plenary session

All sponsors will receive the following benefits:

- Logo on I2SL’s website.
- Logo in the conference program.
- Have your company’s promotional items added to the registration packets and distributed to attendees.
- Note: You supply the items [limit 2]; selections are subject to conference management approval.

**$500**

- **Web Address**
  - Add your company’s Web address next to your logo in the conference program’s sponsorship section, found in the program’s first few pages.

**$500**

- **Booth Number**
  - Add your company’s booth number next to your logo in the conference program’s sponsorship section, found in the program’s first few pages.

**$500**

- **Highlight Your Involvement in Labs21**
  - Let attendees know you’re dedicated to Labs21. We’ll add a note next to your logo in the conference program’s sponsorship section to tell attendees that your company is a Labs21 Supporter/Partner or to recognize that you have representatives presenting during the conference (Word limit: 15).

**$1,000**

- **Company Blurb**
  -Tell attendees what you’re all about by including a blurb about your company alongside your logo in the conference program’s sponsorship section, found in the program’s first few pages (Word limit: 50).

**$1,500 to $2,500**

- **Quarter-Page Announcement (Exhibitors)**
  - Post a quarter-page announcement about your organization in the conference program. For registered Technology and Services Fair exhibitors only. This is not included with booth registration.

**$1,500 to $2,500**

- **Quarter-Page Announcement (Non-Exhibitors)**
  - Post a quarter-page announcement about your organization in the conference program. For non-exhibitors.

**$2,000**

- **Half-Page Announcement (Exhibitors)**
  - Post a half-page announcement about your organization in the conference program. For registered Technology and Services Fair exhibitors only. This is not included with booth registration.

**$2,000**

- **Half-Page Announcement (Non-Exhibitors)**
  - Post a half-page announcement about your organization in the conference program. For non-exhibitors.

**$2,500**

- **Full-Page Announcement (Exhibitors)**
  - Post a full-page announcement about your organization in the conference program. For registered Technology and Services Fair exhibitors. This is not included with booth registration.

**$2,500**

- **Full-Page Announcement (Non-Exhibitors)**
  - Post a full-page announcement about your organization in the conference program. For non-exhibitors.

**$2,500**

- **Conference Break Sponsorship**
  - Provide refreshments during these important networking breaks.
  - Have your logo prominently displayed throughout the break area for maximum exposure as well as noted in the conference program and online.

**$5,000 to $10,000**

- **Tote Bag Sponsorship**
  - Add your logo to the tote bag that I2SL distributes to each conference attendee at registration.

**$5,000**

- **Tour Sponsorship**
  - Sponsor tour transportation and refreshments.
  - Have your logo prominently displayed on tour buses, at the reception, and in the conference program.
  - Note: Alternatively, this can be sponsored by multiple companies at varying donation levels; exclusive sponsorship is on a first-come, first-served basis; minimum donation is $5,000.

**$10,000**

- **Opening Plenary or Luncheon Speaker Sponsorship**
  - Sponsor the Opening Plenary or Labs21 Luncheon Speaker.
  - Meet the conference plenary speakers in an exclusive, informal setting.
  - Your logo will be prominently displayed during the plenary session.

**$15,000**

- **Labs21 Technology and Services Fair Evening Reception**
  - Sponsor the largest networking event of the conference.
  - Have your logo prominently displayed on signage throughout the exhibit hall and in the conference program.
  - Note: Alternatively, this can be sponsored by multiple companies at varying donation levels; exclusive sponsorship is on a first-come, first-served basis; minimum donation is $10,000.

**$5,000**

- **Promotional Items Sponsorship**
  - Have your company’s promotional items added to the registration packets and distributed to attendees.
  - Note: You supply the items [limit 2]; selections are subject to conference management approval.

**$12,500 to $15,000**

- **Go Beyond Awards**
  - Sponsor a major networking event that honors individuals, organizations, and projects that are making a difference.
  - Have your logo prominently displayed throughout the awards luncheon and added to award plaques and certificates.
  - Note: Alternatively, this can be sponsored by multiple companies at varying donation levels; exclusive sponsorship is on a first-come, first-served basis; minimum donation is $15,000.

For more information, call 703-841-5494 or email labs21@i2sl.org.