



Labs21 2012

A training and exposition for laboratories and other high-tech facilities

Sponsorship Opportunities

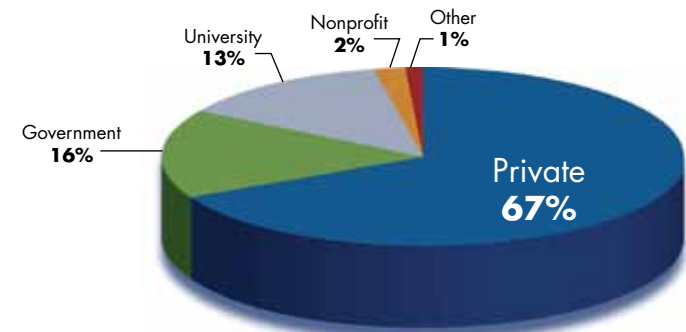


Why Sponsor?

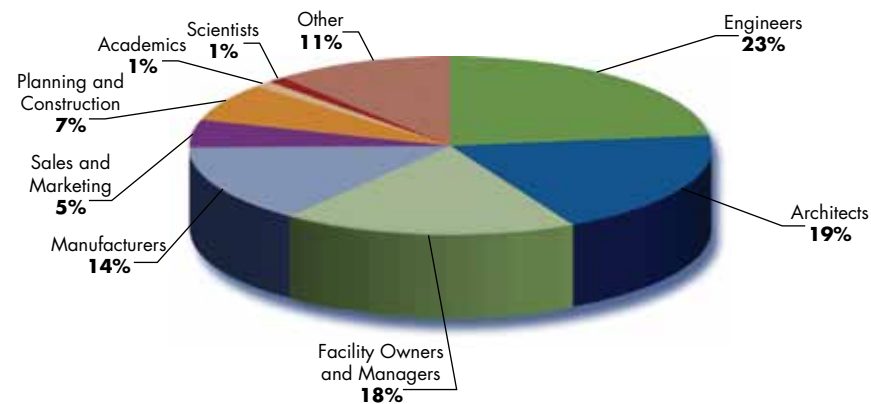
I²SL has a few good reasons for you to sponsor:

- 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.

San Jose McEnery Convention Center
San Jose, California
October 2-4, 2012



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.

Choose one of the following sponsorship opportunities or call us at 703-841-5484 to customize your own.

\$1,000 and Under

\$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).

\$1,000 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

\$1,500 Quarter-Page Announcement (Non-Exhibitors)

- Post a quarter-page announcement about your organization in the conference program. For non-exhibitors.

\$1,500 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.

\$2,000 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 LIMIT 5 SPONSORSHIPS!

- 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.

All sponsors will receive the following benefits:

- Logo on I²SL's website.
- Logo in the conference program.
- Sponsorship announced in I²SL's newsletter, *Sustainable Laboratory Times*, which is distributed bi-monthly to more than 6,000 laboratory professionals.
- Logo displayed on signage at the conference.
- Logo on the Labs21 2013 Annual Conference Sponsorship Brochure.

\$2,500 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.*

\$5,000 to \$10,000

\$5,000 Tote Bag Sponsorship EXCLUSIVE!

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

\$10,000 Opening Plenary or Luncheon Speaker Sponsorship ONLY 2 SPONSORSHIPS AVAILABLE!

- 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.

\$12,000 to \$15,000

\$12,000 Tour Sponsorship EXCLUSIVE!

- 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 \$3,000.*

\$15,000 Labs21 Technology and Services Fair Evening Reception EXCLUSIVE!

- 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 \$5,000.*

\$15,000 Go Beyond Awards EXCLUSIVE!

- 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 \$5,000.*

Sponsorship Donation Form

To confirm your sponsorship, please complete the following form and fax a signed copy to 703-841-1440. Alternatively, you can scan and email a copy to <labs21@i2sl.org>. For more information, call 703-841-5484 or email <labs21@i2sl.org>.

Contact Name: _____

Organization: _____

Address: _____

Phone: _____

Email: _____

Website: _____

Sponsorship:

Sponsorship Type (e.g., Tour Sponsorship): _____

Donation Amount: \$ _____

Payment Type:

Visa

MasterCard

American Express

Discover

Personal check made payable to: "International Institute for Sustainable Laboratories" (Please mail the check and a copy of this form to: I²SL, c/o ERG, 2300 Wilson Boulevard, Suite 350, Arlington, VA 22201)

Name on Credit Card: _____

Credit Card Number: _____

Expiration Date: _____

Signature of Cardholder: _____

Please fax this completed form to 703-841-1440 or email <labs21@i2sl.org>.

Thank you for your support of the Labs21 2012 Annual Conference! The Labs21 2012 Annual Conference is hosted by I²SL, in partnership with the U.S. Environmental Protection Agency (EPA) and the U.S. Department of Energy (DOE). No agency funding is provided. EPA and DOE have granted I²SL permission to use conference-related fundraising as a means of supporting I²SL's Labs21 Annual Conference activities. Use of company logos does not imply endorsement by any of the conference cosponsors.

