



LABS FOR THE 21ST CENTURY®



Labs21 2009 Annual Conference

September 22–24, 2009
Indianapolis, Indiana



SPONSORSHIP OPPORTUNITIES AND BENEFITS



Become a Labs21 Sponsor Today!
See inside for more details or check out these opportunities for exposure at the conference.

Opportunities for Exposure

New for 2009, I²SL is providing a few additional ways to gain exposure during the conference:

Purchase Ad Space in the Conference Program

If your sponsorship level doesn't provide you with enough ad space or you'd like to have your ad in more than one place in the Labs21 2009 Annual Conference Program, please request information on how you can purchase ad space.*

Participate in the Conference

Instead of, or in addition to, sponsorship I²SL encourages you to participate in the conference by hosting a tour of a sustainable facility or organizing a symposium or morning roundtable session on an emerging topic. Find more information about each of these opportunities on I²SL's Web site at <www.i2sl.org>, or e-mail I²SL at <labs21@i2sl.org>.

* Some restrictions apply. For more information, please contact I²SL at <labs21@i2sl.org>.

The **International Institute for Sustainable Laboratories (I²SL)**, co-sponsor of the Labs21 Annual Conference, has created several opportunities for your organization to support the Labs21 2009 Annual Conference in Indianapolis, Indiana. Get your company noticed by the more than 600 architects, engineers, builders, owners, and operators who attend this premier event through one of two types of sponsorship: 1) conference sponsorship or 2) special event sponsorship.

Option 1: Conference Sponsorship

Please choose from one of the following five levels of conference sponsorship:

Starting Line Sponsorship—\$2,500

Starting Line Sponsors will be recognized in the following ways:

- Company logo on the Labs21 and I²SL Web sites
- Company logo printed in conference program
- Sponsor ribbons on company representative badges

Checkered Flag Sponsorship—\$5,000

Checkered Flag Sponsors will receive the same benefits as Starting Line Sponsors, PLUS:

- Opportunity to add company Web site or company booth location (for exhibitors) next to logo(s) in the conference program
- Quarter-page advertisement in the conference program
- A customized, electronic conference promotional postcard with your company's logo and "Proud sponsor of..." on the front that you can distribute to your clients and colleagues to show your support

Racing Crew Sponsorship—\$7,500

Racing Crew Sponsors will receive the same benefits as Checkered Flag Sponsors, PLUS:

- Half-page advertisement in the conference program (instead of the quarter-page advertisement)
- Opportunity to add your company's literature/merchandise (limit two pieces) to conference materials distributed at registration*

Indy 500 Sponsorship—\$10,000

Indy 500 Sponsors will receive the same benefits as Racing Crew Sponsors, PLUS:

- Special message of thanks on the Labs21 and I²SL Web sites
- Full-page advertisement in the conference program (instead of the half-page advertisement)
- Extended early conference registration fee for three representatives

Victory Lap Sponsorship—\$15,000 and above

Victory Lap Sponsors will receive the same benefits as Indy 500 Sponsors, PLUS:

- Special message of thanks during the conference
- Complimentary 10' x 10' booth in the Technology and Services Fair (includes one conference registration)
- Full-page advertisement inside the conference program and your company's logo in color
- Extended early conference registration fee for six representatives

Note: If you are interested in making a sponsor donation under \$2,500, please contact Shannon Stanley at 703-841-8376 or e-mail <labs21@i2sl.org>.

* Some restrictions apply. For more information, please contact I²SL at <labs21@i2sl.org>.

Option 2: Special Event Sponsorship

If instead of becoming a conference sponsor you would like to sponsor an event during the conference, I²SL invites you to contribute to the following conference events. All special event sponsors will have their logo in the conference program next to the sponsored event and on a poster displayed at the conference. If you are interested in being the sole sponsor of an event, please contact I²SL at <labs21@i2sl.org>.

Labs21 Technology and Services Fair Evening Reception

- Support the largest networking event of the conference by helping purchase refreshments
- Be recognized on prominently displayed signage in the exhibit hall
- \$15,000

Tours and Receptions

- Sponsor tour transportation and evening refreshments
- Have your logo prominently displayed on tour buses and at the reception along with the opportunity to say a few words at the reception
- \$12,000 per tour

Keynote Speakers

- Sponsor either an Opening Plenary or Closing Luncheon speaker
- Dine with representatives from your organization, the keynote speaker, and other participants from the plenary session
- Have your logo prominently displayed during the plenary session
- \$20,000 per plenary speaker

Go Beyond Awards Ceremony and Labs21 Luncheon

- Help honor individuals, organizations, and projects that are making laboratories more sustainable
- Have your logo prominently displayed during the luncheon
- \$25,000

Conference Meals and Breaks

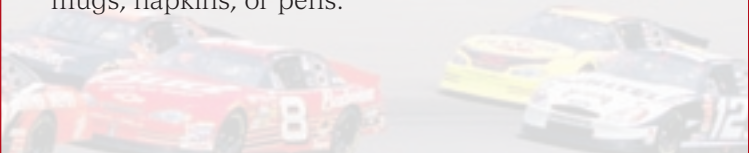
- Sponsor a meal or break and have your company be the highlight of these important networking opportunities
- Have your logo prominently displayed in the dining area
- \$2,500 per break or \$7,500 per meal

Greening the Conference

- Help I²SL walk its talk of sustainability by supporting the purchase of renewable energy credits (RECs) to offset greenhouse gas emissions created by the energy needed to run the conference
- Have your logo and number of RECs purchased prominently displayed in the registration area
- \$1,000

Add Your Logo to Conference Merchandise

Make your event sponsorship more memorable by adding your company's logo to conference merchandise for an additional charge. For example, we'll have your logo added to lanyards, coffee mugs, napkins, or pens.*



Sponsorship Donation Form

Thank you for supporting the Labs21 2009 Annual Conference. In order to confirm your sponsorship, please complete and fax a signed copy of this form to 703-841-1440, call Shannon Stanley at 703-841-8376, or e-mail <labs21@i2sl.org>

Contact Name: _____

Organization: _____

Address: _____

Phone: _____

Fax: _____

E-mail: _____

Web Site: _____

Conference Sponsorship (circle):

Victory Lap ❖ Indy 500 ❖ Racing Crew
Checkered Flag ❖ Starting Line

And/Or:

Special Event Sponsorship (circle):

Technology and Services Fair Evening Reception ❖ Opening Plenary Keynote
Closing Plenary Keynote ❖ Evening Tour and Reception
Meals or Breaks ❖ *Go Beyond* Awards Ceremony and Labs21 Luncheon
Greening the Conference

Advertisement Opportunities:

- Please contact me about merchandising opportunities for my organization.
- Please contact me about purchasing ad space in the conference program.

Payment:

Donation Amount: \$ _____

- Visa
- MasterCard
- American Express
- 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: _____



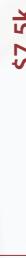


Signature of Cardholder: _____

Please fax this completed form to **703-841-1440**.

Thank you for your support of the Labs21 2009 Annual Conference!

The Labs21 2009 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 and advertisements do not imply endorsement by any of the conference co-sponsors.

Sponsor Benefits At-A-Glance

<p>Starting Line Sponsors will be recognized in the following ways:</p> <ul style="list-style-type: none"> • Company logo on the Labs21 and I2SL Web sites • Company logo printed in conference program • Sponsor ribbons on company representative badges <p>\$2.5k Starting Line</p> 	<p>Checked Flag Sponsors will receive the same benefits as Starting Line Sponsors, PLUS:</p> <ul style="list-style-type: none"> • Opportunity to add company Web site or company booth location (for exhibitors) next to logo(s) in the conference program • Quarter-page advertisement in the conference program • A customized, electronic conference promotional postcard with your company's logo and "Proud sponsor of..." on the front that you can distribute to your clients and colleagues to show your support <p>\$5k Checked Flag</p> 	<p>Racing Crew Sponsors will receive the same benefits as Checkered Flag Sponsors, PLUS:</p> <ul style="list-style-type: none"> • Half-page advertisement in the conference program (instead of the quarter-page advertisement) • Opportunity to add your company's literature/merchandise (limit two pieces) to conference materials distributed at registration <p>\$7.5k Racing Crew</p> 	<p>Indy 500 Sponsors will receive the same benefits as Racing Crew Sponsors, PLUS:</p> <ul style="list-style-type: none"> • Special message of thanks on the Labs21 and I2SL Web sites • Full-page advertisement in the conference program (instead of the half-page advertisement) • Extended early conference registration fee for three representatives <p>\$10k Indy 500</p> 	<p>Victory Lap Sponsors will receive the same benefits as Indy 500 Sponsors, PLUS:</p> <ul style="list-style-type: none"> • Special message of thanks during the conference • Complimentary 10' x 10' booth in the Technology and Services Fair (includes one conference registration) • Full-page advertisement inside the conference program and your company's logo in color • Extended early conference registration fee for six representatives <p>\$15k Victory Lap</p> 
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