



Exhibitor Prospectus

Nov.
13,
2024



green 
CALIFORNIA
SCHOOLS & HIGHER EDUCATION



Summit and Exposition

greenTECHNOLOGY 
Strategy and leadership for clean and sustainable communities

Call 626-577-5700 Ext 106 or email nmiller@green-technology.org



A Market Like No Other

K-12 SCHOOLS:

- **Number of Schools:** California has over 10,000 public schools, which include elementary, middle, and high schools.
- **Funding and Budgets:** The state allocates billions annually for school construction and modernization. For instance, in 2020, California passed Proposition 13, which allocated \$15 billion for school construction and modernization.
- **Ongoing Projects:** The ongoing need for new schools, upgrades, and maintenance of existing facilities drives a continuous demand for construction services.

HIGHER EDUCATION:

- **Universities and Colleges:** California is home to 10 University of California (UC) campuses, 23 California State University (CSU) campuses, and 116 community colleges.
- **Capital Projects:** The UC and CSU systems regularly invest in capital projects. For instance, the UC system alone has a capital improvement program budget that exceeds \$1 billion annually.
- **Private Institutions:** Numerous private colleges and universities also contribute to the market size, with significant investments in new buildings and campus improvements.



How Big is the Market?

WHO ATTENDS?

The Summit attracts professionals from both public and private sectors—decision makers regarding green programs and facilities development.



Victor Gordo, Mayor of Pasadena



Steve Zimmer, Deputy Superintendent of Public Instructions



*(Left - Leadership Awards)
Lindsey Rowell, Chief,
Energy, Sustainability &
Transportation CSU Office
of the Chancellor*



*LAUSD
looking at
table tops.*

- Community college administrators
- State and local community college chancellor's offices
- Community college facility planners & designers
- Community college building maintenance managers
- Community college CFOs/business managers
- Community college purchasing officers
- Curriculum developers
- State, county and city government officials and policymakers
- County Office of Education administrators
- Architects
- Engineers
- Construction managers
- School district superintendents
- School principals
- School board members
- School building facility planners & designers
- School building maintenance managers
- School CFOs/business managers
- School purchasing officers
- School transportation specialists
- Curriculum directors and teachers

Others involved with implementing facility, purchasing, operations, maintenance and educational programs in California's community colleges and K-12 schools!



Expo Pricing

TABLE TOP EXHIBIT SPACE \$2,500

WHAT YOUR TABLE TOP FEES BUY

- Table top space
- Pipe and drape
- Two chairs, 6 foot draped table
- Two lunches for your staff
- Two all access passes for the Education Program sessions
- Listing in program guide and on the web site
- Logo and Link in the Program Guide and on the event web site
- Participation in networking events such as the Leadership Awards Reception
- Summit attendee registration list, a few days prior to the Summit
- One-on-one meetings in the Buyer/Vendor Lounge with purchasers and specifiers who have expressed interest in your product category

Sponsorship Opportunities

PREMIER SPONSOR (EXCLUSIVE) \$10,000

This sponsorship includes a profile listing online, in print and on signage. Other features include: premium table top space, speaking opportunity, full page ad in program guide, recognition from the podium at general sessions and more.

KEYNOTE SPONSOR \$5,000

Opportunity to provide remarks at the opening session and to introduce the keynote speaker to the largest audience of the Summit. Other features include table top in preferred location, 10 full access summit passes, logo/link online, logo and description in program guide, logo in rotation on screen at general session and more.



Sponsorship Opportunities

REGISTRATION SPONSOR (EXCLUSIVE)

\$5,000

Company name and logo on registration signage and company name or logo on badge and lanyard. Other features include booth in preferred location, 10 full access summit passes, logo/link online, logo and description in program guide, logo in rotation on screen at general session and more.

LEADERSHIP AWARDS MIXER AND PRESENTATIONS SPONSOR

\$5,000

Top sponsor placement on event signage, in program guide and online. Logo in rotation on digital signage. Opportunity to make brief remarks at Leadership Awards reception. Opportunity to present two Leadership Awards. Mention among top sponsors in press releases.

LUNCH AND LEARN SPONSOR

\$4,000 (lunch only)/**\$6500**

(with table top space)

Opportunity to make a one-hour presentation during the lunch hour. Lunch provided for up to 50 guests. Option to add a table top in the Expo.

TECHNOLOGY SHOWCASE SPONSOR

\$5,000

Opportunity to present your product or service in the concurrent education program. Category exclusive for most categories. Subject areas include HVAC, Roofing, Engineering, Architect, Lighting, Energy Management Systems, etc. Call to see if you qualify.

MIXER SPONSOR

\$950

Name on signage and in leadership awards program, company acknowledgment from the podium and more.

BAG SPONSOR

\$950

Company name and logo on summit bag, company name on signage and more.

RECYCLE BIN SPONSOR

\$950

Company name and logo on signage and more.

COFFEE SPONSOR

\$950

Company name and logo on signage at the Summit and at the coffee café and more.

SNACK SPONSOR

\$950

Company name and logo on signage at the Summit and at the snack station(s) and more.

**CUSTOM SPONSORSHIPS ARE AVAILABLE.
CALL FOR DETAILS.**



Summit Add-ons

SHADED DESCRIPTION IN THE PROGRAM GUIDE

\$300.00

Stand out in the sponsor listings with a shaded descriptions in program guide.

FLYER IN TOTE BAG *(Provided by you)*

\$250.00

A flyer you provide put in every attendee tote bag and sent to all attendees with the digital program guide.

DESIGNED FLYER IN BAG PLUS EXTRA FLYERS

\$750.00

A flyer designed for you for every attendee tote bag and sent to all attendees with the digital program guide. Plus extra flyers for your table top at the event as well.

GREEN SOLUTIONS GALLERY

\$500.00

Printed and digital gallery display, information page for your projects to be highlighted and available for attendees.

GRAPHIC DESIGN SERVICES

\$150.00 per hour

SOCIAL MEDIA POSTS

\$450.00

Three social media posts highlighting your company prior to the event, including a description of your company/organization and linking to your website.

ORDER NOW

CUSTOM POP UPS AVAILABLE. CALL FOR DETAILS.

LEAD RETRIEVAL BADGE SCANNER

\$50

Quickly and easily capture the full contact data of every registrant you speak with. Contact data is available to you within 24 hours of checking in your device.

**LEAD RETRIEVAL
BADGE SCANNER**

ADVERTISING IN PROGRAM GUIDE

(Limited Availability)

BACK PAGE AD

\$1000

INSIDE FRONT COVER AD

\$750

INSIDE BACK COVER AD

\$750

FULL PAGE AD

\$600

HALF PAGE AD

\$400



Join us at the Pasadena Conference Center on November 13. Reserve your space and participation now. Schedule an appointment to find out more.



Contact: Nancy Miller, Sponsor and Exhibitor Consultant
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