It’s time for bold action, so we’re rounding up our region’s bright and visionary thought leaders to share how to achieve ambitious sustainability goals and create a regenerative future. Join our hundreds of industry experts and professionals dedicated to sustainable and healthy buildings for IMPACT 2020.

USGBC’s largest conference for green building leaders in the Midwest will again be held in Saint Paul, Minnesota. And we’re growing! We’ll have the biggest and best IMPACT yet: more networking and educational tracks, brand new summits, a regional Women in Green Power Luncheon, a revamped TalentFX, and IMPACT Celebration. Regional attendees will now have two days of programming – a first for IMPACT.

Lead the green building movement as an IMPACT exhibitor, sponsor or both. We have many opportunities for a variety of budgets and engagement levels to maximize your presence and enhance your conference experience.

Enjoy these IMPACT sponsor benefits:
• Grow your business by connecting with customers and clients, partners and friends
• Share your sustainability story through interactions with a wide array of stakeholders
• Support our growing regional sustainable and green building economy
• Gain prominent brand recognition

Thanks to our previous IMPACT sponsors, their continued support has helped solidify and grow our conference.

If this is your first sponsorship with us, welcome! Get ready for a transformational experience in May 2020.

Learn more about our event and secure your sponsorship. Visit: impact.usgbc.org, or email Brent Suski, impactconference@usgbc.org.
Now in its 9th year, IMPACT is a must-attend event for anyone in the region interested in healthy and sustainable design, construction, and operations.

West North Central Region:
In USGBC’s West North Central community, over 150 projects achieved LEED certification last year, the equivalent of 17,865,060 gross square feet of space.

Who made an IMPACT in 2019:
- 22% Architect
- 13% Construction
- 12% Engineering
- 8% Manufacturing
- 6% Utility

IMPACT x GSCE* 2019 by the numbers:

Sustainability metrics
- Hosted at the Saint Paul RiverCentre, a LEED Platinum Facility
- 35% of food and beverage sourced within region
- 88.6% of waste diverted from landfill
- 100% (34,400 kWh) of wind power offsets purchased through Xcel Energy’s Windsource® Program

- 91% of IMPACT attendees represented the Midwest Region
- 91% of attendees were satisfied with the conference education sessions
- 95% of plenary attendees were satisfied with the quality of the plenary events and keynote speakers

*In 2019, IMPACT was co-located with the Green Schools Conference & Expo, the only national event to bring together all the players involved in making green schools a reality: people who lead, operate, build and teach in U.S. schools.
## IMPACT 2020 at a Glance

<table>
<thead>
<tr>
<th>WHERE:</th>
<th>Saint Paul RiverCentre - Saint Paul, MN</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHEN:</td>
<td>May 5 – 6, 2020</td>
</tr>
</tbody>
</table>

**May 5:**
- IMPACT summits and tours — 1. The Health of Humans, our Environment, and Climate; 2. Materials, Carbon, and the Circular Economy; 3. Communities and Resilience
- VIP Reception
- The IMPACT Celebration

**May 6:**
- IMPACT Conference & Expo
  - Inspiring keynote
  - 4 engaging tracks with 20 sessions to choose from
  - TalentFX
  - Women in Green Power Luncheon
  - Innovative exhibition and Passport to Prizes
  - Conversation Corners

<table>
<thead>
<tr>
<th>REACH:</th>
<th>500 Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>EARLY BIRD EXHIBITOR DEADLINE:</td>
<td>2/28/20</td>
</tr>
</tbody>
</table>
# 2020 Sponsorship Levels

Details regarding each sponsorship opportunity are included in the pages following this matrix.

## Sponsorship opportunities by level

Choose one Sponsorship Opportunity in a Sponsor Level to receive associated benefits.

<table>
<thead>
<tr>
<th></th>
<th>PLATINUM (2 available)</th>
<th>GOLD (3 available)</th>
<th>SILVER (14 available)</th>
<th>GREEN (6 available)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost</td>
<td>$7,500</td>
<td>$5,000</td>
<td>$2,500</td>
<td>$1,500</td>
</tr>
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</table>

- **Opening Plenary**
- **Registration**
- **Education Track (4 available)**
- **Coffee Break (2 available)**
- **Women in Green**
- **CONNECT Happy Hour**
- **Summit (6 available)**
- **Conversation Corner (2 available)**
- **The IMPACT Celebration**
- **VIP Reception**
- **TalentFX (2 available)**
- **Legacy Project**
- **Expo Luncheon (2 available)**

## EVENT PASSES

<table>
<thead>
<tr>
<th>Event</th>
<th>PLATINUM</th>
<th>GOLD</th>
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<th>GREEN</th>
</tr>
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<tbody>
<tr>
<td>IMPACT Conference (May 6)</td>
<td>5</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Discount on additional conference passes (May 6)</td>
<td>10% up to 5</td>
<td>10% up to 3</td>
<td>10% up to 2</td>
<td>10% up to 1</td>
</tr>
<tr>
<td>Women in Green Passes (May 6)</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Individual membership to WNC community of choice</td>
<td>2</td>
<td>1</td>
<td></td>
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Benefits continued on next page.
<table>
<thead>
<tr>
<th>SPONSORSHIP BENEFITS PER LEVEL</th>
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<tbody>
<tr>
<td></td>
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</table>

## CONTENT DISTRIBUTION

<table>
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</thead>
<tbody>
<tr>
<td>Social media on WNC community</td>
<td>Multiple posts: 2 in event lead up, 1 day of event</td>
<td>1 post day of event</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Twitter and Facebook pages</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Digital recognition in mobile app</td>
<td><strong>X</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Content distribution opportunity on usgbc.org or targeted email</td>
<td><strong>X</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company logo recognition in official conference photo album</td>
<td><strong>X</strong></td>
<td></td>
<td></td>
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</table>

## BRANDING

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Inclusion of company logo on event website and event signage</td>
<td><strong>X</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inclusion of company logo on sponsor recognition slide at Opening Plenary</td>
<td><strong>X</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Text recognition on mobile app and online schedule (XX Event sponsored by XX)</td>
<td><strong>X</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Link in event marketing emails</td>
<td>LOGO</td>
<td>TEXT</td>
<td>TEXT</td>
<td></td>
</tr>
</tbody>
</table>
Platinum ($7,500)

Opening Plenary Presenting Sponsor (May 6 - 1 Available)

The IMPACT Opening Plenary inspires our conference attendees and sets the stage for a day of learning and networking. Past IMPACT keynotes include artists and explorers sharing stories as eyewitnesses to climate change, corporate executives inspiring aggressive social and environmental sustainability goals, and others advocating for a healthier built environment. This premier sponsorship supports your brand awareness, employee engagement, and provides unparalleled attendee exposure.

- Exclusive sponsorship of the IMPACT Opening Plenary
- 3-5 minutes for sponsor video, remarks, or combination of video and remarks
- Logo on walk-in slide of Opening Plenary
- Online recognition of plenary sponsorship on event website (i.e. “IMPACT Opening Plenary presented by XX”)
- This is an exclusive opportunity

Women in Green Power Luncheon (May 6 - 1 Available)

Women in Green is an interactive event that features discussions on the topics facing women as they work to advance sustainable development and the critical need for women to continue to lead across industries. In 2019 we celebrated four Women in Green events in the West North Central and were thrilled to share, learn, and lead together afterwards at IMPACT x GSCE. In 2020 we’ll go further. International Women’s Day Women in Green events will take place across our entire region in March, culminating at an all regional Power Luncheon at IMPACT 2020. Be part of this inspiring movement!

- Exclusive sponsorship of the IMPACT Women in Green Luncheon
- 3-5 minutes for sponsor video, remarks, or combination of video and remarks
- Three (3) complimentary registrations for Women in Green (in addition to three (3) included in the Platinum Sponsorship, for six (6) total Women in Green registrations)
- Logo on walk-in slide of Women in Green Power Luncheon
- Online recognition of Women in Green sponsorship on event website (i.e. “Women in Green Power Luncheon presented by XX”)
- This is an exclusive opportunity
Gold ($5,000)

The IMPACT Celebration (May 5 - 1 Available)

The IMPACT Celebration is our can’t-miss event that sells out early every year. This reception brings together regional attendees for a night of food, fun, and networking, and highlights the excitement and enthusiasm of our green building community.

• Logo on event signage
• Logo on table tents at bar stations and cocktail tables
• Signature cocktail or branded app station
• This is an exclusive opportunity

Registration (May 6 - 1 Available)

For the company that values brand awareness, our Registration Sponsorship is unparalleled. Your logo will be one of the first things attendees see as they register for the event, when they arrive to check-in and on the conference lanyard.

• Logo presence on registration website
• Logo on check-in software onsite at registration desk and on signage (photo of this onsite)
• Logo presence on co-branded eco-lanyard (Your company + IMPACT)
• Text recognition in push notification on mobile app (“Registration, sponsored by XX, is now open”)
• This is an exclusive opportunity

Note: sponsorship must be confirmed by January 6 for inclusion in registration website.

CONNECT Happy Hour (May 6 - 1 Available)

The 2020 CONNECT Happy Hour is IMPACT’s closing reception at the RiverCentre after a full day of education on May 6. It’s the last opportunity for our attendees to connect before departing. With your sponsorship every IMPACT attendee will receive a complimentary drink ticket to enjoy the Happy Hour. New in 2020, we will introduce a new activity: Passport to Prizes! As the happy hour sponsor, your team will have an opportunity to introduce the Passport to Prizes and draw the names of the winners.

• 2-3 minutes for sponsor remarks before calling winners for Passport to Prizes
• Branded signature cocktail
• Branded drink ticket (“Drink compliments of XX Company”)
• Logo on signage and table tents at bar stations and cocktail tables
• Recognition in (“Happy Hour, sponsored by XX, has started”)
• This is an exclusive opportunity

Note: sponsorship must be confirmed by January 6 for inclusion in registration website.
**Silver ($2,500)**

**Education Tracks (May 6 - 4 Available)**

Our educational tracks are the core of the IMPACT experience. With opportunities to earn up to 5 GBCI Continuing Education Credits (CE) in each track, attendees prioritize session attendance to learn from bold and visionary thought leaders in our region. As a track sponsor you may address attendees during the first session in your track and benefit from brand recognition and awareness throughout the rest of the event.

- 2-3 minutes for sponsor remarks at beginning of first session in track
- Logo on podium signage
- Logo on walk-in/walk-out slide
- Online recognition of specific track sponsorship on event website (i.e. “Education Track XX presented by XX”)
- *This is an exclusive opportunity for each education track*

**Summits (May 5 - 6 Available)**

New to IMPACT 2020, our Summits are in-depth education opportunities on a topic critical to the future of the green building movement. The 2020 Summits include: The Health of Humans, our Environment, and Climate; Materials, Carbon, and the Circular Economy; Communities and Resilience

- 2-3 minutes for sponsor remarks at beginning of first summit session
- Logo on podium signage
- Logo on walk-in/walk-out slide
- *This is a non-exclusive opportunity limited to up to 2 sponsors per summit*

**VIP Reception (May 5 - 1 Available)**

The VIP reception brings together a targeted group of two to three dozen executives, LEED Fellows, and regional influencers to mix and mingle prior to the IMPACT Celebration.

- 2-3 minutes for sponsor remarks during reception
- Logo on invitation, welcome signage and on cocktail tables
- Option to distribute one (1) targeted email to VIP attendees who opt in
- *This is an exclusive opportunity*

**Legacy Project (Prior to Conference and May 6 - 1 Available)**

Every year, IMPACT provides a unique platform to highlight USGBC’s regional community engagement work. The 2020 Legacy project will build on the success of the 2019 projects. We will partner with a nonprofit or educational institution, students, and adult mentors to lead a sustainability visioning and implementation plan. As part of this project, the institution will receive complimentary access to one year of Arc to benchmark building performance sustainability metrics.

- Recognition at the USGBC exhibit table for supporting the 2020 Legacy Project
- Recognition in preconference email and on website for 2021 conference
- Opportunity for employees to participate in project
- Recognition in scrolling slide show during CONNECT Happy Hour
- *This is an exclusive opportunity*

**Expo Luncheon (May 6 - 2 Available)**

The Expo Luncheon allows attendees to enjoy their conference lunch right in our expo hall. This fun, active experience is a great opportunity to energize attendees for the afternoon and tell your sustainability story in a targeted space.

- Tabling opportunity for live demonstration or product showcase during expo lunch (Bonus visit for Passport to Prizes – first passport drawn that visits sponsor luncheon table wins bonus prize)
- Logo on table tents on buffet and lunch tables
- Logo on event signage
- Online recognition of Expo Luncheon sponsorship on event website (i.e. “Expo Luncheon presented by XX and XX”)
- *This is a non-exclusive opportunity limited to up to 2 sponsors*
Green ($1,500)

Coffee Break (May 6 - 2 Available, AM & PM)

Coffee Breaks occur between the two morning sessions and the two afternoon sessions. These breaks provide a targeted tabling opportunity to share your brand’s sustainability story.

• Exclusive branding at one coffee break
• Logo on signage at coffee/beverage stations
• Tabling opportunity for live demonstration or product showcase during coffee break
• This is an exclusive opportunity limited to 1 sponsor per Coffee Break

Conversation Corner (May 6 - 2 Available)

Conversation Corners provide unique opportunities for attendees to maximize their educational experience at IMPACT. Attendees participating in 2 corners will earn .5 GBCI CEs and 3 corners will earn 1 GBCI CE.

• Exclusive branding of a conversation space for conference attendees
• Digital recognition in mobile app (i.e. “Conversation Corner XX presented by XX”)
• Online recognition of corner sponsorship on event website (i.e. “Conversation Corner XX presented by XX”)
• NOTE: Sponsors may work with USGBC staff to build the corner theme. However, Conversation Corner sponsorship does not guarantee your ability to deliver content. If you’d like to deliver content at your Conversation Corner, you must submit a proposal.
• This is an exclusive opportunity limited to 1 sponsor per Conversation Corner

TalentFX (May 6 - 2 Available)

Exposing students and emerging professionals* to leadership programs and career development resources, TalentFX occurs in an intimate, salon-style setting. Attendees will have the opportunity to learn from USGBC Leadership, and our keynote speaker.

• 2-3 minutes for sponsor remarks at beginning of TalentFX session
• Logo on podium signage
• Logo on walk-in slide
• This is a non-exclusive opportunity limited to up to 2 sponsors

*Emerging Professionals are defined as individuals who have been in their respective industry for 3 years or fewer.

CUSTOM PACKAGES:
Can’t find something that looks right for your team? Let us know and we’ll work with you to build a package that responds to your unique marketing goals and sustainability priorities.
## 2020 Table Top Exhibitor Rates

<table>
<thead>
<tr>
<th></th>
<th>PREMIER*</th>
<th>GENERAL</th>
<th>NONPROFIT/ GOVERNMENT/ SMALL BUSINESS*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early Bird Rate (before 2/28/20)</td>
<td>$650</td>
<td>$475</td>
<td>$300</td>
</tr>
<tr>
<td>Standard Rate</td>
<td>$750</td>
<td>$550</td>
<td>$350</td>
</tr>
</tbody>
</table>

### EVENT PASSES

| Conference Registration (May 6) | 1 complimentary conference pass and 1 expo-only pass | 1 complimentary conference pass and 1 expo-only pass | 2 expo-only passes |

### BRANDING

<table>
<thead>
<tr>
<th>Listing in mobile app and on website</th>
<th>X</th>
<th>X</th>
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<tbody>
<tr>
<td>Passport to Prizes**</td>
<td>$150</td>
<td>$225</td>
<td>$225</td>
</tr>
<tr>
<td>Preferred table location (first come, first served)</td>
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<td></td>
</tr>
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### TECHNOLOGY

<table>
<thead>
<tr>
<th>Wi-Fi</th>
<th>Included</th>
<th>Included</th>
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</thead>
<tbody>
<tr>
<td>120V electric drop***</td>
<td>$100</td>
<td>$100</td>
<td>$100</td>
</tr>
<tr>
<td>Other audio/visual equipment available for rent from RiverCentre</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

*Limit of 15 Premier Tabletops, and 10 Nonprofit/Small Business/Government Tabletops

Nonprofit/Small Business/Government Tabletop must meet one of the following criteria:

- Nonprofit – Must be a 501c3 nonprofit organization
- Small Business – Must have fewer than 10 employees
- Government – Must be a governmental institution

**Passport to Prizes is a great way to drive traffic to your booth and is limited to the first 15 exhibitors to sign up. Each participating company will be listed in the 2020 IMPACT Expo Hall Passport. Conference attendees can visit your table to learn about your company and place their business card in your passport box to receive verification that they visited your table. Attendees who visit all 15 passport exhibitors will be entered for a drawing to win a gift card among other great prizes during happy hour in the hall.

***120V, 20 amp (2400 watt) electric drop advance ordered from RiverCentre. Price accurate as of 7/1/19. For more information or to submit a power request, visit the RiverCentre website, email exhibit@rivercentre.org or call 651-265-4875.
For information about becoming a sponsor or exhibitor, please contact:

Sponsorship & Exhibits: Brent Suski | impactconference@usgbc.org | 763.464.8615

Expo hall schedule is subject to change
More information for exhibiting at the Saint Paul RiverCentre

Sign up to exhibit today!