NATIONAL BROWNFIELDS TRAINING CONFERENCE

SPONSORSHIP PROSPECTUS

DECEMBER 11–13, 2019

WITH PRE-CONFERENCE PROGRAMMING DECEMBER 10

LOS ANGELES CONVENTION CENTER

LOS ANGELES, CA
BROWNFIELDS 2019 IS THE LARGEST EVENT in the nation focused on environmental revitalization and economic redevelopment. The conference attracts nearly 3,000 stakeholders focused on cleaning up and reusing formerly utilized commercial and industrial properties.

Sponsoring Brownfields 2019 will help you network with our attendees to create powerful connections to further the cleanup and redevelopment of brownfield sites.

SPONSORSHIP TIERS

<table>
<thead>
<tr>
<th></th>
<th>Bronze $2,500</th>
<th>Silver $5,000</th>
<th>Gold $10,000</th>
<th>Platinum $20,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complimentary 10’ by 10’ exhibit hall booth</td>
<td></td>
<td></td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Complimentary Registrations</td>
<td></td>
<td>1</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Opportunity to give plenary session introductory remarks</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>On-Site Pocket Guide advertisement</td>
<td></td>
<td>Half Page</td>
<td>Full Page</td>
<td>Front or back cover</td>
</tr>
<tr>
<td>Website recognition</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo on digital signage</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo recognition in all pre-conference and on-site publications**</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo recognition at entrance to Exhibit Hall</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Sponsor recognition sign for booth display</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Sponsor Ribbons for all booth staff</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>

**Subject to deadline
MARKETING AND PROMOTIONAL SPONSORSHIPS (CONTINUES ON NEXT PAGE)

REGISTRATION SPONSORSHIP | SPONSORSHIP LEVEL: $12,000 (GOLD)
Sponsoring the conference registration area is a great way to increase your brand exposure in front of thousands of conference attendees as they pick-up their badges for the show. Sponsorship includes linkable company logo/banner ad on all confirmation emails delivered to each attendee and logo recognition at on-site registration counters.

CONFERENCE TOTE BAGS | SPONSORSHIP LEVEL: $10,000 (GOLD)
Make life easy for conference attendees to carry around their materials by sponsoring a conference tote bag! Your company logo will be printed on all conference tote bags (along with Brownfields logo) and distributed to all attendees at registration! You’ll also receive one complimentary tote bag insert to get your message out.

CONFERENCE APP | SPONSORSHIP LEVEL: $10,000 (GOLD)
The mobile app for iPhone and Android platforms will be promoted to all attendees and be available for free download approximately 4 weeks before the start of the conference. Sponsor’s logo will appear on the splash page every time the app is opened. In addition, the sponsor will receive an HTML banner at the bottom of the app (artwork provided by sponsor). Sponsor’s name and/or logo will appear in promotional material for the app via printed and online media.

MOBILE APP BANNER ADS | SPONSORSHIP LEVEL: $2,500 (BRONZE)
Only 4 placements available.

CONFERENCE NOTEPAD | SPONSORSHIP LEVEL: $8,000 (SILVER)
Save everyone’s day by making sure everyone has something to jot notes down on. Sponsor 8 ½” x 5 ½” notepads with your company logo printed in a watermark to be distributed at registration in tote bags and be available at session rooms.

CONFERENCE LANYARDS AND BADGES | SPONSORSHIP LEVEL: $7,500 (SILVER)
Reach all conference attendees by having your company logo printed on all conference lanyards and the back of all attendee badges! Lanyards provided by sponsor.

MAKE MY DAY VOUCHERS | SPONSORSHIP LEVEL: $2,500 (BRONZE)
Connect with your target market and develop qualified leads! Make your brand more meaningful by enhancing their conference experience with simple pleasures sure to improve their Empower experience! Hand out $5 Starbucks Gift Cards—Quantity of 50, benefits include a printed voucher with company message to be handed to the attendees to exchange at your booth and a carpet decal in front of booth recognizing a Make My Day sponsor.
MARKETING AND PROMOTIONAL SPONSORSHIPS (CONTINUED)

**WIFI** | **SPONSORSHIP LEVEL: $10,000 (GOLD)**
Make sure all the attendees can stay connected by providing WiFi in all the meeting spaces. Your logo will be on signage throughout the conference and appear on splash page each time attendee connects to WiFi.

**WATER STATIONS** | **SPONSORSHIP LEVEL: $7,500 (SILVER)**
Help the attendees stay hydrated throughout the conference by sponsoring water stations! Your company logo and booth # on signage at eight (8) water stations located throughout the exhibit hall and session rooms.

**CHARGING STATIONS** | **SPONSORSHIP LEVEL: $7,500 (SILVER)**
Save the day by providing stations for attendees to power-up their smart phones, laptops and other wireless devices without leaving the convention center. Your company logo will appear on signage at one (1) charging stations placed in the Exhibit Hall.

**PHOTO BOOTH** | **SPONSORSHIP LEVEL: $6,000 (SILVER)**
Give attendees an opportunity to have some fun and take a photo with colleagues and friends during the Grand Opening Reception. The photobooth will be available only during the Grand Opening Reception and feature your company logo. Sponsor to submit artwork materials to ICMA no later than October 1, 2019.

**BREAKOUT TABLE DECALS** | **SPONSORSHIP LEVEL: $3,000 (BRONZE)**
Your custom designed artwork on 2’ by 2’ decals on five (5) breakout tables will be placed inside the exhibit hall next to the concessions.

**STANDING SIGNS** | **SPONSORSHIP LEVEL: $2,500 (BRONZE)**
Your advertisement is prominently included on freestanding, double-sided signboards that measure approximately 3’ x 8’ placed in high traffic areas throughout the Exhibit Hall.

**TOTE BAG INSERT** | **SPONSORSHIP LEVEL: $2,500 (BRONZE)**
Your promotional piece will be included in the Brownfields 2019 conference bags given out to attendees at registration. Restrictions apply. Inserts are due to by November 15, 2019.

**ON-SITE BRANDING GRAPHICS** | **CALL FOR PRICING: 312.265.9655**
Place your company-designed graphics on the escalators or stairs that take attendees to each exhibit hall. Or, put your company message on floor decals or a meter board sign. Pricing varies depending on the graphics, please contact Matt McLaughlin for specific pricing.
CONFERENCE ADVERTISING AND SIGNAGE

EXHIBITOR/ON-SITE POCKET GUIDE | SPONSORSHIP LEVEL: $7,500 (SILVER)
Company color advertisement on inside front cover or outside back cover of onsite pocket guides. Signage acknowledging sponsorship in registration area and sponsor acknowledgement in conference materials and on conference website.

SINGLE PAGE ON-SITE POCKET GUIDE ADVERTISING
Inside back cover: $1,995 | Half page: b/w—$595 | Full page: b/w—$995

BROWNFIELDS EXHIBIT FLOOR CUTOUT | SPONSORSHIP LEVEL: $7,500 (SILVER)
Welcome attendees to the Brownfields 2019 Exhibit Hall. Brownfields will have a floor cutout just inside the entrance of the exhibit hall prominently featuring your company brand. This 8'(w) x 8'(h), brightly colored floor is positioned at the Brownfields exhibit hall entrance for maximum exposure and brand reinforcement.

AISLE SIGNS | SPONSORSHIP LEVEL: $5,000 (SILVER)
Put your company at the center of the attention. Brownfields 2019 Exhibit Hall aisle signs hang above the aisles to help attendees navigate the busy exhibit floor. Enjoy your company logo prominently displayed on the aisle signs.

PRE-CONFERENCE POSTCARDS | SPONSORSHIP LEVEL: $5,000 (SILVER)
Sponsor name, logo and web address featured on printed postcards and e-versions.

E-NEWSLETTER | SPONSORSHIP LEVEL: $2,500 (BRONZE)
Hyperlinked logo on a package of 2 conference e-newsletters distributed to more than 20,000 email addresses in the conference database.

CREATE YOUR OWN CUSTOM ITEMS | $5,000 (plus the cost of the sponsorship item)
Do you have ideas that will serve the event and attendees well and match your business objectives? You can work directly with ICMA staff to create a unique sponsorship opportunity. Ideas will be evaluated on attendee value, logistics, space availability, and implementation timeframes.

FOR MORE INFORMATION: BROWNFIELDS2019.ORG
COMMUNITY RECEPTION | SPONSORSHIP LEVELS: RANGE FROM $5,000—$20,000
ICMA and the Local Planning Committee work together to host a local community reception that allows attendees to see a bit of Pittsburgh. Signage acknowledging your sponsorship will be places at the entrance and throughout the venue in addition to your company logo appearing on table tents placed on the bars and tables.

GRAND OPENING RECEPTION | SPONSORSHIP LEVEL: $25,000 (PLATINUM)
Welcome all conference attendees by sponsoring the Grand Opening Reception. Signage acknowledging your sponsorship will be placed at the entrance and throughout the exhibit hall in addition to your company logo appearing on table tents placed on the bars and tables. Sponsor logo printed in one color on napkins (quantity 3,000) will also be provided at the bars and tables. One full-service bar and one full-service food station near your booth to maximize traffic flow to your booth.

COFFEE BREAKS IN THE EXHIBIT HALL | SPONSORSHIP LEVEL: $7,000 (SILVER)
Offer attendees a little energy boost and sponsor the Coffee Break in the Exhibit Hall on Wednesday, December 11, Thursday, December 12 or Friday, December 13. Coffee will be served to attendees at 10:00 a.m. Sponsor team is encouraged to network with attendees during your sponsored lunch. Sponsor will have onsite signage at Coffee Area(s) and the sponsor logo will be included in the mobile app and pocket guide.

MOBILE WORKSHOPS | SPONSORSHIP LEVEL: $2,500 (BRONZE)
Support attendees as they learn more about the Brownfields process firsthand by visiting sites in different stages of development. This sponsorship will be for one (1) mobile workshop where your logo will be on signage placed on the transportation for the mobile workshop and you will have the opportunity to greet the attendees before they depart.

KEYNOTE SPONSORSHIPS

KEYNOTE PRESENTATION | SPONSORSHIP LEVEL: $10,000 (GOLD)
As a sponsor, you help attendees engage with a keynote speaker who provides a new, dynamic view of brownfields revitalization. You will have the opportunity to give welcome remarks during the keynote session as well as distribute literature. Signage acknowledging your sponsorship will be placed at the keynote session and your logo will be on the screen as attendees enter the meeting space.

MAYOR’S ROUNDTABLE | SPONSORSHIP LEVEL: $10,000 (GOLD)
Sponsoring the Mayor’s Roundtable, you will be providing the opportunity to learn about the brownfields process from a panel of mayors. As a sponsor, you will have the opportunity to give welcome remarks during the mayor’s roundtable as well as distribute literature. Signage acknowledging your sponsorship will be placed at the mayor’s roundtable and your logo will be on the screen as attendees enter the meeting space.
Sponsorship Opportunities:
Matt McLaughlin
Brownfields, Sponsorship Sales
312-265-9655
matt@corcexpo.com

Mary Michalik
Brownfields, Sponsorship Manager
312-265-9650
mary@corcexpo.com

Reserve Exhibit Space:
Noreen Burke
Brownfields, Exhibit Manager
312-265-9648
noreen@corcexpo.com