

# Northeast Sustainable Communities Workshop



Tuesday, May 5, 2020  
The War Memorial  
Trenton, NJ



**BCONE**  
BROWNFIELD COALITION OF THE NORTHEAST

## Sponsorship and Marketing Prospectus

# Why Sponsor At NSCW?

Now in our 11th year, the annual Northeast Sustainable Communities Workshop (NSCW) brings together 300 leaders in brownfield redevelopment for a day of robust continuing education and networking opportunities. Because BCONE is a trusted brand in delivering brownfield education, sponsoring NSCW provides you a unique opportunity to connect with top professionals and decision makers in the brownfields arena who seek products, resources and information relevant to their work.

Whether your goal is gaining new business, staying top of mind with current clients, expanding your network, or simply remaining visible in the marketplace, BCONE is here to help! At #NSCW2020, you can put your brand in front of a high-powered, highly influential audience from across a wide geographic region and have a greater impact on your bottom line.

NSCW provides the best opportunity to sustain and grow your business and position yourself as a leader in the field.

**Your  
competitors  
exhibit at  
NSCW.**

**You  
should  
too!**

## Thank You to Our Sponsors

### Presenting Sponsor

**DRESDNER  
ROBIN**

#### Lunch



#### Refreshment



#### High-Top Table



#### Breakfast



### Workshop Partners



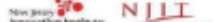
### Exhibitors



### Outstanding Individual Award



### Thank You

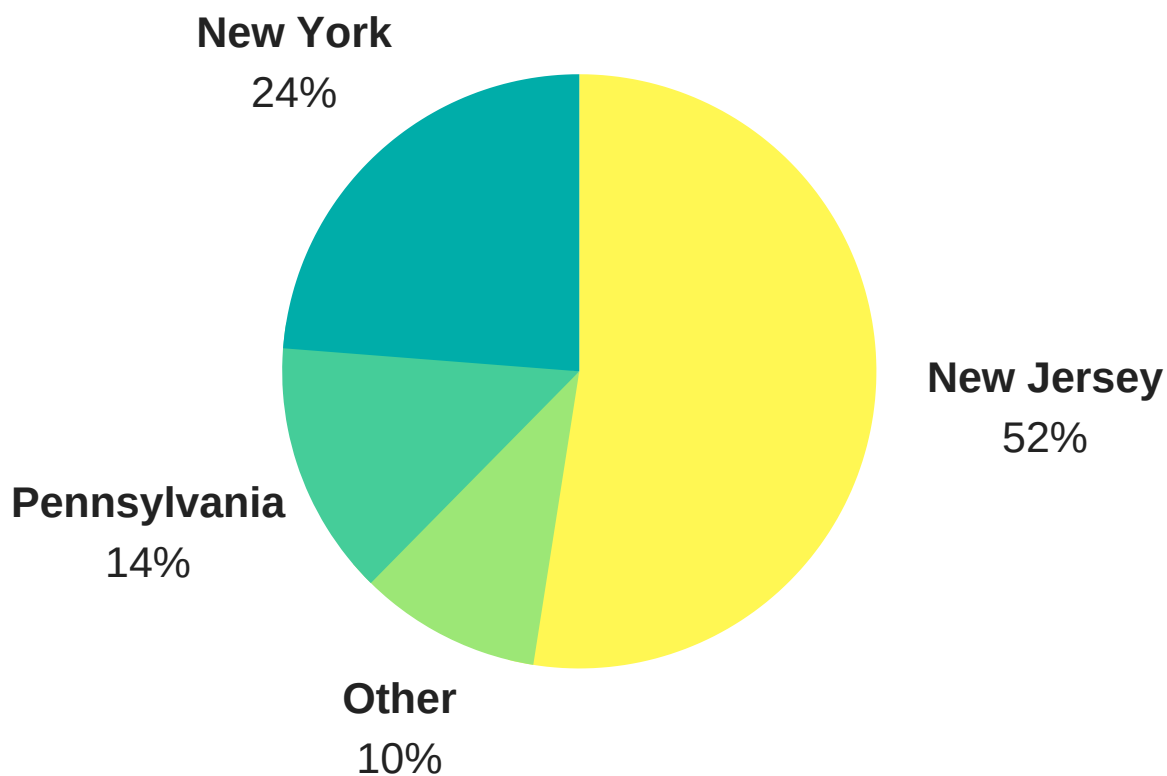


### Industry Partners



# 2018 Attendee Geographical Breakdown

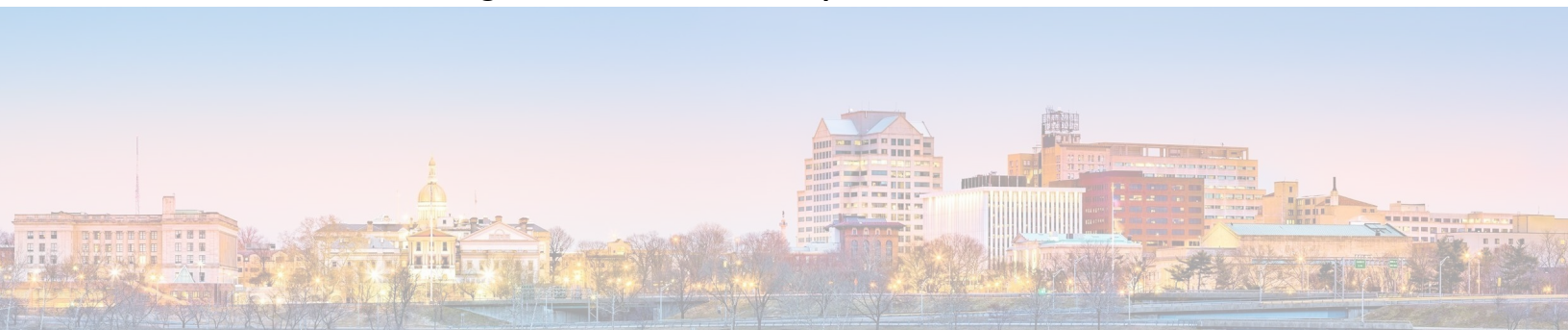
Reach individuals from throughout the northeastern region and every sector of the brownfields industry



Construction  
Engineering  
Consulting  
Banking

Real Estate  
Laboratories  
Builders  
Developers

Government  
Attorneys  
Academia  
Remediation



# What Makes NSCW An Unparalleled Experience ?

**Relevant Content That Attracts Great Attendees**

**Attendees Visit NSCW Sponsors/Exhibitors to Find Solutions for Their Redevelopment Needs**

**NSCW Helps Sponsors and Exhibitors Achieve Their Business Goals**



**Showcase Your Products and Services to Hundreds of NSCW Attendees**

**Opportunities to leverage extensive marketing efforts that elevate your brand and extend your reach**

***New for 2020!***

## **Municipal Opportunities Showcase**

**The Municipal Opportunity Showcase gives cities, towns, departments and committees the ability to promote current sites available for redevelopment in their local communities, and in 2020, it will be a big part of NSCW!**



# 2020

# Sponsorship Snapshot

Gain additional exposure and elevate your presence in the brownfields community by participating in one of our conference sponsorship opportunities.

**SOLD**

Levels	Sponsorship Fee	Exclusive Podium Time	On-site Logo Recognition	Digital Presence	Exhibitor Space	Complimentary Registrations
Presenting	\$7.5K	●	●	●	●	5
<div>SOLD</div>						
TIER 1						
*Attendee Bags	\$2K		●	●	Tier 1 - Additional \$250	3
*WIFI	\$2K		●	●		
*Lanyard	\$1.5K		●	●		
*Lunch	\$1.5K (x2)	●	●	●		
*Conference Reception	\$1.5K (x2)	●	●	●		
TIER 2						
*Breakfast	\$1K		●	●	Tier 2 - Additional \$500	2
*Individual Achievement Award	\$1K		●	●		
*Sustainable Communities Redevelopment Award	\$1K		●	●		
*Coffee Break	\$1K		●	●		
*Refreshment Station	\$1K		●	●		
TIER 3						
Conversation Starter - 5	\$.5K		●		Tier 3 - Additional \$750	1

PRESENTING  
SPONSOR

**SOLD** \$1,000,000



As the Presenting Sponsor of the conference, your brand will serve as the cornerstone of the NSCW. As the exclusive sponsor of the keynote presentation, your company will receive massive brand exposure as you address conference attendees during the keynote session while helping them engage with a presentation that will offer a dynamic view of brownfields revitalization. Your company's logo will be prominently displayed throughout the event as well as included in all pre- and post-event marketing.

## Key Benefits



**EXCLUSIVE** - Only 1 Presenting Sponsor Per Conference



Complimentary 8 ft. exhibit table



**Exclusive Presenting & Premier Sponsor Marketing**

-Sponsor's logo to be included on all main conference e-blasts sent to BCONE's entire email distribution list

-Acknowledgement on conference and BCONE websites

-Acknowledgement in all program materials



Official Sponsor of the Keynote Session



Five minutes podium time before keynote speaker to address attendees



Five (5) full-conference registrations



Custom Presenting Sponsor banner featuring your company logo over conference podium in the main conference space



Access to NSCW attendee list

# SPONSORSHIP OPPORTUNITIES

## TIER 1 SPONSORSHIPS

### **Sponsor NSCW at the Tier 1 level. All Tier 1 Sponsors receive:**

- Three complimentary registration passes which include continuing education credits for attendees
- Prominent reduced price booth space in exhibit hall
- Strong website presence with your organization's logo and a link to your website
- Prominent placement of your logo on signage and other promotional materials to ensure strong brand awareness before and throughout the event!
- Verbal recognition at event from BCONE leadership
- Logo recognition in the conference program, plenary PowerPoint loop and on website



### **Conference Tote Bags**



Imagine every conference attendee carrying your logo – from the moment they check in at registration, and months after the show! The Conference Tote Bags sponsorship provides a highly visible branding opportunity. Your company logo will be printed on all conference tote bags (along with the NSCW logo) and distributed to all attendees at registration! Bags will remind attendees of your organization long after the conference ends. (Limited to one sponsorship)



### **Conference Wifi**



Help all attendees get connected at the Annual Conference as the Official NSCW WiFi sponsor. This sponsorship includes: Custom password using your company name; company logo on posters and tabletop signs posted in each of the breakout rooms, exhibit hall and registration area. (Limited to one sponsorship)



### **Lanyard Sponsor**



Every NSCW 2020 registrant is required to wear a name badge throughout the conference and lanyards are an excellent way to enhance your brand and increase your corporate visibility! Your company logo will be printed on lanyards (along with the NSCW logo) and distributed to all attendees at registration. (Limited to one sponsorship)

### **Lunch Sponsor**



What better way to announce your prominence in the brownfields community than sponsoring the delicious NSCW lunch break. And then make a huge impression with a 2-minute opportunity to address those in attendance, display your company logo and highlight your company's achievements. (Limited to two sponsorships)

### **Director's Networking Reception**



Reach all attendees in one place! Sponsor this highly anticipated after hours networking reception and be sure your company is the final lasting impression attendees have before heading home. Includes a 2-minute speaking opportunity before the reception. (Limited to two sponsorships)

# SPONSORSHIP OPPORTUNITIES

## TIER 2 SPONSORSHIPS

Sponsor NSCW at the Tier 2 level. All Tier 2 Sponsors receive:

- Two complimentary registration passes which include continuing education credits for attendees
- Discounted booth space in exhibit hall
- Placement of your logo on signage and other promotional materials to ensure strong brand awareness before and throughout the event!
- Verbal recognition at event from BCONE leadership
- Logo recognition in the conference program, plenary PowerPoint loop and on website

### Breakfast Sponsors



Help attendees get their eyes open and their bodies going by sponsoring coffee, pastries, and other delicious goodies. Set in a high-traffic gathering area that leads to the General Session, breakfast offers terrific visibility and will generate plenty of recognition and appreciation from attendees. (Limited to two sponsorships)



### Awards Sponsorships



Help BCONE celebrate and award excellence.

#### Outstanding Individual Achievement Award

Award the 2020 honoree for outstanding achievements and exemplary leadership in brownfields.

#### Sustainable Communities Redevelopment Award

Award the brownfield redevelopment project which has provided the greatest benefit to the municipality and its citizens.



### Coffee Break Sponsor



Situated in a high-traffic area, scheduled coffee breaks provide attendees a free and convenient way to enjoy a fresh cup of coffee and pastries on your company's behalf without leaving the exhibit hall. As the sponsor of a coffee break, your company will be featured on signage in the coffee break area – a great branding opportunity to catch attendees' attention and make an impression in the Exhibit Hall! (Limited to one sponsorship).



### Refreshments Sponsor



Help the attendees stay hydrated throughout the conference by sponsoring refreshing water stations! Logo placement showcasing your organization at break stations throughout the workshop. (Limited to one sponsorship).

## TIER 3 SPONSORSHIPS

### Conversation Starter Sponsors



Display your company's logo on frames placed on a high-top table in the conference showroom. (Limited to four sponsorships).



# EXHIBITOR & ADVERTISING OPPORTUNITIES

**Put Your Company In Front of Hundreds of Brownfields Professionals**

## Exhibit With Us



### Why Exhibit?

Put your company in front of hundreds of qualified decision-makers in your target demographic in one day at one location.

Create connections, generate new high-value leads and close sales on the show floor.

All exhibit space includes:

1 - 8' table

2 - chairs

2 - Conference Attendee Passes

Note: If needed, black table linen can be rented for an additional \$20 per exhibitor

Space is limited and accepted on a first come-first served basis.

Discover collaborative and profitable business opportunities with other vendors.

**Exhibiting at NSCW is more than just advertising  
– it is active marketing directly to Company  
Decision-Makers who are specifically shopping  
for products and services just like yours!**

**Advertise your products and services in the  
NSCW Program Book**

**Pricing for Ads:**

**Full Page Ad - \$500**

**Half Page - \$250**

**Quarter Page Ad - \$125**

**Add-on for Sponsors/Exhibitors - Half Price**



## NORTHEAST SUSTAINABLE COMMUNITIES WORKSHOP

### CONNECT WITH US



[www.nscwonline.com](http://www.nscwonline.com)



[brownfieldcoalitionne@gmail.com](mailto:brownfieldcoalitionne@gmail.com)



*Follow us on social media*



Facebook

[fb.me/bconeorg](https://fb.me/bconeorg)

tag: @bconeorg



Instagram

[https://www.instagram.com/bcone\\_brownfield\\_coalitionne/](https://www.instagram.com/bcone_brownfield_coalitionne/)

tag us: @bcone\_brownfieldcoalitionne



Twitter

<https://twitter.com/bconeorg>

tag us: @bconeorg



LinkedIn

<https://www.linkedin.com/company/bconeorg/>

Tag us: @bcone - brownfield

Sponsorship Opportunities, please contact:

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Tiesha Green  
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