

REvitalize REbuild REimagine REpur
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RE:



GREEN
 BUILDING
 FESTIVAL

5th
 ANNIVERSARY

Sept 23-24, 2009, Direct Energy Centre, Toronto

in conjunction with:

25th ANNIVERSARY OF
 IIDEX/NEOCON CANADA

September 24 & 25, 2009

DIRECT ENERGY CENTRE, TORONTO

www.iidexneocon.com





SPONSORSHIP – GBF2009

The Green Building Festival is Canada's premier annual Green Building conference and expo. In our 5th Year, we are pleased to announce our strategic partnership with IIDEX/NeoCon Canada bringing GBF sponsors more exposure than ever. Last year, GBF and IIDEX/NeoCon combined saw over 17,000 visitors from industries including Architecture, Interior Design, Engineering, Facility Management, Product Manufacturing, Government and Academia.

Types of Sponsorship

There are several types of sponsorship available (*see attached descriptions below*):

- [Festival sponsorship](#)
- [Speaker and session sponsorship](#)
- [Special Event sponsorship](#)

For information & Inquiries, or to create a custom sponsorship package for your organization contact:

Jeff Ranson
Green Building Festival Manager
The Innovolve Group

416.364.0050 x 104
jeff@innovolve.com





EXHIBITING AT IIDEX/NEOCON CANADA

IIDEX/NeoCon Canada's mandate is to serve the interests of the interior design, architectural, facility management, engineer, real estate development, & business communities through an annual tradeshow and conference that takes place at the Direct Energy Centre in Toronto.

- 2 day trade show - 300,000+ sq. ft. of exhibition space
- 4 day conference & tour program – 75+ accredited CEU seminars
- 350+ exhibitors - 3,500 Manufacturers, Dealers & Sales Professionals
- 16,000+ attendees from across Canada and USA



WHO ATTENDS

FACILITY & PROPERTY MANAGERS, BUSINESS PROFESSIONALS, REAL ESTATE DEVELOPERS

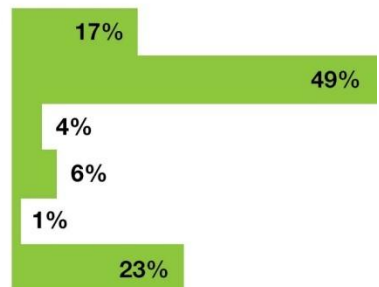
INTERIOR DESIGNER & ARCHITECT

OTHER

ACADEMIC

MEDIA

MANUFACTURERS & DEALERS



WHY DO THEY ATTEND?

TO NETWORK WITH INDUSTRY COLLEAGUES

TO SPECIFICALLY SOURCE SUSTAINABLE PRODUCTS

TO SOURCE NEW PRODUCTS AND SERVICES

TO ATTEND EDUCATIONAL PROGRAMS





Associations

Over twenty five professional associations are actively involved in IIDEX/NeoCon Canada including:

- Ontario Association of Architects (OAA)
- Sustainable Buildings Canada (SBC)
- International Facility Management Association (IFMA)
- Illuminating Engineering Society (IES)
- American Society of Interior Designers (ASID)
- Canada Green Building Council (CaGBC)
- Building Owners and Managers Association (BOMA)
- International Interior Design Association (IIDA)
- Toronto Society of Architects (TSA)
- Retail Design Institute (RDI)
- Association of Canadian Industrial Designers (ACID)
- Forest Stewardship Council (FSC)

Associations promote their members and membership and objectives through educational sessions, networking events, sponsorship or exhibiting and for many it is their largest fundraising source. Associations actively market IIDEX/NeoCon Canada to their members

Media

IIDEX/NeoCon Canada has forged strong relationships with **leading journalists and media outlets**. Their active support and extensive coverage has assisted in the dramatic growth and diversity of our trade-only attendance:

- | | | |
|--|------------------------------|--------------------------------|
| • ASID Icon | • Dimensions Magazine | • Canadian Consulting Magazine |
| • Award Magazine | • (ARIDO) | • Contract Magazine |
| • Azure Magazine | • Electrical Line Magazine | • Coverings Magazine |
| • Building Magazine | • Homes Publishing | • Construction Links |
| • Canadian Architect Magazine | • IIDA Perspective | • Creativite Montréal |
| • Canadian Design & Architecture Magazine | • Info-Link | • Designerpages.com |
| • Canadian Facility Management & Design Magazine | • Index Design | • Design Trade Resource |
| • Canadian Interiors Magazine | • Interior Design Magazine | • OAA Perspective |
| • The Download | • Magazine Interieurs | • OBJEKT Magazine |
| • Upworld.com | • McMorrow Report | • Office Insight |
| | • Metropolis Magazine | • ReNew Canada Magazine |
| | • Monday Morning Quarterback | • SABMag |



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FESTIVAL SPONSORSHIP

PLATINUM SPONSOR

ONE OPPORTUNITY AVAILABLE

\$25,000

GBF Platinum Sponsors are the headline sponsor for this event. Get recognition as the presenting partner in this event with the highest profile on all marketing and communications materials, signage, web.

SPONSORSHIP BENEFITS

Exclusive Sponsorship Designation, Belly Band on GBF Show Guide, Corporate Profile in the IIDEX/NeoCon show guide, 8 passes to the GBF conference, Opportunity to give welcome address or speaker intro at GBF, 10'x20' exhibit space at IIDEX/NeoCon.

GOLD SPONSOR

FOUR OPPORTUNITIES AVAILABLE

\$12,500

Enhance your status as a leader in the Canadian Green Building Industry through recognition as a gold sponsor at the GBF 2009. Gold sponsors receive top billing on festival materials and prominent exposure on site.

SPONSORSHIP BENEFITS

Premier Sponsorship Designation, Logo in the IIDEX/NeoCon show guide, online and throughout GBF collateral, 4 passes to the GBF conference, Opportunity to give welcome address or speaker intro at GBF, 10'x10' exhibit space at IIDEX/NeoCon.

SILVER SPONSOR

SIX OPPORTUNITIES AVAILABLE

\$6,000

Express your support for the advancement of leading green building practices, and build your profile with Canada's leading green building professionals. As a Silver Sponsor, you receive enhanced exposure and profile through the event.

SPONSORSHIP BENEFITS

Premier Sponsorship Designation, Logo in the IIDEX/NeoCon show guide, 2 passes to the GBF conference, web exposure, signage at the conference and exposition, 10'x5' exhibit space in the IIDEX Green Building Boulevard.

BRONZE SPONSOR

\$3,000

No other event in Canada can connect your brand to the highly targeted audience of green building leaders. Set yourself apart in the industry through recognition as a supporter of GBF, leave a lasting impression.

SPONSORSHIP BENEFITS

Premier Sponsorship Designation, Logo in the IIDEX/NeoCon show guide, 1 pass to the GBF conference, web exposure, signage at the conference and exposition, 10'x5' exhibit space in the IIDEX Green Building Boulevard



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SESSION SPONSORSHIP

GBF KEYNOTE SPEAKER

ONE OPPORTUNITY
AVAILABLE

\$10,000

Position your company as an industry leader in green building innovation with the highly targeting audience from the green building design, management, development and policy communities, through sponsorship of an international green building though leader .

SPONSORSHIP BENEFITS

Exclusive Sponsorship Designation, Logo on stage, Show Guide, Signage, Speaking Opportunity, Brand Exposure, Web Presence, Show Guide, 2 GBF Conference Passes. 10'x10' exhibit space at IIDEX/NeoCon.

PLENARY SPEAKER

\$5,000 each

Express your support for the advancement of leading green building practices, and build your profile with Canada's leading green building professionals. As a Silver Sponsor, you receive enhanced exposure and profile through the event.

SPONSORSHIP BENEFITS

Exclusive Sponsorship Designation, Logo on stage, Show Guide, Signage, Speaking Opportunity, Brand Exposure, Web Presence, Show Guide, 2 GBF Conference Passes. 10'x5' exhibit space in the IIDEX Green Building Boulevard.

SEMINAR STREAM

\$8,000 per stream of 4 seminars

Align your brand with a specialized area of design and increase your access to the targeted audience that attends these seminars. Connect your brand to and reinforce your support with your chosen targeted industry segment

SPONSORSHIP BENEFITS

Exclusive Sponsorship Designation, Logo on stage, Show Guide, Signage, Speaking Opportunity, Brand Exposure, Web Presence, Show Guide, 2 GBF Conference Passes. 10'x5' exhibit space in the IIDEX Green Building Boulevard.

SEMINAR

\$2,500 per seminar

No other event in Canada does as much to connect your brand directly to the highly targeted audience of green building leaders. Set yourself apart in the industry through recognition as a supporter of GBF, leave a lasting impression.

SPONSORSHIP BENEFITS

Exclusive Sponsorship Designation, Logo on stage, Show Guide, Signage, Speaking Opportunity, Brand Exposure, Web Presence, Show Guide, GBF Conference Pass.



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EVENT SPONSORSHIP

LUNCH

ONE OPPORTUNITIES
AVAILABLE

\$7,500

Be recognized as the official lunch sponsor at GBF2009. Maximize your brand exposure and directly connect with your peers and prospective clients.

SPONSORSHIP BENEFITS

Exclusive Sponsorship Designation, Logo on stage, Show Guide, Signage, Speaking Opportunity, Brand Exposure, Web Presence, Show Guide, 2 GBF Conference Passes. 10'x5' exhibit space in the IIDEX Green Building Boulevard

NETWORKING BREAKFAST

TWO OPPORTUNITIES
AVAILABLE

\$3,000

The Green Building Festival is all about advancing green building businesses, and there is no better way to achieve this than through connecting with the audience as a networking breakfast sponsor.

SPONSORSHIP BENEFITS

Exclusive Sponsorship Designation, Logo on stage, Show Guide, Signage, Brand Exposure, Web Presence, Show Guide, 1 GBF Conference Pass. 10'x5' exhibit space in the IIDEX Green Building Boulevard

NETWORKING COFFEE BREAK

TWO OPPORTUNITIES
AVAILABLE

\$3,000

Highlight your company through sponsorship of networking coffee breaks and benefit from enhanced exposure during these business building events.

SPONSORSHIP BENEFITS

Exclusive Sponsorship Designation, Logo on stage, Show Guide, Signage, Brand Exposure, Web Presence, Show Guide, 1 GBF Conference Pass. 10'x5' exhibit space in the IIDEX Green Building Boulevard.

LIFETIME ACHIEVEMENT AWARDS

ONE OPPORTUNITY
AVAILABLE

\$7,500

Distinguish your brand through presentation of Canada's Lifetime Achievement Awards for Green Building, presented following the IIDEX Green Keynote presentation. Connect your brand and reinforce your status as a Canadian Thought leader.

SPONSORSHIP BENEFITS

Exclusive Sponsorship Designation, Logo on stage, Show Guide, Signage, Speaking Opportunity, Brand Exposure, Web Presence, Show Guide, GBF Conference Pass. 10'x5' exhibit space in the IIDEX Green Building Boulevard



For more information on Sponsorship, media sponsorship, or to create a custom sponsorship package for your organization contact:

Jeff Ranson

Green Building Festival Manager
The Innovolve Group

416.364.0050 x 104
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The Green Building Festival was created by:



Sustainable
Buildings Canada



Canadian
URBAN
Institute



Toronto
Chapter