



2008

Sustainable Brands International

Fontainebleau Resort, Miami Beach, Florida
December 9 - 11, 2008

What is Sustainable Brands International?

Sustainable Brands International (Sbi) is an outgrowth of the highly regarded *Sustainable Brands Conference* produced by Sustainable Life Media. At SB'08, nearly 600 brand innovators convened to address sustainability as a driver of brand value. Sbi will extend the SB'08 conversation by helping brand leaders identify and capitalize on opportunities for revenue growth and brand value on the global stage.

This unique event will cover both the internal and external issues of building a successful international sustainable brand as it explores market opportunities and idiosyncrasies on various continents. The conference will provide a unique forum for exchanging information on differences in regulatory environment, supply chain and manufacturing, packaging and brand communication across various market sectors, as well as unique consumer hot buttons from market to market around the world. Participants will delight in a showcase of thought leadership and sustainable brand innovation from local market leaders worldwide.

Who Participates?

300 strategic business, brand, product design and sustainability executives from the US and around the world are expected to gather for two full days of information exchange at this one of a kind event.

About the Organizers:

Founded in 2004, Sustainable Life Media is the leading producer of sustainable business conferences and events, with supporting products that include websites, newsletters, research and an online community. Sustainable Life Media inspires innovation for sustainability by linking people and ideas that are creating change in the marketplace. By showcasing successful sustainability strategies, emerging best practices, and leading edge product and service solutions, Sustainable Life Media helps businesses drive new business benefit through cost savings, risk reduction, revenue growth and increased brand value. For more information, please visit: <http://www.sustainablelifemedia.com/about>.

1199 Howard Ave, Ste 200 | Burlingame, CA 94010 | Office: 650-344-9693 | www.sustainablelifemedia.com

For more information contact: Celia Canfield, celia@sustainablelifemedia.com

Sponsorship Opportunities

Exclusive “Global Sustainable Innovation Awards Sponsor”: \$50,000*

- **Opportunity to present and welcome award winners on opening night**
 - And introduce them during the conference program showcase during which they will present to all attendees.
 - Deliver a short statement about your organization’s commitment to sustainability and motivation for backing the innovation award.
- **Sit on the selection committee, and host 5 jury-selected sustainable brand innovators from around the world to attend and present their story at Sustainable Brands International**
 - Includes coverage of one airline ticket, 3 hotel room nights and a full conference scholarship for each award winning company,
- **Host a private dinner, organized by conference staff**
 - Includes selection committee, selected press and award winners
- **Participation in private post conference innovator’s roundtable with award winners and selected consultants**
 - Provide counsel to award winners on the growth of their business
- **Listed as “Global Sustainable Innovation Awards Sponsor”**
 - In all pre-, post and onsite conference materials.
- **Premier Onsite Conference Visibility**
 - Optional, 6’ table in the Sustainable Solutions Showcase
 - Premium logo placement on all signage and stage banner
 - Logo on all name badges
 - Distribution of materials in attendee bags
- **Conference Media Campaign**
 - Company acknowledged as “Global Sustainable Innovation Awards Sponsor” with preeminent logo placement in all event marketing
 - **Attendee Brochure.** Noted as Title sponsor with premium logo placement
 - **Online.** Acknowledgement of your company’s sponsorship on the Sustainable Brands ‘08 website, with links to your website
- **PR Newswire Services** (equivalent value of \$5,250)
 - Complimentary **Multimedia News Release (MNR)**. Includes joint press release written by SLM Media team, approved by you, and distributed jointly by you and SLM, globally through CSRWire and PR Newswire global news release service to 4600 English-speaking sites around the world.
 - This sponsorship would involve the provision of a press spokesperson to respond to press queries, along side SLM executives, about the purpose of the Innovation Award/Scholarship. Enhance your message and increase recall by integrating broadcast-quality video and audio within your text release. In addition to video, your MNR includes hyperlinks to specific areas of your website and graphics.



- Access to PR Newswire’s online SB08 News Center. Your company press kit and any news releases will be hosted by PRN and available from www.prnewswire.com, and www.prnewswire.com/media, and www.sustainablelifemedia.com. This access includes PRN membership, inclusion in MediaRoom ShowCase, and automatic posting of event-related news sent via PRN to the Online News Center.
- **Online Advertising on Sustainable Life Media.com** (value of \$15,300)
 - **Sustainable Brands Weekly Newsletter**. Premium linked banner advertisement in Sustainable Brands Weekly newsletter for 12 weeks period
 - **Sustainablelifemedia.com**. Banner ad on www.sustainablelifemedia.com landing page for 12 weeks.
- **Includes 5 ALL EVENT Conference Passes for staff** (value of \$7,475)
 - 5 “scholarship” passes for selected winners of the sponsor backed “Global Sustainable Innovator Award”
 - ***Assured category exclusivity**

Gold Sponsor*: \$20,000

- **Host the Special Opening Night Evening Event**
 - **Welcome attendees to the party, and supply signage as desired throughout the event**
- **Table Top Materials or Product Sample Display**
 - **One 6’ table in a premium location**
- **Premier Onsite Conference Visibility**
 - **Premium logo placement on all signage and stage banner**
 - **Opportunity to distribute materials directly to attendees in rooms and/or attendee bag**
- **Conference Media Campaign**
 - **Company acknowledged as Gold sponsor with preeminent logo placement in all event marketing**
 - **Attendee Brochure**. Noted as Gold sponsor with preferred logo placement
 - **Online**. Acknowledgement of your company’s sponsorship on the Sustainable Brands ‘08 website, with links to your website
- **Online Advertising** (value of \$8,000)
 - **Sustainable Brands Weekly Newsletter** small square advertising with link on newsletter for 8 weeks during the conference period
 - **Sustainablelifemedia.com**. Banner ad on www.sustainablelifemedia.com landing page for 1 month of the conference period
- **Four ALL EVENT Conference Passes** (value of \$5,980)
 - **In-kind event sponsorship opportunities are also available for gala night event sponsors. Ask for details.*

Luncheon Sponsor: \$15,000 (2 sponsorships available)

- **Lunch Sponsorship.**
 - Includes opportunity to welcome pre or post lunch speaker (potential speaking slot, pending editorial approval)
- **Table Top Materials or Product Sample Display**
 - **One 6' table** to display materials in a **central location** (value of \$3,995)
- **Onsite Conference Visibility**
 - **Logo placement on all conference signage**
 - **Distribution of materials at lunch tables**
- **Conference Media Campaign**
 - Company acknowledged as **Luncheon sponsor** with preeminent logo placement in all event marketing
 - **Attendee Brochure.** Noted as Luncheon sponsor with preferred logo placement
 - **Online.** Acknowledgement of your company's sponsorship on the Sustainable Brands '08 website, with links to your website
- **Online Advertising** (value of \$5,000)
 - **Sustainable Brands Weekly Newsletter** button ads with link on newsletter for 1 month during the conference period
 - **Sustainablelifemedia.com.** Button ad on www.sustainablelifemedia.com for 1 month during the conference period
- **Three ALL EVENT Conference Passes** (value of \$4,485)

Break Sponsor: \$8,500 (3 sponsorships available)

- **Break Sponsorship**
 - Signage acknowledging Sponsorship during 2 coffee breaks
- **Table Top Materials or Product Sample Display**
 - **One 6' display table** in a **central location** (value of \$3,995)
- **Conference Media Campaign.**
 - Company acknowledged as sponsor with second-level logo placement in all event marketing
- **Two ALL EVENT Conference Passes** (value of \$2,990)



Breakfast Sponsor: \$7,000 (2 sponsorships available)

- **Breakfast Sponsorship**
 - Acknowledged on signage and in conference materials for one continental breakfast
- **Onsite Visibility**
 - Shared Table Space for distribution of literature and/or specialty item during breakfast
- **Attendee Bag Placement**
 - Insertion of 1 piece of promotional material in the attendee bag that is available upon registration
- **Conference Media Campaign**
 - Smaller logo on all pre-event marketing, including linked logo on www.sustainablelifemedia.com through the conference period
- **One ALL EVENT Conference Pass and 1 pass at 50% discount** (value of \$2,242)

Breakout Room Sponsor: \$6,000 (2 rooms total)

- **Breakout Room Sponsorship**
 - Acknowledged on signage and in conference materials as the breakout room sponsor
- **Onsite Visibility**
 - Shared table space for distribution of literature and/or specialty items
- **Table Top Materials or Product Sample Display**
 - **One 6' display table** in a central location
- **Conference Media Campaign**
 - Smaller logo on all pre-event marketing, including linked logo on www.sustainablelifemedia.com through the conference period
- **One ALL EVENT Conference Pass and 1 pass at 50% discount** (value of \$2,242)

Sustainable Solutions Showcase Exhibitor: \$3,995

- **Product Display Space**
 - **8' x 10' table** at the conference tradeshow
- **Conference Media Campaign**
 - Company acknowledged as sponsor with second-level logo placement in all event marketing
 - Earns 15% off any online advertising placed during November and December 2008
- **One ALL EVENT CONFERENCE Pass** (value of \$1,495)

Attendee Access for Promotional Piece: \$2,995

- **Promotional Material Placement**
 - Insertion of 1 piece of promotional material at registration or placed in the hotel rooms of attendees. Additional hotel access charges of \$2 per room will apply for in-room placement.
 - Earns 50% discount towards 1 ALL EVENT CONFERENCE Pass