



**BETTER
BUILDINGS:
BETTER
BUSINESS**

CONFERENCE

www.ecw.org/betterbuildings

March 3, 4 & 5, 2010
Kalahari Resort and Convention Center
Wisconsin Dells, Wisconsin

DESIGNED BY AND DEVELOPED FOR THE RESIDENTIAL BUILDING AND REMODELING INDUSTRY

SPONSORSHIP APPLICATION AND CONTRACT

**Sponsorships deliver
visibility and impact!**

Support the Midwest's premier educational conference for home builders and remodelers. Connect with the home building and remodeling professionals who need your products and services to deliver sustainable, energy efficient, healthy homes.

Select the sponsorship level (see page 2) that works for your organization:

BENEFIT DESCRIPTIONS
<p>Complimentary registrations Complimentary conference registrations.</p>
<p>Free booth(s) Fee application waived for booth(s) in Exhibit Hall.</p>
<p>General session recognition Recognition in general session PowerPoint presentation.</p>
<p>Logo placement Logo displayed on conference website and in conference program.</p>
<p>Listing in promotional materials Your organization's name listed in promotional materials sent to over 90,000 targeted individuals.</p>
<p>Attendee list Access to conference attendee list.</p>
<p>Keynote speaker sponsorship Exclusive sponsorship of keynote speaker and opportunity to introduce keynote.</p>
<p>Banner display Your organization's banner displayed in general session ballroom.</p>

BENEFIT	SPONSORSHIP LEVELS				
	DIAMOND \$30,000	PLATINUM \$25,000	GOLD \$15,000	SILVER \$5,000	BRONZE \$2,500
Complimentary registrations	10	5	3	2	1
Free booth(s)	2	2	1	n/a	n/a
General session recognition	■	■	■	■	■
Logo placement	■	■	■	■	■
Listing in promotional materials	■	■	■	■	■
Attendee list	■	■	■	■	■
Keynote speaker sponsorship	■	n/a	n/a	n/a	n/a
Banner display	■	n/a	n/a	n/a	n/a
Visibility package* worth	up to \$30,000	up to \$25,000	up to \$15,000	up to \$5,000	up to \$2,500

*Visibility Package selections are described on page 3. Please make selection in your corresponding sponsorship level.

Unable to sponsor, but want to contribute to this first-rate educational experience?

FRIEND OF THE CONFERENCE (\$500)

Your organization will be recognized in the general session PowerPoint. You will also receive the Attendee list.





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SPONSORSHIP APPLICATION AND CONTRACT—2

SELECT SPONSORSHIP LEVEL

Please check the level of sponsorship you are providing. Benefits of each level of sponsorship are described on page 1.

- DIAMOND** (\$30,000)
- PLATINUM** (\$25,000)
- GOLD** (\$15,000)
- SILVER** (\$5,000)
- BRONZE** (\$2,500)

Make sure to indicate your Visibility Package selection on page 3.

MAXIMIZE YOUR VISIBILITY

Please send the following for use in promotional materials and on the conference website:

- Logo in .eps (vector graphic) or high resolution .tif (both black/white and color versions).

Vector graphic needed for signage, otherwise organization name will be listed.

- Please indicate exact wording for organization listing in promotional materials.

To ensure you receive maximum visibility in promotions, please send your logo as soon as possible.

Your logo must be received by **January 12, 2010**, to appear in the conference program and on signage.

BETTER BUILDINGS: BETTER BUSINESS CONFERENCE SPONSOR

Sponsorship commitment \$ _____ Signature _____

Organization name _____

Please list the name of the sponsoring organization exactly as you would like it to appear in the promotional materials.

Organization website address _____

Contact name _____ Title _____

Mailing address _____

City _____ State _____ Zip code _____

Telephone _____ Fax _____

Email _____

PLATINUM AND GOLD SPONSORS: Reserve your space soon before the trade show sells out! Complete the Exhibit Space Application form and return it with this form.

PAYMENT INFORMATION

Check enclosed (payable to Energy Center of Wisconsin)

Visa Mastercard American Express

Card # _____ Expiration date ____ / ____

Name on card _____ Signature _____

Fax to: 608.238.0523 (with credit card number)

Mail to: Energy Center of Wisconsin (with card number or check)
Better Buildings: Better Business
455 Science Drive, Suite 200, Madison, Wisconsin 53711

FOR MORE INFORMATION

Contact Peggy Heisch at 608.238.8276 x139 or pheisch@ecw.org

If you have other ideas for sponsorship opportunities, please call Peggy Heisch, Energy Center of Wisconsin, at 608.238.8276 x139, or email pheisch@ecw.org.



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SPONSORSHIP APPLICATION AND CONTRACT—3

VISIBILITY PACKAGES—CHECK SELECTION CHOICE IN RIGHT COLUMN

DIAMOND VISIBILITY PACKAGE — SELECT ONE		
OPPORTUNITY	DESCRIPTION	SELECTION
Sponsor Keynote Speaker	Exclusive sponsorship of keynote speaker. Opportunity to introduce keynote and display your organization's banner in general session ballroom.	<input type="checkbox"/>

PLATINUM VISIBILITY PACKAGE — SELECT ONE		
OPPORTUNITY	DESCRIPTION	SELECTION
Lunch Day 2	Recognition on conference signage and website session schedule	<input type="checkbox"/>
Lunch Day 3	Same as above	<input type="checkbox"/>
Portfolio or Bag	Conference registration staff will distribute your branded portfolio or bag to conference participants when they register	<input type="checkbox"/>
Breakfast Day 2	Recognition on conference signage and website session schedule	<input type="checkbox"/>
Breakfast Day 3	Same as above	<input type="checkbox"/>

GOLD VISIBILITY PACKAGE — SELECT ONE		
OPPORTUNITY	DESCRIPTION	SELECTION
Day One Reception	Sponsor the Better Beer: Better Brats welcoming reception—recognition on conference signage and website session schedule	<input checked="" type="checkbox"/> SOLD
Master Speaker (250 capacity)	Recognition on conference signage and website session schedule for one of five Master Speaker sessions	<input type="checkbox"/>
One-day Track	Introduce a speaker, display your banner, distribute your branded handouts to participants in sessions in the track of your choice, on the day of your choice	<input type="checkbox"/>

SILVER VISIBILITY PACKAGE — SELECT ONE		
OPPORTUNITY	DESCRIPTION	SELECTION
Evaluation Gift	Distribute your branded gift to participants who complete their conference evaluation	<input type="checkbox"/>
Offset emissions	Buy carbon credits and receive recognition for reducing the conference's carbon footprint in conference program and website	<input type="checkbox"/>
Break (morning Day 2)	Recognition on conference signage	<input type="checkbox"/>
Break (afternoon Day 2)	Recognition on conference signage	<input type="checkbox"/>
Break (morning Day 3)	Recognition on conference signage	<input type="checkbox"/>
Break (afternoon Day 3)	Recognition on conference signage	<input type="checkbox"/>

BRONZE VISIBILITY PACKAGE — SELECT ONE		
OPPORTUNITY	DESCRIPTION	SELECTION
Sponsor a Speaker	Recognition on conference signage and website session schedule	<input type="checkbox"/>
Lanyards	Provided by sponsoring organization	<input type="checkbox"/>