

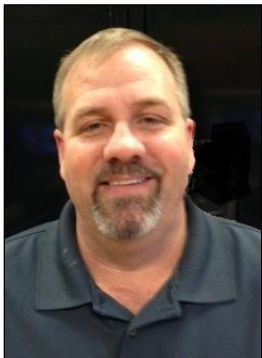
Green Tourism and Hospitality

Leveraging People, Planet and Profits

(Triple Bottom Line)

February 12, 2013

Doubletree by Hilton – Somerset NJ



Jeff Waldman, Chairperson
President of The Green Standard



Takeena Deas
Somerset County Business Partnership

Conference Setup

- The governing goal of the conference is:
 - learn how to make your operation “greener”
 - learn how to successfully market those advances in your building and operations
- Two Tracks for attendees to choose from
 - Operations
 - Marketing

Operations

- Find out what practical steps you can take, right now, to fund and implement “Green” initiatives at your location.
- Companies committed to speak (partial):
 - Dow Chemical
 - Cooper Lighting (Halo)
 - Honeywell
 - American Water
 - Starwood Resorts
 - Ecolab
 - Aero seal
 - Birdsall Services Group
 - Advanced Solar Products
 - Joshua Zinder Architecture + Design
- Additional Companies invited to speak (not yet confirmed)
 - Carrier
 - Crestron

Operations - cont'd...

- Class Topics
 - Energy Savings – Lighting, insulation
 - Renewable Energy – Solar, Geothermal
 - HVAC – Heating and Cooling
 - Water Management – Interior and exterior
 - Waste Management
 - Building Controls – Lighting , room, temperature
 - Transportation – Shuttles, employee benefits, rideshare
 - Local Sourcing – Farm to Table
 - Indoor Air Quality – Healthy environment
 - Commissioning – Making sure all systems work

Marketing

- Leverage your company's "green" culture in your printed literature, website, giveaways and signage. Learn marketing secrets from some of the top companies in the country and put them to work for you.
- Companies committed to speak (partial):
 - Travelocity
 - Google (invited)
 - JS Consulting
 - Evergreen Partners, Inc.
 - Wyndham Worldwide
 - Destination Hotels and Resorts
 - Stonehouse Consulting
 - The BarberGale Group, Inc.

Marketing – cont'd...

- Class Topics
 - Making Cents of Going Green: How Green Practices Can Work for You
 - What Shade of Green Are You? Developing Your Green Identity
 - Green Envy: Stand Out with Stellar Green Communications
 - Greening Your Business from the Inside Out!
 - Growing Green Together: Building Local Relationships that Grow Your Company

Schedule

Full-Day Conference

- Conference Day Overview
- Opening Remarks 8:00am – 8:15am
- Introduction & Keynote 8:15am – 9:00am
 - Address by Leilani Latimer, Travelocity
- Break & Exhibit Area 9:00am – 10:00am
- Classes begin at 10:00am
- Networking Lunch 12noon – 12:50pm
- Break & Exhibit Area 2:00pm – 3:00pm
- Afternoon Classes until 4:50pm
- Dinner & Cocktail Reception 5:00pm – 7:00pm
 - Address by 2014 NY/NJ Super Bowl XLVIII Host Committee, *Invited*

Sponsorship Opportunities

Sponsorship Opportunities

Platinum Sponsor: \$5000 (4 Available)
 6 Complimentary admissions
 Exhibit space in trade show – Primer Location
 Full Page Ad in program guide – Primer Placement
 Company logo and link on conference website
 Company logo on all promotional materials, program book,
 onsite signage, welcome bag and breakfast/lunch presentation

Gold Sponsor: \$4000 (6 Available)
 4 Complimentary admissions
 Exhibit space in trade show – Primer Location
 Half page Ad in program guide
 Company logo and link on conference website
 Company logo on onsite signage and breakfast/lunch presentation

Silver Sponsor: \$3000 (8 Available)
 2 Complimentary admissions
 Exhibit space in trade show
 Quarter page Ad in program guide
 Company logo and link on website

Dinner & Cocktail Reception: \$4000 (Exclusive)
 2 Complimentary admissions
 Exhibit space in trade show
 Signage at Reception
 Quarter page Ad in program guide
 Company logo and link on website
 Ability to address the crowd as sponsor

Water Bottle Sponsor: \$3750 (Exclusive)
 1 Complimentary admission
 500 bottles with company logo
 Exclusive signage at hotel water stations

Duffle Bag Sponsor: \$1500 (Exclusive)
 1 Complimentary admission
 Exclusive signage on one side of the bag

Breakfast Sponsor: \$1250 (Exclusive)
 1 Complimentary admission
 Exclusive signage at Breakfast Buffet

Lunch Sponsor: \$1250 (Exclusive)
 1 Complimentary admission
 Exclusive signage at individualized tables during Plated Lunch

Program Advertisement

Full Page: 7.5" wide x 9.5" high \$400
Half Page: 7.5" wide x 4.5" high \$275
Quarter Page: 3.5" wide x 4.5" high \$150

*Note: Please email digital image in JPEG Format
 by January 11, 2013 to Tdeas@scbp.org.*

Exhibitor Rates

Exhibit Tables (Limited to 50 Total Exhibitors)
 1 Complimentary admission, 6' skirted table, one chair,
 and wastepaper basket. *****Special breakfast and lunch
 accommodations for exhibitors*****

	<u>Early Bird</u>	<u>After Jan. 11th</u>
Exhibit:	\$425	\$500
With Electricity:	\$525	\$600



Website - <http://www.scbp.org/greenprograms/>

The screenshot shows the homepage of the Somerset County Business Partnership Green Programs and Events website. The header features the organization's logo, name, and event details for a conference on February 12, 2013. A navigation menu includes Home, Program/Session, Presenters, Sponsorship Opportunities, and Registration. The main content area highlights the Green Tourism & Hospitality Conference, featuring a photo of two men in conversation and a promotional text box. Below this, there are sections for Operations Sessions, Marketing Sessions, and a collaboration with the U.S. Green Building Council Chapter New Jersey, each accompanied by a small image.

Somerset County Business Partnership
Green Programs and Events

Tuesday, February 12, 2013
DoubleTree by Hilton
Somerset, New Jersey

Home Program/Session Presenters Sponsorship Opportunities Registration

GREEN TOURISM & HOSPITALITY CONFERENCE

Leveraging People,
Planet and Profits
(the Triple-Bottom-Line)

Operations Sessions
Find out how to fund and implement your "Green" initiatives.

Marketing Sessions
Learn how to leverage and promote your company's "Green" culture.

In Collaboration With

U.S. GREEN BUILDING COUNCIL CHAPTER NEW JERSEY

Website - Continued



[Read more](#)



[Read more](#)

Discover New Tools, Ideas, and Solutions for Sustainability:

Connect with the leaders who are driving sustainability in the hospitality and tourism industries, with a dynamic keynote by Internet giant Travelocity and workshops facilitated by other top companies like DOW, Honeywell and Wyndham Worldwide. Explore cutting-edge technologies and real-world applications through classes and panel discussions led by experts in Operations and Marketing. Enjoy networking opportunities throughout the day and trade show exhibits showcasing the latest "green" innovations and products.

Register Now for this unique full-day conference delivering insights, resources, and practical solutions to market-savvy managers of hotels, restaurants, and special venues.

[Register Now](#)

Who Should Attend

- Owners, stakeholders and active professionals in the restaurant, hotel and special attraction/venue sectors – particularly those involved in sustainability.
- Green businesses wanting to do business with hotels, restaurants and special venues seeking to become more sustainable.

For information on sponsorships and exhibiting at the conference, please contact: Takeena Deas, [by email](#) or call 908-218-4300 ext. 30

Our Sponsors:



"Learn how to tell your customers you've changed your colors"

*"Leverage green relationships!
Work together through smarter partnerships"*



Green Tourism & Hospitality Conference

For information on sponsorship opportunities, exhibiting, and to register, visit:

<http://www.scbp.org/greenprograms/>