

# BUILDING LASTING CHANGE 2018

WITH **WORLDGBC  
CONGRESS CANADA**

Toronto | June 5-7

## Sponsorship Prospectus

Support Canada's Premier  
Green Building Event



WORLD  
GREEN  
BUILDING  
COUNCIL

National Conference  
and Showcase Partner



## Why sponsor?

Each year, Building Lasting Change attracts delegates representing every aspect of the green building industry including engineers, architects, designers, builders, manufacturers, real estate professionals and policy advisors.

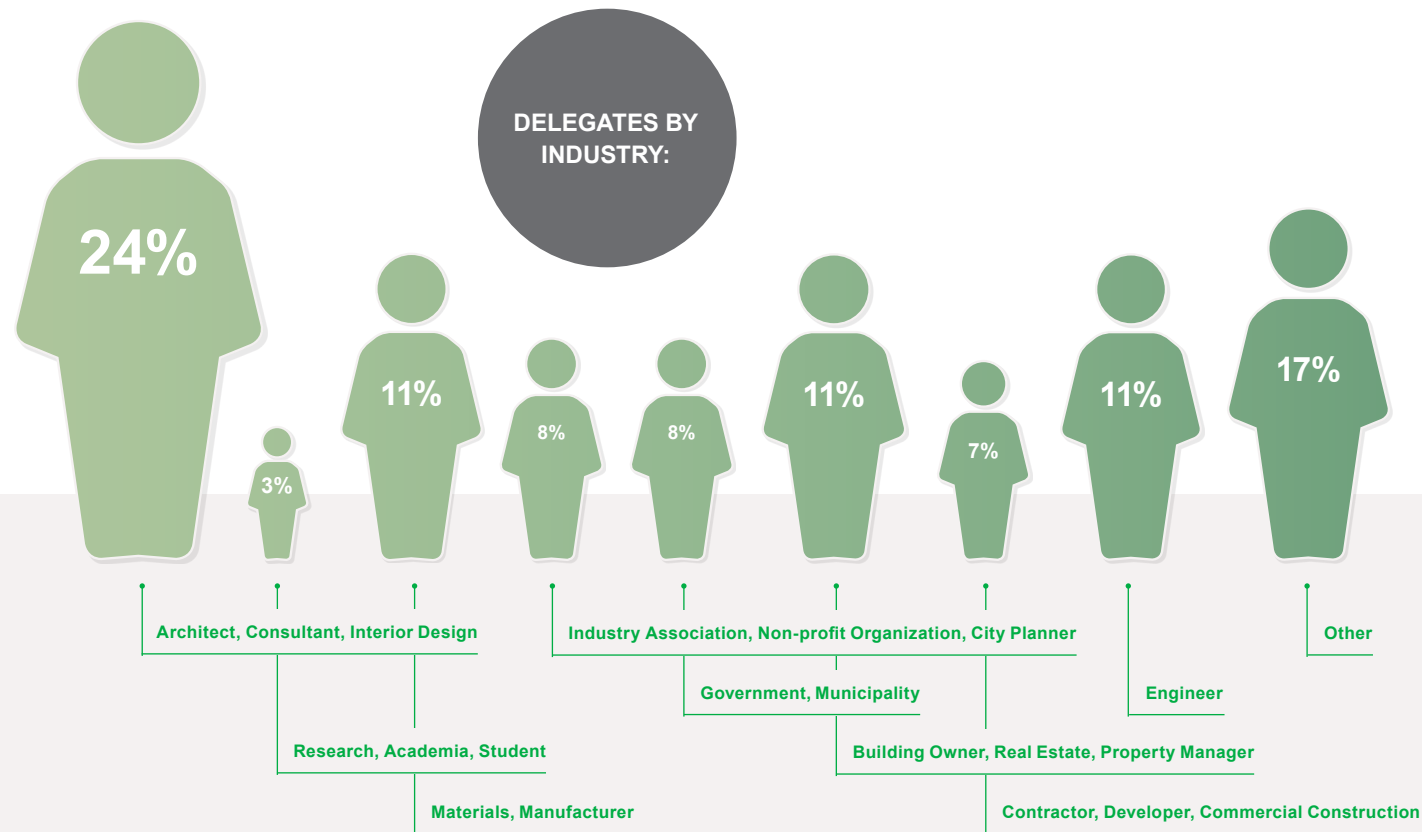
As a sponsor of Building Lasting Change 2018 with WorldGBC Congress, you will be presented with numerous opportunities to connect with the key decision makers within your target audience.

### We have what you are looking for:

- » High visibility and **exposure**
- » **Speaking** opportunities
- » Enhanced **brand** recognition
- » Organized and informal **B2B** opportunities
- » **Networking** opportunities
- » Access to next generation industry **leaders**
- » **Connections** with Canada's green building industry professionals
- » **Introduction** to a global network

## Connecting the world of green building.

In 2018, CaGBC will host the WorldGBC Congress as part of Building Lasting Change. WorldGBC Congress will bring delegates from 70 green building councils from around the world, who will engage in the full Building Lasting Change conference experience.



**BUILDING  
LASTING  
CHANGE  
2018**

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# Building Lasting Change 2018 with WorldGBC Congress Canada Sponsorship Opportunities

<p><b>\$45,000</b></p> <hr/> <p>Presenting (1)</p>	<p><b>\$25,000</b></p> <hr/> <p>Opening Plenary (1)</p> <hr/> <p>Gala Dinner and Celebration (1)</p> <hr/> <p>Closing Plenary (1)</p>	<p><b>\$20,000</b></p> <hr/> <p>BLC Delegate Lanyards (1)</p> <hr/> <p>International Trade Delegation Program Host (1)</p> <hr/> <p><a href="#">WorldGBC Delegate Lanyards (1)</a></p>	<p><b>\$15,000</b></p> <hr/> <p>Welcome Reception (1)</p> <hr/> <p>Gala Reception (1)</p> <hr/> <p>Green Business Showcase Lunch (1)</p>
<p><b>\$10,000</b></p> <hr/> <p>Product of the Year Award (1)</p> <hr/> <p>Summit Morning (1)</p> <hr/> <p>Summit Lunch (1)</p> <hr/> <p>Summit Afternoon (1)</p> <hr/> <p>Program Stream (5)</p> <hr/> <p>Online Business-to-Business Scheduling Tool (1)</p> <hr/> <p><a href="#">WorldGBC Members Day Host (1)</a></p>	<p><b>\$7,500</b></p> <hr/> <p>EGP Innovation Challenge (1)</p> <hr/> <p>Delegate Breakfast (2)</p> <hr/> <p>Showcase Coffee Shop (1)</p> <hr/> <p>Emerging Green Professionals Mentor Lounge (1)</p> <hr/> <p>Leadership Award (10)</p> <hr/> <p>Prime (unlimited)</p>	<p><b>\$5,000</b></p> <hr/> <p>Mobile Charging Station (1)</p> <hr/> <p>Mobile App (1)</p> <hr/> <p>Green Real Estate Executive Breakfast (5)</p> <hr/> <p>Chapter After-party (1)</p> <hr/> <p>Delegate Break (4)</p> <hr/> <p>Lunch Plenary (5)</p> <hr/> <p>Interactive Networking Station (3)</p> <hr/> <p><a href="#">WorldGBC Members Day Lunch (1)</a></p> <hr/> <p><a href="#">WorldGBC Members Day Break (1)</a></p> <hr/> <p><a href="#">WorldGBC Members Day Dinner (1)</a></p>	<p><b>\$2,500</b></p> <hr/> <p>Water Station (2)</p> <hr/> <p>Green Building Tour (4)</p> <hr/> <p><a href="#">WorldGBC Social Media Supporter (2)</a></p> <hr/> <p><a href="#">WorldGBC Members Day Water Station (1)</a></p> <hr/> <p><a href="#">WorldGBC CAB Board Lunch (1)</a></p> <hr/> <p><b>EGP Booster: \$1,000</b></p> <p>Enhance your profile. Send a next generation leader to the conference.</p> <p>* Details on page 21</p>

Opportunities to sponsor WorldGBC Congress Canada are indicated in the titles above in [blue](#). More information about these opportunities, along with the sponsor benefits, are available starting on page 23. To sponsor these opportunities, or for more information, contact Terri Wills, CEO of the WorldGBC at [office@worldgbc.org](mailto:office@worldgbc.org).

# BUILDING LASTING CHANGE 2018

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**CONGRESS CANADA**

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## WorldGBC Congress Canada Sponsorship Prospectus



WORLD  
GREEN  
BUILDING  
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## WorldGBC Delegate Lanyards | \$20,000

Catch everyone's attention and showcase your company's commitment to WorldGBC and Building Lasting Change. This unique opportunity offers corporate representation on each WorldGBC badge lanyard during Congress and Building Lasting Change. (1 opportunity available)

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**SPECIAL:** Company logo displayed on delegate lanyards

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**TICKETS:** 4 BLC conference registrations • 4 additional Welcome Reception tickets • 1 seat at VIP tables for the Gala • 1 reserved table of 10 at the Gala Dinner

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**SHOWCASE:** 1 exhibitor booth (10' x 10')

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**ELECTRONIC EXPOSURE:** Logo and link on conference webpage and CaGBC homepage • Use of CaGBC/WorldGBC conference logo for promotional materials until September 2018 • Logo featured on WorldGBC website • Mention on WorldGBC social media • Logo in Sponsors section of Mobile App

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**PRINT EXPOSURE:** Quarter page ad in the printed conference guide • Logo in printed conference guide • Sponsor recognition on your company's delegate name badges • Logo in 'thank you' ad in trade magazine

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**SIGNAGE:** Logo on CaGBC sponsor recognition signage • Logo in sponsor rotation on screen in BLC plenary room • Logo in sponsor rotation on screen in WorldGBC Members Day plenary room • Logo on WorldGBC Members Day directional signage

## WorldGBC Members Day Host | \$10,000

Host the WorldGBC's member Green Building Councils and Corporate Advisory Members at Members Day. As the sponsor you will have the opportunity to address the global delegates during the closing plenary. (1 opportunity available)

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**SPECIAL:** Opportunity to place company collateral material on tables at Members Day

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**SPEAKING OPPORTUNITIES:** Brief closing remarks at Members Day • Company announced as a sponsor at Opening at Members Day

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**TICKETS:** 2 BLC conference registrations

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**ELECTRONIC EXPOSURE:** Logo and link on conference webpage and CaGBC homepage • Use of CaGBC/WorldGBC conference logo for promotional materials until September 2018 • Logo featured on WorldGBC website • Mention on WorldGBC social media • Logo in Sponsors section of Mobile App

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**PRINT EXPOSURE:** Logo in printed conference guide • Logo in 'thank you' ad in trade magazine

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**SIGNAGE:** Logo in sponsor rotation on screen in WorldGBC Members Day plenary room • Logo in sponsor rotation on screen in BLC plenary room • Logo on WorldGBC Members Day directional signage

## WorldGBC Members Day Break | \$5,000

Mid-morning munchies and/or later afternoon cravings won't distract Members Day attendees thanks to our break sponsor. (2 opportunities available)

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**TICKETS:** 1 BLC conference registration

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**ELECTRONIC EXPOSURE:** Logo and link on conference webpage and CaGBC homepage • Use of CaGBC/WorldGBC conference logo for promotional materials until September 2018 • Logo featured on WorldGBC website • Logo in Sponsors section of Mobile App

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**PRINT EXPOSURE:** Logo in printed conference guide • Logo in 'thank you' ad in trade magazine

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**SIGNAGE:** Logo in sponsor rotation on screen in WorldGBC Members Day plenary room • Logo in sponsor rotation on screen in BLC plenary room  
• Logo on WorldGBC Members Day food station signage



## WorldGBC Members Day Lunch | \$5,000

As the sponsor of Members Day Lunch your company will be acknowledged as a key supporter during the lunch and on signage. The full contingent of international GBC participants will be in attendance. (1 opportunity available)

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**SPEAKING OPPORTUNITIES:** Company announced as a sponsor at Members Day Lunch

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**TICKETS:** 1 BLC conference registration

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**ELECTRONIC EXPOSURE:** Logo and link on conference webpage and CaGBC homepage • Use of CaGBC/WorldGBC conference logo for promotional materials until September 2018 • Logo featured on WorldGBC website • Logo in Sponsors section of Mobile App

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**PRINT EXPOSURE:** Logo in printed conference guide • Logo in 'thank you' ad in trade magazine

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**SIGNAGE:** Logo in sponsor rotation on screen in WorldGBC Members Day plenary room • Logo in sponsor rotation on screen in BLC plenary room • Logo on WorldGBC Members Day food station signage

## WorldGBC Members Day Dinner | \$5,000

As the sponsor of this Members Day Dinner your company will be known to attendees and thanked as a key supporter by the host during welcoming remarks and on signage. This event draws the entire WorldGBC contingent. (1 opportunity available)

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**SPEAKING OPPORTUNITIES:** Company announced as a sponsor at Members Day Dinner

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**TICKETS:** 1 BLC conference registration

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**ELECTRONIC EXPOSURE:** Logo and link on conference webpage and CaGBC homepage • Use of CaGBC/WorldGBC conference logo for promotional materials until September 2018 • Logo featured on WorldGBC website • Logo in Sponsors section of Mobile App

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**PRINT EXPOSURE:** Logo in printed conference guide • Logo in 'thank you' ad in trade magazine

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**SIGNAGE:** Logo in sponsor rotation on screen in WorldGBC Members Day plenary room • Logo in sponsor rotation on screen in BLC plenary room • Logo on WorldGBC Members Day food station signage

## WorldGBC Members Day Water Station | \$2,500

See your name on one of the most frequented areas at Members Day. Your logo will be placed at the water station that will be available to WorldGBC Members Day delegates. (1 opportunity available)

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**PRINT EXPOSURE:** Logo in printed conference guide • Logo in 'thank you' ad in trade magazine

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**SIGNAGE:** Logo in sponsor rotation on screen in WorldGBC Members Day plenary room • Logo in sponsor rotation on screen in BLC plenary room • Logo on WorldGBC Members Day water station signage

## WorldGBC Social Media Supporter | \$2,500

Leading up to, during and after the Congress, your support will be lauded on all of the WorldGBC social media outlets. (2 opportunities available)

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**PRINT EXPOSURE:** Logo in printed conference guide • Logo in 'thank you' ad in trade magazine

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**SIGNAGE:** Logo in sponsor rotation on screen in WorldGBC Members Day plenary room • Logo in sponsor rotation on screen in BLC plenary room



## WorldGBC Board Lunch | \$2,500

As the sponsor of the Board Lunch your company will be acknowledged through an announcement and signage. This private event includes WorldGBC Board members and the WorldGBC Corporate Advisory Board (industry CEOs/VPs). (1 opportunity available)

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**SPEAKING OPPORTUNITIES:** Company announced as a sponsor at CAB Board Lunch

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**ELECTRONIC EXPOSURE:** Logo and link on conference webpage and CaGBC homepage • Use of CaGBC/WorldGBC conference logo for promotional materials until September 2018 • Logo featured on WorldGBC website • Logo in Sponsors section of Mobile App

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**PRINT EXPOSURE:** Logo in printed conference guide • Logo in 'thank you' ad in trade magazine

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**SIGNAGE:** Logo in sponsor rotation on screen in WorldGBC Members Day plenary room • Logo in sponsor rotation on screen in BLC plenary room • Logo on WorldGBC & CAB Board Lunch food station signage



## For more information about becoming a sponsor:

### **Thomas Mueller**

*President and CEO, CaGBC*

Direct: 604-282-7811

Toll free: 1-866-941-1184 ext. 2026

Email: [tmueller@cagbc.org](mailto:tmueller@cagbc.org)

### **Sarah Burns**

*VP, Marketing and Communications, CaGBC*

Direct: 613-288-8097

Toll-free: 1-866-941-1184 ext. 1062

Email: [sburns@cagbc.org](mailto:sburns@cagbc.org)

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## For WorldGBC Congress Canada sponsorship:

### **Terri Wills**

*CEO, World Green Building Council*

Email: [office@worldgbc.org](mailto:office@worldgbc.org)



[www.cagbc.org](http://www.cagbc.org)



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