SPONSORSHIP PROSPECTUS

SUSTAINABLE PURCHASING LEADERSHIP COUNCIL

2014 ANNUAL MEETING

Washington DC Convention Center
May 20-21

Share expertise.
Discover solutions.
Build relationships.
Shape the future.
Not your typical conference.

SPLC’s annual meeting provides an opportunity to learn best practices, share knowledge, build valuable relationships and influence the development of SPLC’s programs for guiding and benchmarking leadership in institutional sustainable purchasing.

Day 1: Challenges & Solutions

Challenges & Solutions Workshops are designed to: enable attendees to find solutions for challenges they are currently facing; invite attendees to share their leadership experience and expertise as part of peer-to-peer problem-solving; collect success strategies, best practices, case studies and resources to shape the content in SPLC’s planned Strategic Planning Guide; and facilitate relationship building between participants working on similar challenges. Workshop topics include:

- Winning Support for Sustainable Purchasing Programs
- Spend Analysis: Identifying Social, Economic and Environmental Impacts
- Supplier Engagement: Surveying, Evaluating, Collaborating and Supporting
- Requests for Transparency and Disclosure: What Makes Sense?
- Changing End-user Behavior
- Sustainable Purchaser Training and Credentialing
- Measuring Success: Choosing Metrics and Setting Goals
- Making Sustainability Part of the Bid Award Decision
- Selecting Labels, Standards & Certifications for Use in Purchasing
- Influencing Purchasers: Challenges Selling Sustainable Products & Services
- Performance-Based Specifications: Getting Best Value and Innovation

Day 2: Defining Leadership

On Day 2, participants will contribute to the Council’s definition of leadership in institutional sustainable purchasing, generally and in specific priority purchasing categories. The knowledge collected from these sessions will inform the work of Technical Advisory Groups (TAGs) that will be formed over the next six months to seek consensus on what is the best currently available guidance for purchasing processes and high priority purchasing categories. Category workshops will include:

- Food Service
- Electricity
- Construction & Facility Renovation
- Transportation & Fuels
- Information Technology (IT) Hardware and Services
- Fiber- and Timber-based Products
- Chemically-intensive Products
- Professional Services

Workshop details: www.purchasingcouncil.org/meeting14/workshops/
A community of influence.
The Annual Meeting convenes professionals from the private, public, and non-profit sectors to advance sustainability by developing a shared program of guidance, measurement and recognition for leadership in the multi-trillion dollar institutional purchasing marketplace.

Annual Meeting Registrants as of April 11, 2014

- Aflac
- Alameda County
- American Chemistry Council
- American Clean Skies Fdn.
- American University
- Apex Clean Energy, Inc.
- ARAMARK
- Arizona State University
- Bloomberg LP
- Caesars Entertainment
- City of Cleveland
- City of Portland, OR
- City of San Francisco, CA
- City of Seattle, WA
- CRG Sustainable Solutions
- Dallas Area Rapid Transit
- DEKRA
- Deloitte Touche Tohmatsu Ltd.
- District of Columbia
- Domtar
- Ecolab
- EcoVadis
- Edelman
- Emory University
- Ernst & Young
- Fair Trade USA
- FedEx
- Forest Stewardship Council (US)
- George Washington University
- Government of Nova Scotia
- Green Seal, Inc
- GreenCircle Certified, LLC
- Haworth Inc.
- HDR Architecture
- Hilton Worldwide
- IEEE Standards Association
- Industrial Economics, Inc
- Interface Americas, Inc
- InterTek
- Intl. Labor Rights Forum
- King County, WA
- Kohler Company
- Kuhn Associates LLC
- LittleFootprint Lighting
- Lockheed Martin
- Michigan State University
- Montgomery County
- Municipal Collaboration for Sustainable Procurement
- NSF International
- Office Depot
- Ohio University
- PG&E
- Portland Community College
- Practice GreenHealth
- PRé
- Resonate
- Responsible Purchasing Network
- Reeve Consulting
- RepRisk
- Rutgers University
- SCS Global Services
- SGIA
- Shaver Consulting, Inc
- Sphere-e
- State of California
- State of Maryland
- State of Massachusetts
- State of Minnesota
- TD Bank
- The CarbonNeutral Company
- The University of Texas at Austin
- Trucost
- UL Environment (ULE)
- United Soybean Board
- Univ. of California, San Diego
- Univ. of Dallas
- Univ. of Pennsylvania
- U.S. Dept of Energy
- U.S. EPA
- U.S. GSA
- Waste Management
- World Resources Institute (WRI)
- World Wildlife Fund (WWF)

A diverse audience of purchasers.
Over 60 purchasing organizations will be represented, including many Fortune 1000s, several states, several federal agencies and large municipal governments. This is a great opportunity to connect with institutional purchasers and other stakeholders focused on sustainability. Samples of the titles of registrants include:

- Chief Procurement Officer
- VP, Strategic Sourcing
- VP, Supply Chain
- AVP, Procurement
- AVP, University Business Svcs.
- Director, Contract Administration
- Director, Strategic Sourcing
- Director, Environ. Purchasing
- Purchasing Manager
- Chief, Energy and Sustainability
- Associate Director, Purchasing
- Sustainability Lead, Supply Chain
- Senior CSR Analyst
- Senior Environmental Analyst
- Manager, Sustainable Procurement
- Integration
- Green Purchasing Coordinator
- Facilities Sourcing Specialist
- Purchasing Specialist
- Sustainability Coordinator
- Standards & Quality Control Mgr.

List of presenters: www.purchasingcouncil.org/meeting14/presenters/
An opportunity for sponsorship.

Sponsorship options provide customized marketing packages designed to demonstrate sponsors’ leadership support for sustainable purchasing.

**Showcase your solutions.**
Sponsors can visually showcase solutions to help institutions to reduce purchasing impacts. All sponsors are provided exhibit space and furniture in high-traffic areas between plenary and break-out spaces, in close proximity to coffee stations, snack bars, and meals.

**Connect with buyers.**
Each day includes 2+ hours of unprogrammed networking time when sponsors can connect with sustainability-minded buyers at large purchasing organizations. Networking breaks occur throughout both days.

**Align with leadership.**
Sponsors are recognized in all major online and print communications related to the Annual Meeting, including the post-meeting summary, which documents the leadership agenda set by participants.

*Choice of 6 foot table or cocktail table with stool; power and internet available for additional cost.

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**Sponsorship Packages**

**Keynote Sponsor (1) $6,000**
- VIP seating at Keynote Banquet
- Invitation to VIP dinner on Monday evening
- Five minute address during banquet
- Logo recognition in keynote recording online
- One complimentary registration
- Priority logo recognition on website
- Priority logo recognition on location
- Priority logo recognition in pre-reading packet
- Priority logo recognition in post-meeting report

**Networking Sponsor (1) $5,000**
- VIP seating at Keynote Banquet
- Invitation to VIP dinner on Monday evening
- Logo featured on social networking platform
- One complimentary registration
- Priority logo recognition on website
- Priority logo recognition on location
- Priority logo recognition in pre-reading packet
- Priority logo recognition in post-meeting report

**Exhibitor (5) $2,500**
- Table/exhibit space in high traffic area / hall
- One complimentary registration
- Logo recognition on website
- Logo recognition on location
- Logo recognition in pre-reading packet
- Logo recognition in post-meeting report

**Sponsor (5) $1,000**
- Logo recognition on website
- Logo recognition on location
- Logo recognition in pre-reading packet
- Logo recognition in post-meeting report

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