



SHADES
of **GREEN**

Building Diversity in the Utility and Energy Sectors | 2019 Forum

2019 SPONSOR & EXHIBITOR OVERVIEW

October 2019 | Philadelphia, PA | SOGForum.com

Event
organized by:



ABOUT SHADES OF GREEN

The 2019 Shades of Green Forum is set for October 1-2, 2019 in the City of Brotherly Love - Philadelphia, PA. This year promises to be even more exciting than last year's inaugural event that attracted attendees from more than 20 states and several different industries including government, energy, legal, finance and academia. The first day of the two-day conference will once again feature a diverse group of industry professionals such as utility professionals, energy consultants and diversity experts. The second day will feature a workshop where information and insights garnered from the previous day will be used to facilitate discussions around diversity best practices, strategies and actions. We will also address the pending energy workforce "silver tsunami" and discuss strategies to fill the looming shortage. Workshop attendees will be expected to participate in interactive discussion groups. The goal of the workshop is for attendees to leave with meaningful take-aways that can be implemented to move organizations further along the path to diversity, inclusion and equity.

WHO ATTENDS?



Utility Professionals



Supplier Diversity Professionals



Program Planners and Evaluators



Energy Consultants



Program Managers



Marketing Specialists



HR Professionals



Program Designers



Trade Ally Managers

KEY TOPICS TO BE DISCUSSED

- Why Green is not the "New" Brown and Black
- Intersectionality: Using Privilege to Fight Marginalization
- Tapping Savings in Underserved Communities
- Solutions to the "Silver Tsunami" ie., the Pending Workforce Shortage
- The "New" Supplier Diversity Game

INAUGURAL FORUM STATS



230 Attendees



33 Sponsors



19 Sessions



SPONSORSHIP LEVELS

TOP TIER

TOP TIER SPONSOR BENEFITS

- Top-tier logo feature in advertising, email promotion, printed materials, website, signage, sponsor slideshow and Forum program
- Social Media announcement and re-tweeting of relevant news
- Banner placement (provided by sponsor, placed by Shades of Green)
- Opt-in attendee list (by request)

TITLE SPONSOR | \$17,500 (exclusive)

- Title feature/mention and logo(s) included in outgoing marketing and promotional activities
- Seat on Programming Committee to review and recommend content for Forum program
- Leader featured in event kick-off
- Custom exhibitor space (includes optional table and 2 chairs)
- Special Offer featured in thank you email to all attendees
- 10 full-Forum registration passes included

PRESENTING SPONSOR | \$11,500 (3 available)

- Presented by feature/mention and logo(s) included in all outgoing marketing and promotional activities
- Leader included in speaking program
- Custom exhibitor space (includes optional table and 2 chairs)
- Special Offer featured in thank you email to all attendees
- 8 full-Forum registration passes included

STAGE SPONSOR | \$7,500 (exclusive)

- Custom signage featured on main conference stage and breakout stages (provided by sponsor, approved and placed by Shades of Green, maximum of (2) 33"x80" pop-ups unless otherwise agreed upon)
- Table-top exhibit space in Sponsor Foyer (includes optional 6-ft table and 2 chairs)
- 6 full-Forum registration passes included

MID TIER SPONSOR BENEFITS

- Mid-tier logo feature in advertising, email promotion, printed materials, website, signage, sponsor slideshow and Forum program
- Table-top exhibit space in Sponsor Foyer (includes optional 6-ft table and 2 chairs)
- Social Media announcement and re-tweeting of relevant news
- Opt-in attendee list (by request)

NETWORKING/VIP RECEPTION SPONSOR | \$7,000

- Introduction of Hosted Networking Reception in Sponsor Foyer
- Banner featured during Hosted Networking Reception (provided by sponsor)
- Logo feature next to Networking Reception in Forum program (website and print)
- 5 full-Forum registration passes included

WORKSHOP SPONSOR | \$7,000

- Introduction of workshop by sponsor
- Logo feature next to Workshop in Forum program (website and print)
- 5 full-Forum registration passes included

KEYNOTE/PLENARY SPONSOR | \$6,000

- Introduction of keynote/plenary by sponsor
- Logo on keynote/plenary screen during session
- Logo feature next to keynote/plenary in Forum program (website and print)
- Opportunity to place promotional material at every seat during session
- 4 full-Forum registration passes included

MID TIER



SPONSORSHIP LEVELS

MID TIER

LUNCH and LEARN | \$6,000

- Official Sponsor of Shades of Green Lunch and Special Lunch Program (content/showcase provided by partner, pre-approved/produced by Shades of Green)
- Introduction of lunch session by sponsor
- Logo feature next to lunch session in Forum program (website and print)
- Logo on screen and sign/banner featured on stage during lunch (provided by sponsor)
- 4 full-Forum registration passes included

REGISTRATION SPONSOR | \$6,000

- Thank you from Emcee during event
- Sign/banner featured at registration area (provided by sponsor)
- Special message from sponsor on registration confirmation emails
- 4 full-Forum registration passes included

BASE TIER SPONSOR BENEFITS

- Base-tier logo feature in advertising, email promotion, printed materials, website, signage, sponsor slideshow and Forum program
- Table-top exhibit space in Sponsor Foyer (includes optional 6-ft table and 2 chairs)
- Opt-in attendee list (by request)

PANEL SESSION SPONSOR | \$4,000

- Introduction of panel session by sponsor
- Logo feature next to session in Forum program
- 3 full-Forum registration passes included

APP SPONSOR | \$4,000

- App presented by sponsor
- Top-tier logo feature in Shades of Green official app by Socio
- 3 full-Forum registration passes included

LANYARD SPONSOR | \$4,000

- Lanyards provided by sponsor with logo featured on all lanyards (quantity to be determined)
- 3 full-Forum registration passes included

BREAK SPONSOR | \$3,500

- Sponsor thank you by Emcee
- Sponsor pop-up sign in high traffic area during break (sponsor to provide signage, Shades of Green team to place)
- Table card with sponsor logo (if bringing service ware)
- 2 full-Forum registration passes included

EVENT SPONSOR | \$2,750

- 2 full Forum registration passes included

EVENT SPONSOR - NO TABLE/NO EXHIBIT SPACE | \$1,750

- 2 full Forum registration passes included

EXHIBITOR | \$1,500

- Table-top exhibit space in Sponsor Foyer (includes optional 6-ft table and 2 chairs)
- Logo and link featured on Website only
- 1 full Forum registration passes included

BASE TIER



GET IN TOUCH

Contact

Email info@SOGForum.com
Call (503) 206-5392
Website SOGForum.com

Event Details

Date 1 - 2 October, 2019
Place Philadelphia, PA



PROGRAMMING COMMITTEE

Valarie J. Cofield	Eastern Minority Development Council
Ben Downing	Drexel Hamilton
Jami Haaning	Lam Research
Alex Novie	Energy Trust of Oregon
Pam Neal	Prosper Portland
Angel Swanson	ICF
Michelle Tashima	CLEAResult
Linda Woodley	Prisma Point