



# Sustainability 3.0

## Redefining Green

A small business sustainability expo brought to you by the Strathcona BIA  
September 28, 2010 | 3-7pm | Japanese Language Hall | Vancouver, BC

Sustainability 3.0 is an excellent opportunity for you to promote your business and showcase the steps you are taking to be green. Enhance the competitive advantage of your business and be part of the progressive sustainable business community in the Strathcona Green Zone.

**Sponsorship Opportunities**

<http://www.strathconagreenzone.com/expo>

## **Sustainability 3.0: Redefining Green**

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**Date:** Tuesday, September 28, 2010  
**Location:** Japanese Language Hall, 475 Alexander St., Vancouver BC  
**Event URL:** <http://www.strathconagreenzone.com/expo>  
**Target Audience:** BIA members from Strathcona, Hastings-Sunrise, Chinatown, Gastown and Downtown, business owners, employees, non-profit organizations, community members and residents. Attendance is by donation and anyone interested is welcome to attend.  
**Projected Attendance:** 350+

### **Expo Description**

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The Strathcona BIA is proud to present its third annual sustainability expo, Sustainability 3.0: Redefining Green. This event will showcase the sustainability efforts of Strathcona businesses, provide networking opportunities and give you the tools to enhance the competitive advantage of your business.

Sustainability 3.0 will feature a special keynote address from Bob Willard, author of *The Sustainability Advantage* and *The Next Sustainability Wave*, and leading Canadian sustainability expert. Attendees will find resources on programs for waste/recycling management, the Strathcona Resource Exchange, energy conservation and much more!

Network with your peers and gain firsthand insight on how businesses are redefining green. Get inspired and be a part of Vancouver's Green Zone.

### **Agenda: Tuesday, September 28, 2010**

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12:00pm-3:00pm	Set-Up
3:00pm-4:00pm	Exhibits Open/Networking
4:00pm-5:00pm	Keynote, Q&A
5:00pm-5:30pm	Intermission: Exhibits Open/Networking
5:30pm-6:20pm	Snapshots of Strathcona: Mini-presentations and Panel Session
6:20pm-7:00pm	Exhibits Open/Networking
7:00pm-8:00pm	Clean-Up
7:15pm-9:00pm	Evening Reception

*\*Schedule subject to change*

**For more information or to participate, please contact:**  
Purdy Jones at 778-737-0229 or Sophie Agbonkhese at 604-258-2727

## Sponsorship Opportunities

Level	Forest	Tree	Seed	Exhibitor	Keynote	Panel	Travel Mug	Food & Beverage	Evening Reception	Media
Cost	\$2500	\$1500	\$500	No charge, Invite only	\$5000	\$3500	\$3000	\$2500	\$2000	
Opportunities Available	2	4	10	10	1	1	1	1	1	1
Expo Website	*Logo/Name/URL/200 word description	Name/URL/100 word description	Name/URL/50 word description		*Logo/Name/URL/300 word description	*Logo/Name/URL/200 word description	Logo/Name/URL/200 word description	Logo/Name/URL/200 word description	Name/URL/100 word description	Logo/Name/URL
Company Name in Pre-event email	●	●			●	●	●	●	●	●
Strathcona BIA August e-newsletter	*Logo	Company Name			*Logo	*Logo	Company Name	Company Name		
Expo Press Release	●				●	●	●	●	●	●
Expo Marketing Materials	●	●			●	●	●	●		●
Exhibit Space: skirted table, 2 chairs	6ft table	6ft table	4ft table	4ft table	8ft table	8ft table	8ft table	4ft table + space for F&B	4ft table	4ft table
Premier exhibit location	●				●	●	●	●		
Expo Signage	Logo on 3 expo signs	Logo on 3 expo signs	Name on 3 expo signs		Logo on 4 expo signs + Keynote Slide	Logo on 4 expo signs + Panel Slide	Logo on 3 expo signs	Logo on 3 expo signs+2 F&B signs	Logo on 3 expo signs + reception signs	Logo on 3 expo signs
Company acknowledgement as sponsor	SBIA				SBIA & Keynote	SBIA & Panel	SBIA	SBIA	SBIA during reception	SBIA
Expo Program Guide	Logo	Company Name	Company Name		Logo + ¼ page Ad	Logo	Logo	Logo	Company Name	Logo
Logo on Travel Mug							●			
Opportunity to introduce Keynote					●					
Exclusive sponsorship of F&B								●		

\*Prominent location

## Sponsorship Opportunities

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# Forest Level Sponsor

\$2500 (2 available)

### Exposure

- Logo/Company Name/URL/200 word description included on the expo website
- Company Name included in an pre-event email to pre-registered attendees
- Logo prominently included in the Strathcona BIA August E-Newsletter
- Company Name included on the expo press release
- Inclusion in expo marketing materials

### Expo Inclusions

- Exhibit Space: 1-6ft skirted table with 2 chairs
- Premier exhibit location
- Logo on 3 Expo Signs (3 Sponsor Banners)
- Company acknowledgement as sponsor by Strathcona BIA
- Logo in Expo Guide

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# Tree Level Sponsor

\$1500 (4 available)

### Exposure

- Company Name/URL/100 word description included on the expo website
- Company Name included in an pre-event email to pre-registered attendees
- Company Name included on the Strathcona BIA August E-Newsletter
- Inclusion in expo marketing materials

### Expo Inclusions

- Exhibit Space: 1-6ft skirted table with 2 chairs
- Logo on 3 Expo Signs (3 Sponsor Banners)
- Company Name in Expo Guide

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# Seed Level Sponsor

\$500 (10 available)

### Exposure

- Company Name/URL/50 word description included on the expo website

### Expo Inclusions

- Exhibit Space: 1-4ft skirted table with 2 chairs
- Company Name on 3 Expo Signs (3 Sponsor Banners)
- Company Name in Expo Guide

**For more information or to participate, please contact:**  
Purdy Jones at 778-737-0229 or Sophie Agbonkhese at 604-258-2727

## **Sponsorship Packages**

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Give your organization more visibility by choosing one of our sponsorship packages. These prime sponsorships will help increase your exposure and ensure that you stand out at Sustainability 3.0!

# **Keynote Sponsor**

**\$5000 (1 available)**

### **Exposure**

- Logo/Company Name/URL/300 word description included on the expo website
- Company Name included in an pre-event email to pre-registered attendees
- Logo included on the Strathcona BIA August E-Newsletter
- Company Name included on the expo press release
- Inclusion in expo marketing materials

### **Expo Inclusions**

- Exhibit Space: 1-8ft skirted table with 2 chairs
- Premier exhibit location
- Logo on 4 Expo Signs (3 Sponsor Banners/Keynote) + Keynote Slide
- Company acknowledgement as sponsor by Strathcona BIA and Keynote Speaker
- Logo in Expo Guide
- ¼ Ad page in Expo Guide
- Opportunity to introduce Keynote

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# **Panel Sponsor**

**\$3500 (1 available)**

### **Exposure**

- Logo/Company Name/URL/200 word description included on the expo website
- Company Name included in an pre-event email to pre-registered attendees
- Logo included on the Strathcona BIA August E-Newsletter
- Company Name included on the expo press release
- Inclusion in expo marketing materials

### **Expo Inclusions**

- Exhibit Space: 1-8ft skirted table with 2 chairs
- Premier exhibit location
- Logo on 4 Expo Signs (3 Sponsor Banners/Panel) + Panel Slide
- Company acknowledgement as sponsor by Strathcona BIA and Panel Session
- Logo in Expo Guide

**For more information or to participate, please contact:**  
Purdy Jones at 778-737-0229 or Sophie Agbonkhese at 604-258-2727

# Travel Mug Sponsor

\$3000 (1 available)

## Exposure

- Logo/Company Name/URL/200 word description included on the expo website
- Company Name included in an pre-event email to pre-registered attendees
- Company Name included on the Strathcona BIA August E-Newsletter
- Company Name included on the expo press release
- Inclusion in expo marketing materials

## Expo Inclusions

- Exhibit Space: 1-8ft skirted table with 2 chairs
- Premier exhibit location
- Logo/Company Name on 3 Expo Signs (3 Sponsor Banners)
- Company acknowledgement as sponsor by Strathcona BIA
- Logo in Expo Guide
- Logo on 300 Travel Mug Giveaways

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# Food & Beverage Sponsor

\$2500 (1 available)

## Exposure

- Logo/Company Name/URL/200 word description included on the expo website
- Company Name included in an pre-event email to pre-registered attendees
- Company Name included on the Strathcona BIA August E-Newsletter
- Company Name included on the expo press release
- Inclusion in expo marketing materials

## Expo Inclusions

- Exhibit Space: 1-4ft skirted table with 2 chairs + space for food & beverage
- Premier exhibit location
- Logo/Company Name on 3 Expo Signs (3 Sponsor Banners) + 2 signs in F&B Area
- Company acknowledgement as sponsor by Strathcona BIA
- Logo in Expo Guide
- Exclusive sponsorship of the food & beverages at Sustainability 3.0

*\*If you have a sustainable catering business, we can waive the sponsorship fee if your team will come in and provide full service catering to include light snacks (ex. hors d'oeuvres, canapés) and beverages for 350 people.*

**For more information or to participate, please contact:**  
Purdy Jones at 778-737-0229 or Sophie Agbonkhese at 604-258-2727

# Evening Reception Sponsor

\$2000 (1 available)

## Exposure

- Company Name/URL/100 word description included on the expo website
- Company Name included in an pre-event email to pre-registered attendees
- Company Name included on the expo press release

## Expo Inclusions

- Exhibit Space: 1-4ft skirted table with 2 chairs
- Logo on 3 Expo Signs (3 Sponsor Banners) + signage during the evening reception
- Company acknowledgement as sponsor by Strathcona BIA during evening reception
- Company Name in Expo Guide

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# Media Sponsor

Media is an important part to the success of Sustainability 3.0. If you represent a media company and want to help by providing promotion, press releases, advertising space, event coverage, etc... we want to hear from you!

## Exposure

- Logo/Company Name/URL included on the expo website
- Company Name included in an pre-event email to pre-registered attendees
- Company Name included on the expo press release
- Inclusion in expo marketing materials

## Expo Inclusions

- Exhibit Space: 1-4ft skirted table with 2 chairs
- Logo on 3 Expo Signs (3 Sponsor Banners)
- Company acknowledgement as sponsor by Strathcona BIA
- Logo in Expo Guide

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# Exhibitor

\*No charge, by invitation only to Strathcona BIA members

- Exhibit Space: 1-4ft skirted table with 2 chairs

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# In-kind Donations

Are you interested in supporting Sustainability 3.0 outside of these opportunities? Contact us with your ideas!

For more information or to participate, please contact:  
Purdy Jones at 778-737-0229 or Sophie Agbonkhese at 604-258-2727

## Contact Information

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Sponsorship Inquiries: Purdy Jones  
[greenstrathcona@gmail.com](mailto:greenstrathcona@gmail.com)  
778-737-0229

Green Zone Inquiries: Sophie Agbonkhese  
[sustainabilitysbia@telus.net](mailto:sustainabilitysbia@telus.net)  
604-258-2727

## Important Deadlines

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Deliverable deadline for inclusion in the following expo materials:	Due Date
Strathcona BIA August E-Newsletter	Wed, Aug 4
Expo Invitation Postcard	Wed, Aug 4
Expo Program Guide	Wed, Sept 1
Expo Press Release	Wed, Sept 1

## Past Sustainability Expo Supporters

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- BC Hydro
- Budget Inn Patricia Hotel
- Building Opportunities with Business
- Bullfrog Power
- Bruce Carscadden Architect Inc.
- CBR Products
- Chapel Arts
- City Biker
- Co-op Auto Network/The Company Car
- City of Vancouver
- Eclipse Awards International
- EcoEco
- Eco Industrial Solutions
- Environmental Youth Alliance
- Flowers for Food
- FrogBox
- Frogfile Office Essentials
- Genesis Security
- Goodbye Graffiti
- Granville Magazine
- Green Zebra
- Heritage Office Furnishings
- Jack Bell Ride-Share
- Majora Carter Group
- Nature's Path
- Northwest Waste Systems
- Recycling Alternatives
- Saul Good Gift Co.
- Salt Spring Coffee
- Special Screencraft Printers
- Strathcona BIA
- Sunrise Soya Foods
- Terasen Gas
- Tradeworks
- United We Can
- Vancity
- Vancouver Economic Development Commission
- Vancouver Japanese Language Hall
- Vancouver Seed Bank
- VEVA Electric Vehicles
- W2
- Zipcar

For more information or to participate, please contact:  
Purdy Jones at 778-737-0229 or Sophie Agbonkhese at 604-258-2727



# Sustainability 3.0: Participation Agreement

September 28, 2010 | 3-7pm | Japanese Language Hall | Vancouver BC

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Tel: \_\_\_\_\_

Company website: \_\_\_\_\_

Address: \_\_\_\_\_

### Participation Level (*please choose one*):

- Forest Level - \$2500
- Tree Level - \$1500
- Seed Level - \$500
- Exhibitor - no charge, by invitation to Strathcona BIA members
- In-Kind: \_\_\_\_\_
- Keynote - \$5000
- Panel - \$3500
- Travel Mug - \$3000
- Food & Beverage - \$2500
- Evening Reception - \$2000
- Media Sponsorship

Total Sponsorship Fee Enclosed: CAD\$ \_\_\_\_\_

### Payment Terms:

In consideration of Participating Company's participation in the Event as set forth above, Participation Company shall pay to the Strathcona BIA the Sponsorship Fee on or before September 13, 2010.

- Check enclosed. Please make checks payable to 'Strathcona Business Improvement Association' Remit Payment to: Strathcona BIA, 1222 E Hastings Street, Vancouver BC, V6A 1S6
- Please invoice me. Invoice payable upon receipt.

### Conference Date/Location Change and/or Cancellation

If the Strathcona BIA, in its sole discretion, changes the expo dates or location or cancels the conference, the Strathcona BIA's sole liability to Participating Company shall be to notify Participating Company as far in advance as possible of such changes or cancellation, and in the event that the expo is cancelled [or the Participating Company cannot attend during this re-scheduled time period], to refund 100% of the Sponsorship Fees previously paid by Participating Company. Cancellations by sponsoring companies must be submitted by August 31, 2010 to be eligible for a refund. If written cancellation is not submitted by August 31, 2010 the Strathcona BIA is not required to issue a refund.

### Liability of Participation Company

Participating Company is solely responsible for its own demonstration materials and products and for insuring from all loss or damage. The Strathcona BIA shall bear no responsibility for the safety of Participating Company, its personnel, employees, agents or representatives or their personal property. Participating Company shall not make any claim against the Strathcona BIA for loss, theft, damage or destruction of property or injury, including death, to itself, its employees, agents or representatives, unless caused by the sole negligence or willful misconduct of the Strathcona BIA. The Participating Company agrees to indemnify, defend and save harmless the Strathcona BIA from any and all liability for the content of its advertisements purchased hereunder (including text, illustrations, representations, sketches, maps, trademarks, labels or other copyrighted matter), and for the unauthorized use of any trademark or copyrighted material or any person's name or photograph arising from the reproduction and display of the advertisements purchased hereunder.

### Limitation of Liability

The Strathcona BIA's entire liability to Participating Company arising out of or relating to this agreement shall be limited to the total sponsorship fee paid hereunder. In no event shall the Strathcona BIA be liable to participating company for any consequential, incidental, special, reliance or indirect damages.

Authorized Signature: \_\_\_\_\_ Name: (please print) \_\_\_\_\_

On behalf of Company Name: \_\_\_\_\_ Date: \_\_\_\_\_

Please send completed forms to: [sustainabilitysbia@telus.net](mailto:sustainabilitysbia@telus.net) or Fax to: 604-258-2723

**SUBMISSION DEADLINE: TUESDAY, AUGUST 31, 2010**