



**global
green**

EXPO 2008

Liberty State Park
Historic Central Railroad Terminal
Jersey City, NJ
April 25 to 27, 2008

A large, stylized illustration in shades of green. It features several wind turbines of varying heights and sizes scattered across a field. In the foreground, there are silhouettes of dandelions and grass. Several birds are shown in flight, scattered across the sky. The overall theme is clean, renewable energy and nature.

sponsor guide



Global Green Expo 2008 Sponsor Guide

At Global Green Expo we have a simple mission. Information. Inspiration. Action. Information will come by way of some of the leading environmentalists in the country. Charismatic and well known speakers will bring the inspiration to our attendees. Ed Begley, Jr., Jeff Corwin, Ted Danson and Deirdre Imus all share a passion for the environment and will bring that fire in their key note speeches to our attendees.

Sponsors are an integral part of the Global Green Expo. It is because of their support that we are able to present the best speakers, demonstrations and solutions to the largest audience possible. The spirit and commitment of our sponsors are greatly appreciated!

In appreciation we commit ourselves to ensuring that our sponsors are publicly recognized for their support. As a sponsor of Global Green Expo 2008 you will enjoy an enhanced image among consumer, business and regulatory communities. The Global Green Expo will be back in 2009, 2010 and beyond and we look forward to building strong long term relationships with our sponsors that are mutually beneficial.

Rising costs, supply issues and environmental concerns have raised business, government and consumer interest to an all-time high.

Nearly half of all Americans purchased eco-friendly products last year. Over half of new car buyers are considering hybrid vehicle purchases. Sierra Club membership is up 33% in the past four years.

Why at Liberty State Park? Liberty State Park is a prime example of urban environmental renewal. The toxic, decaying former railroad yard was transformed into the largest urban State Park in the country. Located on the Hudson River, another environmental success story, Liberty State Park boasts one of the most inspiring views in the world, featuring natural (New York/New Jersey harbor), historic (Ellis Island, Statue of Liberty) and urban (Manhattan skyline) elements.

Why team with Star-Ledger/nj.com & everything jersey events? With a media audience community of 2.5 million New Jersey adults, Star-Ledger/nj.com are New Jersey's leading media partners. everything jersey events already produces the Star-Ledger's successful Liberty Jazz Festival at Liberty State Park and has the experience and relationships to work with the park agencies.

The Global Green expo is the perfect place for you to position yourself as a leader in corporate citizenship and energy/environmental advocacy. Because the Global Green Expo is envisioned not just as a show but as a 24 x 7 x 52 initiative, it will enable your organization to promote and advance its initiatives year-round. This is an inaugural event to launch ideas and initiatives. The Global Green Expo offers an annual opportunity to evaluate progress, share ideas, and motivate attendees. This will be facilitated by an ongoing communications campaign.

It's an opportunity for your company to do something that will shape the future!

PAVILION SPONSOR

Pavilion sponsorship includes category exclusivity as a major sponsor.

ADVANCE PROMOTION

- The Star-Ledger/nj.com campaign would span over two months and would be valued in excess of \$320,000 - over 65,000,000 ad impressions. Your logo will be included as at the Major or Pavilion Sponsor levels in all ads
- Two quarter page ads per month focusing on your chosen pavilion
- Partner media combined with a professionally executed press relations campaign will add an estimated 50,000,000 impressions.

EVENT CAMPAIGN VALUE: \$415,000

EVENT GUIDE: (400,000+ DISTRIBUTION)

- A full page ad in process color in the special event guide that will run on Earth Day, April 22nd in the Star-Ledger
- Branding logo on cover
- Author a feature story (up to 300 word count)
- Name rights to one fo the themed pavilions (Transportation, Home Energy, Food, etc)

EVENT GUIDE VALUE: \$25,000

ON-SITE EVENT VISIBILITY

- Premium display space at the pavilion 'gateway' with public announcement referrals to your display throughout the event
- Identity on all on-site signage
- Up to three proprietary signs on-site in chosen pavilion
- Opportunity for a representative to present a workshop each day of the event
- Opportunity for a representative to introduce other keynote speakers each day

EVENT VISIBILITY VALUE: \$35,000

PAVILION SPONSOR (cont.)

24 x 7 x 52 COMMUNICATIONS AND BUSINESS INITIATIVE

B2B Campaign

- 26 time "TOMA" tips small space ad in the Star-Ledger Business section (could also be used for consumer campaign)
- 500,000 impressions with nj.com Business features

Consumer Campaign

- 1,000,000 impressions on nj.com consumer content

24 X 7 X 52 COMMUNICATIONS VALUE: \$47,000

THREE YEAR TIERED PROPOSAL

TOTAL VALUE OF PRESENTING SPONSOR BENEFITS: \$522,000

\$415,000 Event Campaign

\$107,000 Campaign and Event Visibility

ANNUAL INVESTMENT

- Year One - \$95,000
- Year Two - \$105,000
- Year Three - \$115,000

FOUNDING SPONSOR

Founding sponsorship includes category exclusivity as a major sponsor

ADVANCE PROMOTION

- The Star-Ledger/nj.com campaign would span over two months and would be valued in excess of \$200,000 - over 65,000,000 ad impressions. Your logo will be included at the Founding Sponsor level in all ads
- Partner media combined with a professionally executed press relations campaign will add an estimated 50,000,000 impressions.

EVENT CAMPAIGN VALUE: \$265,000

FOUNDING SPONSOR (cont.)

EVENT GUIDE: (400,000+ DISTRIBUTION)

- A half page ad in process color in the special event guide that will run on Earth Day, April 22nd in the Star-Ledger
- Branding logo on cover
- Author a feature story (up to 300 word count)
- Official Sponsor of one of the workshop stages

EVENT GUIDE VALUE: \$17,000

ON-SITE EVENT VISIBILITY

- Premium display space at the pavilion 'gateway' with public announcement referrals to your display throughout the event
- Identity on all on-site signage
- Up to two proprietary signs on-site in chosen pavilion
- Opportunity for a representative to present a workshop each day of the event

EVENT VISIBILITY VALUE: \$25,000

24 X 7 X 52 COMMUNICATIONS AND BUSINESS INITIATIVE

Campaign

- 12 time 6 column by 4 inch strip ad in the star-Ledger Today section
- 200,000 impressions with nj.com Business features

Consumer Campaign

- 400,000 impressions on nj.com consumer content

24 X 7 X 52 COMMUNICATIONS VALUE: \$45,000

THREE YEAR TIERED PROPOSAL

TOTAL VALUE OF FOUNDING SPONSOR BENEFITS: \$352,000

\$265,000 Event Campaign

\$87,000 Campaign and Event Visibility

ANNUAL INVESTMENT

- Year One - \$55,000
- Year Two - \$65,000
- Year Three - \$75,000

MEAN GREEN MAJOR SPONSOR

Mean Green Major Sponsorship includes logo in all advertising.

ADVANCE PROMOTION

- The Star-Ledger/nj.com campaign would span over two months and would be valued in excess of \$200,000 - over 65,000,000 ad impressions. Your logo will be included at the Mean Green Major Sponsor level in all ads
- Partner media combined with a professionally executed press relations campaign will add an estimated 50,000,000 impressions.

EVENT CAMPAIGN VALUE: \$130,000

EVENT GUIDE: (400,000+ DISTRIBUTION)

- A half page ad in the special event guide that will run on Earth Day, April 22nd in the Star-Ledger
- Branding logo on cover
- 150 word company profile

EVENT GUIDE VALUE: \$9,000

ON-SITE EVENT VISIBILITY

- Premium display space at the Global Green Expo with public announcement referrals to your display throughout the event
- Identity on all on-site signage
- The right to have one proprietary sign on-site
- Opportunity for a representative to present a workshop each day of the event

EVENT VISIBILITY VALUE: \$20,000

24 x 7 x 52 COMMUNICATIONS AND BUSINESS INITIATIVE

Campaign

- 12 time 2 column by 4 inch "consumer awareness" ads in the Star-Ledger to be used at your discretion throughout the year
- 100,000 impressions with nj.com Business features

Consumer Campaign

- 200,000 impressions on nj.com consumer content

24 X 7 X 52 COMMUNICATIONS VALUE: \$25,000

THREE YEAR TIERED PROPOSAL

TOTAL VALUE OF MEAN GREEN MAJOR SPONSOR BENEFITS: \$184,000

\$130,000 Event Campaign

\$54,000 Campaign and event visibility

ANNUAL INVESTMENT:

- Year One - \$25,000
- Year Two - \$30,000
- Year Three - \$35,000

Sponsor Agreement

Following are terms and conditions governing rental of exhibit space for Global Green Expo 2008 at the Liberty State Park. As a Sponsor, your signature below constitutes a binding agreement to abide by all the terms and conditions set forth herein.

1. ORGANIZER. The word "Organizer" as used herein shall mean Global Green Expo 2008 or its officers, agents or employees acting for it in the management of Global Green Expo 2008 ("the Expo").

2. ELIGIBLE EXHIBITS. The Organizer reserves the right to determine whether any company, organization, product or service is suitable for inclusion in the Expo. This determination may be made at any time before or during the Expo.

3. LIMITATION OF LIABILITY. The Sponsor agrees to make no claim for any reason whatsoever, including negligence, against the Organizer, its officers, agents or employees, nor against the owner or management of Liberty State Park ("the Expo venue"), for loss, theft, damage or destruction of property, nor for any bodily injury to Sponsor or its employees or agents, while inside the Expo venue or on the venue grounds.

4. INSURANCE. The Organizer will carry liability and damage insurance for the Expo as required by the Expo venue. However, said insurance will not under any circumstances cover losses of any kind incurred by the Sponsor, nor cover the Sponsor in case a claim of liability arises between the Sponsor and any attendee. Sponsors are responsible for obtaining their own general liability insurance for the Expo dates, including set-up and take-down times. The Sponsor hereby indemnifies Organizer and the owners and management of the Expo venue against any claim or suit arising between Sponsor and any attendee during the period of the Expo.

5. SOUND DEVICES. Sponsor's use of devices for amplification of sound or music is subject to the approval of the Organizer and must not intrude upon nearby exhibit spaces.

6. BOOTH ASSIGNMENT. The Organizer reserves the right to assign all exhibit booth spaces and may relocate the Sponsor to a different comparable booth space in order to optimize the venue floor plan or otherwise serve the overall good of the Expo.

7. LOGISTICAL INFORMATION. A detailed Sponsor Kit will be emailed or mailed to the Sponsor in ample time for advance planning. The Kit will contain information regarding directions to the Expo venue, shipping to and from the venue, parking, power needs, Expo hours, Sponsor badges, etc. It is the Sponsor's responsibility to thoroughly study the contents of the Sponsor Kit in order to ensure a smooth-running event for all concerned.

8. NO SMOKING. Smoking is prohibited at all times throughout the Expo venue facilities, including loading areas.

9. ACTS OF GOD, FIRES, STRIKES, ETC. In the event that any cause or occurrence beyond the Organizer's control, such as war, fire, strike, quarantine or other emergency, prevents Global Green Expo 2008 from taking place on the specified dates, the Organizer may retain Sponsor's payments for expense compensation.

10. PAYMENT OF BOOTH FEE. If Sponsor pays a deposit amount less than the full booth rental fee at the time of registration, Sponsor agrees to pay the balance owing on or before the specified due date. If, after notice is given, Sponsor fails to pay the balance on time, a fee equal to 10% of the overdue balance will be assessed. If Sponsor's payment becomes more than 45 days overdue, Organizer may at its discretion cancel the Sponsor's registration, retaining the full amount of deposits already paid, and assign the Sponsor's space to another party.

11. SPONSOR CANCELLATION. If Sponsor cancels its exhibit booth registration prior to the start of the Expo, the following refund policy applies: If cancellation occurs 90 or more days before the start of the Expo (i.e. set-up day, or April 24, 2008), the Organizer will refund the Sponsor's booth rental payment, less a service charge equal to 10% of the full (regular) booth price. If cancellation occurs less than 90 but at least 30 days before the start of the Expo, the Organizer will retain an amount equal to 50% of the full (regular) booth price and refund the remainder of Sponsor's rental payment. If cancellation occurs less than 30 days before the start of the Expo, the Organizer will retain 100% of the Sponsor's booth rental payment. In case the Sponsor has paid additional fees for optional booth services (e.g. electric power, phone, special furniture, etc), it is solely the Sponsor's responsibility to notify the applicable service provider(s) of the cancellation and to arrange refunds if allowed.

12. COMPLIANCE WITH LAW. The Sponsor agrees to comply with all applicable local, state and federal laws while participating in the Expo.

13. SET-UP and TAKE-DOWN. Set-up time is Thursday, April 24th from 8am to 5pm. Sponsors will be assigned a load-in time that must be adhered to. No set-up is permitted after 9am on Friday. The Global Green Expo ends on Sunday, April 27 at 5pm. Take-down takes place from 5:30pm to 10pm Sunday and again from 9am to 3pm on Monday, April 28. NOTE: Sponsor set-up will not be permitted until Organizer has received a signed copy of this agreement along with full payment for booth rental.

14. NO EARLY TAKE-DOWN. Exhibitor agrees not to begin dismantling the booth or display materials before 5:30pm on Sunday, April 27. Failure to comply with this provision may result in exclusion from future Expos.

15. VENUE WALLS. Nothing may be attached to any wall of the venue exhibit rooms. Driving nails, staples or the use of tape on the walls is prohibited. All displays must be free-standing. If the exhibit space is damaged by the Sponsor, charges will apply and must be paid before move-out.

16. TAXES AND LICENSES. The Sponsor is personally responsible for the collection and payment of all applicable sales taxes and for payment of any applicable state and local fees or licenses associated with exhibiting at the Global Green Expo.

17. ANIMALS. Live animals are not allowed in the Global Green Expo at any time.

18. CHILDREN. No children are permitted in the Expo venue during set-up and take-down times.

19. FOOD AND BEVERAGES. Inside the Expo venue, all food and beverages (except water) must be provided solely by the venue's catering department. No Sponsor may sell any food product that can reasonably be eaten on the premises. Food and beverage samples not larger than 1 oz may be offered free of charge.

20. FAILURE TO COMPLY with the foregoing terms and conditions may, at the Organizer's sole discretion, result in the Sponsor's exclusion from Global Green Expo 2008, loss of deposits paid, and/or other fees and remedies.

SPONSOR'S DECLARATION: I have read and agree to abide by all the terms and conditions set forth in this Sponsor Agreement. My signature on this page applies equally to all pages of this Sponsor Agreement.

Signature _____ Date _____

Print Name _____

Title _____

Company/Organization _____