



# growing sustainable communities

A CONFERENCE FOR MUNICIPAL AND BUSINESS PROFESSIONALS

## 10TH ANNUAL CONFERENCE

Grand River Center | Port of Dubuque | Dubuque, Iowa

[www.GSCDubuque.com](http://www.GSCDubuque.com)

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OCTOBER  
3 & 4 2017

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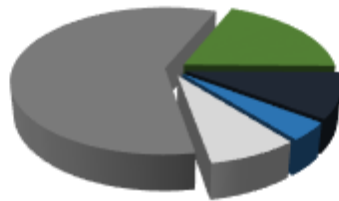


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One of the most progressive, successful, and nationally recognized sustainable cities in the Midwest, the City of Dubuque in concert with Sustainable City Network will co-host the 10th annual “Growing Sustainable Communities Conference” in Dubuque, Iowa. This conference is packed with comprehensive, impactful and actionable sustainable ideas, plans, and best practices for municipal and business professionals. Don’t miss this opportunity to secure a sponsorship for your business to an estimated 500+ municipal and business leadership professionals.

### Sectors Represented\*



- Government 43%
- Business 24%
- Non-profit organizations 11%
- Education Admin/Faculty 9%
- Students/Other 13%

**389 attendees**  
**from over 113 cities across 28**  
**states/provinces**

Arizona | California | Colorado | Connecticut | District of Columbia | Georgia | Iowa | Illinois | Indiana  
Kansas | Kentucky | Louisiana | Manitoba  
Massachusetts | Minnesota | Missouri | New Jersey  
New Mexico | Nebraska | New York | North Carolina  
Ohio | Oklahoma | Ontario | Oregon | Pennsylvania  
South Dakota | Texas Virginia | Washington  
Wisconsin | Wyoming

“This was my first time attending this conference, and I was very impressed with the speakers and presentations. I felt it was highly relevant, inspiring, and a good use of my time.”

“Attended for the first time, plan on attending for years to come.”

“This conference had great luncheon speakers, relevant workshops, and informed presenters - great conference..”

“It was one of the most useful conferences I've ever attended - no smoke and mirrors, just practical advice and information..”

“The conference was well planned and executed in every aspect. Keynote speakers were top notch. Break-out sessions were relevant and well presented.”

## *Workshop Topics:*

- **Energy Management**
- **LED Streetlights**
- **Alternate Fuels**
- **Using Community Cleanup for generating Renewable Energy**
- **The Seven Secrets of How Nature Designs**
- **Green Communities: Leading the Way to Sustainability**
- **University/City Partnerships**
- **Organic Co-digestion for Municipal Wastewater Treatment Plants**
- **Boots on the Ground Solution to Community Sustainability Needs**
- **Sustainability 101**
- **Subsurface Stormwater BMPs**
- **Ticking Time Bomb in the Suburban Infrastructure**
- **Near Net Zero Energy HVAC by Design**
- **Sustainable building and structure deconstruction**
- **Combined Heat and Power for Sustainability**
- **Tools for Building Sustainable Communities**
- **Alexandria High School: A Case Study in a LEED Silver School**
- **Green Building**
- **Electronic Monitoring for Leaks in Modern Roof Systems**
- **Foundational Infrastructure Framework for Resilient Development**
- **Youth Lead Sustainable Communities: University-Community Partnership**
- **Small town and the solar power purchase agreement process**
- **Solar Adaptations**
- **Storytelling for Sustainability**
- **LEED Building**

## *Examples of 2016 Workshop*

- **Equity and Asset Building for the under-resourced**
- **Gaining Competitive Advantage with Energy Management**
- **The Multi-Hazard Tournament and Sustainability: Cedar Rapids**
- **Performance of Permeable Paver Driveway and Patio Systems**
- **Envision – institute for Sustainable Infrastructure**
- **Money might not grow on Trees, but how about Electricity?**
- **Watershed Approach for Green Infrastructure in Clinton Iowa**
- **Phoenix metro area waste system**
- **Green infrastructure**
- **Applying Sustainable Industrial Development Strategies**
- **City CNG from Municipal Anaerobic Digestion**
- **How Cedar Hill became a Green City**
- **Transitioning from Evaluation to Implementation after STAR Certification**
- **Delivering Energy Savings to Residents of Manufactured Homes**
- **Old North St. Louis Urban Blight to Model of Urban Core Revitalization**
- **Monitoring Fine Particulate Matter (PM2.5) in Dubuque County**
- **Tucannon River Utility-Scale Wind Farm**
- **Inspiring Community Activism through Environmental Film**
- **Making your Business Case in terms of Sustainable Return on Investment**
- **Illinois Green Office Challenge - Competitive Sustainability**
- **Monitoring of an intensive vegetated roof in St. Paul MN**
- **Elegant Density the Case for Sustainable Cities**
- **Plastic Bag & Film Recycling Education**
- **Educating the Next Generation of Storm Water Stewards**
- **Successful Promotion of a Backyard Compost Bin Sales Event**
- **Sustainable living**

The 10<sup>th</sup> Annual Growing Sustainable Communities Conference is an established conference led and hosted by the City of Dubuque, a city well known for its sustainable leadership and success, and is promoted to over 40,000 municipal/business professionals nationwide.

	Conference Sponsor	Banquet + Track Sponsor	Network Reception Sponsor	Tote Sponsor	Lanyard Sponsor	Banquet Sponsor	Media Sponsor	Track Sponsor	Workshop Sponsor	Booth Exhibit	Auto or vehicle Display
	<i>Sold</i>										
Sponsorship + (1) Booth	\$10,000	\$4,900	\$2,600	\$2,600	\$2,600	\$2,600	\$10,000	\$2,500	\$1,300	\$900	\$1,300
Sponsorship Only	\$10,000	\$4,900	\$2,600	\$2,600	\$2,600	\$2,600	\$10,000	\$1,800	\$500	N/A	\$500
Complimentary registrations	8	4	2	2	2	2	8	2	2	2	2
Name/Logo in promo materials	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Option to supply promo items for totes	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Visual Recognition	Name/Logo at Registration Area	Name/Logo at Attendee Tables in Ballroom & at Select Workshops	Name/Logo at Networking Reception	Name/Logo on Totes and Tote Table	Name/logo on lanyard	Name/Logo at Attendee Tables in Ballroom	Name/Logo at kiosk and/or sponsor table	Name/Logo at Select Workshops	Name/Logo at Sponsored workshop	Name at Booth	Name at booth/Auto
Event Program Ad*	Full Page Ad	1/3 Page Ad	Name	Name	Name	Name	Name	Name	Name	Name	Name
Name/Logo on GSC Website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
*See next page for Conference Program advertising and other marketing options											

**For additional information, please contact Sustainable City Network • 563.588.3858 • [kruden@woodwardbizmedia.com](mailto:kruden@woodwardbizmedia.com)**

## Conference Program Guide Advertising

Size	Dimensions	Cost
Back Cover	8 ½ w. x 11 h.*	\$695.00
Inside front/back cover	8 ½ w. x 11 h.*	\$625.00
Full page	8 ½ w. x 11 h.*	\$575.00
½ page	7 ½ w. x 5 h.	\$395.00
1/3 page	7 ½ w. x 3 h.	\$275.00

\*Add 1/4" for bleeds.. Trim size is 8 ½ x 11. Photos sampled at no less than 300 dpi at scale, logos and artwork sampled at 600 dpi or higher at scale. Artwork submitted as PDF (v1.3) preferred.

**Deadline for space reservation and materials September 17, 2017. All ads are 4-color.**

### **Attendee Lists and Email blasts**

*Sponsors and exhibitors of the conference will receive a listing of the registered attendees with their name, title, organization, and mailing address shortly after early-bird registration closes on September 8<sup>th</sup>. If you wish to contact the attendees by e-mail before or after the conference, we will send a simple text message for you for \$250. If you require a custom designed message (html), an additional \$150 charge will apply.*

*Up to 3 email blasts may be purchased. They may be scheduled up to 2 weeks prior to the conference, or up to 2 months after the conference concludes.*

Contact: Karen Ruden at Sustainable City Network, (563) 588.3858. [kruden@woodwardbizmedia.com](mailto:kruden@woodwardbizmedia.com)

## *It's not waste until it's wasted.*

**As a conference promoting sustainability, we are hosting it as a “Zero-Waste” event.**

- ✓ Invitations and registration are online.
- ✓ There will be lanyard drop-off stations so that we can re-use them next year.
- ✓ Hotel rooms are reserved within walking distance of the conference.
- ✓ Presentations will be available for electronic download after the conference.
- ✓ All food and drinks will be served on china.

Exhibitors are asked to follow the guidelines listed below:

### **Reduce & Reuse**

- ✓ Design promotional materials to work at other events so you can reuse materials.
- ✓ Hand out promotional items only to attendees who request them. One way to increase the value attendees place on your company's promotional items and to encourage interaction is to require attendees to sign up for products or play to win a promotional item.
- ✓ Offer to email materials to the attendees.

### **Recycle & Compost**

- ✓ Paper, paperboard, magazines, newspaper, cardboard, cans, and plastic bottles will be recycled at the event. If you plan to distribute anything that may be consumed or discarded onsite (literature, candy, sample products or promotional materials), please ensure packaging is minimal, recyclable or compostable.
- ✓ If you plan on handing out food service items they must be certified compostable by the Biodegradable Plastics Institute (BPI). Visit [www.bpiworld.org](http://www.bpiworld.org), for more information and certified compostable products.
- ✓ Food scraps and compostable paper products will be diverted for composting.

## *Information and other benefits*

### **Exhibitors and Workshop sponsors**

Each 8'x10' exhibit space will consist of pipe and drape (plum color), 1 table (skirted in plum), 2 chairs and a garbage can. Contact **Sustainable City Network by September 15** if you need to order any of the following:

- **Additional tables - \$40.00 each**
- **Electricity - \$40.00 per 10' booth space**

Free parking is available in the lots and ramps surrounding the Grand River Center. The Grand River Center provides free wireless internet.

### **If you are Exhibiting**

If you have anything that needs to be shipped to the conference center: Please schedule your shipments to arrive Thursday, September 28th – Monday, October 2nd

#### **Please ship it to:**

Grand River Center  
GSCC - [Company Name]  
500 Bell St.  
Dubuque, IA 52001

#### **Return shipment:**

Must be arranged and paid for in advance.  
Labels may be printed in the conference office  
(copy/print fees may apply).

**Exhibit set-up is Tuesday, October 3 from 7:00 am to 10:00 a.m.** ; You may tear-down your display **Wednesday, October 5 at 2:30 p.m.** Arrangements for early setup on Monday, October 2nd can also be arranged.

### **If you are Sponsoring (without exhibiting)**

Complimentary 3x3 tables will be made available on which to place literature (no table top exhibits please). You will find your 3'x3' table space labeled with your company name prior to the start of the conference. 3x3 tables will be placed throughout the conference venue as space permits. If you are sending items for the tote bag, please arrange for them to arrive no later than Monday, September 22nd. Shipping address is: Maggie Vetsch/Tote, 801 Bluff St., Dubuque, IA 52001.

### **Attendee Lists**

Conference sponsors and exhibitors will receive a listing of the registered attendees with their name, title, organization, and mailing address shortly after early-bird registration closes on September 3rd, and again within 2 weeks of the conference close. Contact Maggie Vetsch with questions about your exhibit booth. 563.557-4492. [Maggie.vetsch@woodwardbizmedia.com](mailto:Maggie.vetsch@woodwardbizmedia.com).