

The Green Economy conference

*Advancing Green Technology, Green Businesses & Brands, Green Jobs & Sustainability
Into New England's Multicultural Markets*

SAVE THE DATE!
May 11, 2010 Boston, MA

Mark your calendars now and plan to join us in Boston for the premier annual conference. You will be notified - website and online registration will open in February, updates will be posted. For Sponsorship, Panelist, and Exhibitor information contact greenecommyconference@gmail.com.

8:30 am – 5:30 pm

*Breakfast Reception • Workshops w/ panelists • Luncheon
Green Jobs Fair • Green Trade Show • Green Higher
Education Fair*

5:30 pm – 7:00 pm

VIP Wine & Cheese Reception

***Fostering Green Economy
Relationships in New England***

*“Climate change...This issue is too
big for us not to work smartly and
work together”*

- City of Boston Climate Action Plan

The Green Economy Conference offers a new direction for green economy and green-related forums.

Green businesses, jobs and services are the new focus in the highly competitive marketplace.

Demographic data reveals that multicultural markets are the fastest growing consumer groups in America.

Green companies have overlooked the opportunity to attract and include today's multicultural consumers and access this unique talent pool.

The Green Economy Conference on May 11, 2010 in Boston, MA will equip green businesses, services and brands to develop and maintain a competitive edge. The Green Economy Conference is an opportunity for leading thinkers and doers from diverse sectors, disciplines, and perspectives to join for the first time in an engaging and informative structured conversation to foster sustainable green economy relationships in New England. The goal is to transform and successfully stimulate the local green economy and promote sustainability in New England.

The Green Economy Conference is a multi-faceted resource forum that will:

- **Advance** green technology, businesses, services and brands into multicultural markets
- **Equip** green companies to locate, recruit and retain diversity talent to increase bottom-line benefits
- **Provide** awareness of green resources to multicultural community leaders, social, political and professional affiliations
- **Support** the transition of “Beantown” into “Greentown”
- **Forge** local green economy relationships, partnerships and new business opportunities in New England

Attend workshops with the green leaders of today and tomorrow from New England, and engage in green cross-industry networking. Learn how to bridge the gap and advance your green business objective into New England's multicultural markets.

For Sponsorship, Panelist, Exhibitor and general information contact Crystal Adeline Johnson at 857.251.2127, Jacqui Conrad at 617.267.0234 or email: greenecommyconference@gmail.com.

Presented by:

delaCruz
Communications

ISES
*Integrative Sustainability &
Environmental Solutions Planning*



*Advancing Green Technology, Green Businesses & Brands, Green Jobs & Sustainability
Into New England's Multicultural Markets*

Call for Panelists

May 11, 2010

Boston, MA

The Green Economy Conference is requesting Panelists and Moderators for timely workshop themes presented below.

The Green Economy Conference is an opportunity for leading thinkers and doers from diverse sectors, disciplines, and perspectives to join in an engaging and informative structured conversation to foster sustainable green economy relationships in New England. The goal is to transform and successfully stimulate the local green economy and promote sustainability in New England.

We are seeking Panelists and Moderators with a breadth of ample and relevant experience pertaining to the workshop topics discussed below, as well as those with innovative ideas that promote a balanced discussion. The panels are proposed for May 11, 2010 in Boston, MA. Panelist and Moderator submissions are due February 26, 2010. Submissions will be reviewed and selected by The Green Economy Conference Advisory Board. Applicants will be notified by March 15, 2010 if their submission is accepted.

The Green Economy Conference welcomes Panelists and Moderators from the following diverse professions and industry sectors:

<ul style="list-style-type: none"> • Architects/Engineers/Planners • Builders • Business Development/Management • Community Development/Revitalization • Community Leaders • Contractors • Educators • Energy Analysts • Environmental Groups/Conservationists • Environmental Professionals • Financial Institutions 	<ul style="list-style-type: none"> • Government/ Municipalities Regulatory Agencies • Green Business/Service Owners • Green Power Providers • Green Technology • Housing Developers/Construction • HVAC/ Renewable Energy Technicians • Investors • Law Firms • NGOs • PR/Marketing Executives • Research & Development Firms 	<ul style="list-style-type: none"> • Sales/Buyers • Schools & Universities • Scientists • Social Services • Staffing & Recruitment • Students • Sustainability Specialists • Social, Political and Professional Affiliations • Utility Operators • Venture Capital Firms • and others ...
--	--	--

Each workshop primarily will consist of the following format:

- Moderator introduction
- Introductory statement from each Panelist
- Discussion among the Panelists and questions from the floor
- Closing statements from Panelists and the Moderator

Panel discussions typically last 1.5 hours (approximately 1 hour for a panel discussion and ½ hour for general comments and discussion with the audience). Moderators are responsible for introducing Panelists and managing questions-and-answers and general discussion.

Please submit a Panelist or Moderator Submission to The Green Economy Conference Advisory Board by February 26, 2010. You should receive a confirmation message via email within three days of your submission. Panelists and Moderator Submissions must include the following (incomplete submissions will not be considered):

- Name, Affiliation, Title, Contact Info
- Specify panel workshop and topic number listed below, or suggest new workshop topic
- Specify Panelist or Moderator interest
- 200-300 words regarding panel topics/scope/objective
- Position statement
- Resume with bio relating to topic experience

As part of a submission, Panelists must indicate their audio and visual support requirements. Please be as specific as possible so we can properly account for the resources required.

Panelists and Moderators, upon acceptance, must register for The Green Economy Conference

All submissions must be emailed as one complete electronic document in Microsoft Word to greenconomyconference@gmail.com. If you have any questions, email greenconomyconference@gmail.com call Crystal Adeline Johnson at (857) 251-2127 or Jacqui Conrad at (617) 267-0234.

Workshop Themes:

The Green Economy Conference is seeking Panelists and Moderators for the following potential workshop themes. We also welcome suggested new workshop concepts/issues which may be submitted in accordance with the above referenced submission format; include recommended Panelist and Moderator submission details (as referenced above), if any, for the newly suggested workshop.

Green Multicultural Marketing

1. Advantages of Green Multicultural Marketing
 - Green products, services and multicultural markets
2. Diversity Marketing: Barriers and Issues
 - Green marketing to changing demographics
 - Understanding brand loyalty among multicultural markets and engaging multicultural consumers
3. Green Businesses, Brands and Services: Focused Multicultural Marketing Strategy
 - Why one size doesn't fit all

Green Technology, Leadership and Diversity

1. Green Tech Thought Leaders: A Green Economy Dialogue
 - Emerging green technology in New England
 - Freeing New England from oil
 - Green Technology and its integration for communities, home and business usage
2. Bottom Line Benefits: Diversity in Green Technology and Business Workplace
 - Locating and recruiting multicultural talent for green technology and green businesses
 - Considerations for diversity recruitment, retention and advancement
 - Creating diversity mentoring, internships and coaching in green businesses
 - Professional networking and professional multicultural networking
3. New England Struggle to Turn Green Tech into Green Jobs
 - Weatherizing our homes for jobs and the environment
 - Technical and financial matters of solar installation and the green economy
 - Green investments for a green economy

New England's Green Economy

1. New England's Green Economy: Green Technology, US Policy and New England Legislation
2. Green Higher Education and Green Careers
 - Green degrees and creating multicultural experts in green technology
 - How higher education green programs can access multicultural youth
 - Engaging higher education to seek and find a diverse generation of environmental stewards
 - Cultivating environmental youth networks in New England
 - Stimulating interests in environmental science in New England's high school students
 - Local multicultural youth talent pool
3. Green Careers in New England
 - Apprenticeship, internships and transitional employment
 - Diversity and inclusion in the new green economy
 - Renewable energy, energy efficiency and the green economy
 - Energy assessments, building efficiency, automotive and remediation
 - Pathways from poverty into the green economy

Green and Multiculturalism

1. Engaging Multicultural Community and Business Leaders
 - Sustainability, communities of color and learning about incorporating green
 - Multicultural outreach, programs and activism: environmental groups of New England
 - Everyday actions to mitigate climate change and protect the environment in New England
 - Black and brown are green
 - Transitioning multicultural markets to low carbon living

New England's Municipal Green Practices & Initiatives

1. Turning Beantown into Greentown
 - Emerging technology and careers
 - Climate change solutions: municipalities and partnerships
 - State and local governments: innovative sustainable development projects
 - Boston's "Project Get Ready" and next step action plans
 - Energy Efficient Neighborhoods
 - Green responsibility in businesses
 - Green Seals for New England businesses
 - Corporate leaders: achievements in green practices
 - Corporate social responsibility: implementing environmental initiatives in multicultural communities
2. Creating A Greener Future For New England's Health
 - For our health and the economy
 - Building green affordable housing
 - Driving sustainability forward: New England's alternative fuels
 - USGBC Partnerships: Roosevelt School model

The Green Economy conference

*Advancing Green Technology, Green Businesses & Brands, Green Jobs & Sustainability
Into New England's Multicultural Markets*

Sponsorship Opportunities

If you are a Green Economy market leader in New England or looking to become one, this conference offers a variety of sponsorship opportunities that will fit your marketing and business needs.

Receive valuable exposure among key cross-industry decision-makers in an environment specifically designed to foster sustainable green economy relationships, partnerships and new business opportunities in New England!

May 11, 2010
Boston, MA

8:30 am – 5:30 pm

*Breakfast Reception • Workshops w/ Panelists • Luncheon
Green Jobs Fair • Green Trade Show • Green Higher Education Fair*

5:30 pm – 7:00 pm

VIP Wine & Cheese Reception

The Green Economy Conference on May 11, 2010 in Boston, MA will equip green businesses, services and brands to develop and maintain a competitive edge. The Green Economy Conference is an opportunity for leading thinkers and doers from diverse sectors, disciplines, and perspectives to join together for the first time in an engaging and informative structured conversation to foster sustainable green economy relationships in New England. The goal is to transform and successfully stimulate the local green economy and promote sustainability in New England. The Green Economy Conference offers a new direction for green economy and green-related forums.

Sponsorship of The Green Economy Conference provides leading Green Technology, Green Businesses & Brands, Green Services, PR/Marketing, Environmental Organizations and Multicultural Social, Professional and Political Affiliations a marketing, networking, and speaking platform to leverage their stature in the New England Green Economy community.

Presenting Sponsorship *(limited)*

Investment: \$100,000

The Platinum Sponsorship is for corporations and/or organizations that wish to engage at the highest level, offering superior branding, speaking opportunities and leadership in New England Green Economy multi-industry community. The following benefits are included:

- **Luncheon Sponsor & Speaker:** A C-Level Executive from your corporation/organization will be invited to serve on the small Luncheon Panel to present and discuss issues pertaining to the Green economy Conference theme. Logo displayed on luncheon banner
- **Advisory Board Invitation:** Opportunity to join The Green Economy Board of Advisors and provide input and direction on topics and speakers for The Green Economy Conference program
- **Panelist/Moderator Opportunity:** Your corporation/organization is guaranteed workshop panelist or moderator positions at The Green Economy Conference to present their relevant green economy position
- **Attendee List Access:** Presenting Sponsor will receive pre- and post-event dedicated email list of all conference attendees
- **Public Relations/Advertising:** Your corporate logo will be prominently positioned on all printed advertising, including banners, program book, email blasts, invitations, save the date, and gift bag as Presenting Sponsor
- **Conference Brochures:** Your corporate logo will be prominently positioned on the cover of all conference brochures as a Presenting Sponsor
- **Web Site:** Your corporate logo with link to your home page along with a 150-word corporate description will be prominently displayed as Presenting Sponsor on event website

- **Press Release:** A dedicated release announcing company's participation will be sent to all Technology and Green Business media contacts and local media
- **Event Signage:** Your corporate logo will be prominently positioned on all event signage
- **Exhibit Space:** An exhibit space in premium position will be provided
- **Conference Passes:** Twenty (20) Full Conference passes to The Green Economy Conference World
- **VIP Wine & Cheese Reception:** Twenty (20) Full Conference passes to the VIP Wine & Cheese reception
- **Preferred Seating:** Preferred seating for twenty (20) at the Reception Breakfasts and Luncheons

Associate Sponsorship *(limited)*

Investment: \$75,000

- **Breakfast Sponsor:** A C-Level Executive from your corporation/organization will be invited to provide a brief welcome introduction at the conference commencement. Logo displayed on breakfast banner
- **Advisory Board Invitation:** Opportunity to join The Green Economy Board of Advisors and provide input and direction on topics and speakers for The Green Economy Conference program
- **Panelist/Moderator Opportunity:** Your corporation/organization is guaranteed workshop panelist or moderator positions at The Green Economy Conference to present their relevant green economy position
- **Public Relations/Advertising:** Your corporate logo will be prominently positioned on all printed advertising, including banners, program book, email blasts, invitations, save the date, and gift bag as an Associate Sponsor
- **Conference Brochures:** Your corporate logo will be prominently positioned on the cover of all conference brochures as an Associate Sponsor
- **Web Site:** Your corporate logo with link to your home page along with a 100-word corporate description will be prominently displayed as Associate Sponsor on event website
- **Press Release:** A dedicated release announcing company's participation will be sent to all Technology and Green Business media contacts and local media
- **Event Signage:** Your corporate logo will be prominently positioned on all event signage
- **Exhibit Space:** An exhibit space in premium position will be provided
- **Conference Passes:** Fifteen (15) Full Conference passes to The Green Economy Conference
- **VIP Wine & Cheese Reception:** Fifteen (15) Full Conference passes to the VIP Wine & Cheese reception
- **Preferred Seating:** Preferred seating for fifteen (15) at the Reception Breakfasts and Luncheons

Platinum Sponsorship *(limited)*

Investment: \$50,000

- **Advisory Board Invitation:** Opportunity to join The Green Economy Board of Advisors and provide input and direction on topics and speakers for The Green Economy Conference program
- **Panelist/Moderator Opportunity:** Your corporation/organization is guaranteed workshop panelist or moderator positions at The Green Economy Conference to present their relevant green economy position
- **Conference Brochures:** Your corporate logo will be positioned on all marketing collateral as a Platinum Sponsorship
- **Web Site:** Your corporate logo with link to your home page along with a 50-word corporate description will be positioned on event website
- **Event Signage:** Your corporate logo will be positioned on all event signage
- **Exhibit Space:** An exhibit space will be provided
- **Conference Passes:** Ten (10) Full Conference passes to The Green Economy Conference
- **VIP Wine & Cheese Reception:** Ten (10) Full Conference passes to the VIP Wine & Cheese reception
- **Preferred Seating:** Preferred seating for ten (10) at the Reception Breakfasts and Luncheons

Gold Sponsorship

Investment: \$25,000

- **Panelist/Moderator Opportunity:** Your corporation/organization is guaranteed a workshop panelist or moderator position at The Green Economy Conference to present their relevant green economy position
- **Conference Brochures:** Your corporate logo will be positioned inside all conference brochures as a Gold Sponsor
- **Web Site:** Your corporate logo with link to your home page along with a 50-word corporate description will be positioned on event website
- **Exhibit Space:** An exhibit space will be provided
- **Event Signage:** Your corporate logo will be positioned on all event signage
- **Conference Passes:** Eight (8) Full Conference passes to The Green Economy Conference
- **VIP Wine & Cheese Reception:** Eight (8) passes to the VIP Wine & Cheese reception
- **Preferred Seating:** Preferred seating for eight (8) at the Reception Breakfasts and Luncheons

Silver Sponsorship

Investment: \$15,000

- **Panelist/Moderator Opportunity:** Your corporation/organization is guaranteed a workshop panelist or moderator position at The Green Economy Conference to present their relevant green economy position
- **Conference Brochures:** Your corporate logo will be positioned inside all conference brochures as a Silver Sponsor
- **Web Site:** Your corporate logo with link to your home page along with a 25-word corporate description will be positioned on event website
- **Conference Passes:** Six (6) Full Conference passes to The Green Economy Conference
- **Preferred Seating:** Preferred seating for six (6) at the Reception Breakfasts and Luncheons

Bronze Sponsorship

Investment: \$10,000

- **Panelist/Moderator Opportunity:** Your corporation/organization is guaranteed a workshop panelist or moderator position at The Green Economy Conference to present their relevant green economy position
- **Conference Brochures:** Your corporate logo will be positioned inside all conference brochures as a Bronze Sponsor
- **Web Site:** Your corporate logo with link to your home page
- **VIP Conference Passes:** Four (4) Full Conference passes to The Green Economy Conference
- **Preferred Seating:** Preferred seating for four (4) at the Reception Breakfasts and Luncheons

Green Sponsorship

Investment: \$5,000

- **Conference Brochures:** Your corporate logo will be positioned inside all conference brochures as a Green Sponsor
- **Web Site:** Your corporate logo will be positioned on event website
- **Conference Passes:** Three (3) Full Conference passes to The Green Economy Conference
- **Preferred Seating:** Preferred seating for three (3) at the Reception Breakfasts and Luncheons

Supporting Sponsorship

Investment: \$1,500

- **Conference Brochures:** Your corporate logo will be positioned inside all conference brochures as a Supporting Sponsor
- **Web Site:** Your corporate logo will be positioned on event website
- **Conference Passes:** One (1) Full Conference passes to The Green Economy Conference
- **Preferred seating:** Preferred seating for one (1) at the Reception Breakfasts and Luncheons

Sponsorship opportunities for The Green Economy Conference are now available. To reserve your sponsorship, please contact Jacqui Conrad at greenecconomyconference@gmail.com or call Crystal Adeline Johnson at 857.251.2127 or Jacqui Conrad at 617.267.0234.