

ENGINEERING UNPLUGGED

all green all technology



You are invited to be part of the second annual Engineering Unplugged, a state-wide effort to inform business and industry about green methodologies that provide a return on investment and sustain our environment.

Engineering Unplugged will give sponsors months of prime exposure through targeted e-marketing and direct mail, website visibility, advertising, PR and extensive networking opportunities in conjunction with our conference.

In 2009, Engineering Unplugged drew more than 250 attendees, 29 exhibitors and 17 sponsors from across the state, country and reaching as far away as Mexico. The 2009 demographics represented a broad spectrum of attendees, including the military and municipalities (20%) and architecture, engineering and construction (27%).

Using the excellent response and attendee ratings from last year, we expect this year's event to draw more than 500 including architectural and design firms, military, construction companies, manufacturers, facilities managers and general industry. This is an opportunity to showcase your support of the Virginia environmental community and get in front of this targeted audience.

Sponsorship benefits will be enjoyed before, during and after the event. With your help, we will make this event a huge success and continue to build on it in years to come. Several levels of corporate sponsorship are available. The sponsorship is tax deductible to the fullest extent of the law.

The Premier Green Event in Hampton Roads
Tuesday April 13, 2010
8:00 am – 3:30 pm - Conference
3:30- 4:30 - Happy Hour, Green Food Fair and Exhibits
Ted Constant Convocation Center on ODU's Campus

- ☑ Unprecedented opportunity for networking and lead generation both before and on the day of the conference.
- ☑ Exceptional marketing opportunity... regionally and statewide. Silver, Gold, and Platinum Sponsors listed in all ads and mailings. Gain exposure to proprietary lists of engineers, construction firms, architects and industry professionals.
- ☑ Media partners Virginia Business magazine and Inside Business provide added marketing branding and value.
- ☑ Newsworthiness catches the attention of national media, last year's coverage included features in *Inside Business*, the *Daily Press* and the *Chicago Tribune* and local television.
- ☑ Show your commitment to the environment in front of potential buyers: builders, engineers, architects, consultants, industry professionals, political stakeholders, and leading edge researchers.
- ☑ Align yourself with Green engineering, building, manufacturing and transportation.
- ☑ High profile speakers, the latest products, educational experts, and unlimited networking ensure success.
- ☑ Partner with an educational event that offers continuing education units (CEUs and PDHs) for all sessions.
- ☑ Sponsor and exhibitor partnerships are limited.

Old Dominion UNIVERSITY
Frank Batten College of Engineering and Technology



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2009 MARKETING & PUBLIC RELATIONS

ENGINEERING UNPLUGGED

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Inside Business
The Hampton Roads Business Journal

INSIDE BUSINESS

Ready to LEED your business into the future?

ENGINEERING UNPLUGGED

Tuesday, March 17, 2009
8 a.m. to 5 p.m.
Ted Constant Convention Center, ODU

LEED experts at the first green conference of its kind in Hampton Roads will enlighten, inform and engage those with an advanced understanding of the latest building guidelines.

Attend, exhibit, sponsor or partner at www.EngineeringUnplugged.com
email: pd@odu.edu or call: 757-683-5479.
Register by March 3 and save!
Learn about the event **GIVEAWAYS** online!

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quote of the week
"If you're doing a lot of government work, you have a lot of work."
- Randy Lusk, Lusk Design Associates | Page 4

Inside Business
The Hampton Roads Business Journal

We're about to change your plans!

"going green"

is driving a whole new segment of business opportunities for those who are prepared. Join us for the first GREEN conference of its kind and you'll gain all of the insight you need to:

- Save, manage and audit energy costs
- Engineer for sustainability
- "Green" your Information Technology
- Improve HVAC efficiency
- Plan for a green future

+ You'll learn from cutting edge experts in LEED, HVAC, ASHRAE, and more
You'll elevate your expertise with tours, demonstrations, case studies and networking
You'll gain half the CEUs you'll need to renew your Virginia PE license in 2010.



Chicago Tribune

Greener than spinach
ODU's conference aimed at helping others take the LEED

Author of Microsoft's green report and first to see lots of the British Royal Household and Volcano Authority share green credentialed with name. Microsoft's green report, 'Green' or 'Business Green' is a top story. You can take a moment to scale with a conference participant.





Platinum Sponsor \$10,000

- Logo and corporate description in Conference Program
- Logo on all Marketing Materials
- Logo Listed on Registration Area Signage
- 5 Complimentary Registrations, 5 Luncheon Tickets
- Logo with link on Engineering Unplugged Main Website and Sponsor Webpage
- Marketing materials included in attendee bags
- Prime Exhibit Booth Space
- Business card advertisement in five email newsletters
- Full Page Ad in Conference Program
- Recognition in Pre-Event Slide Show
- Banner advertisement on website

Gold Sponsor \$5,000

- Logo in Conference Program
- Logo on all Marketing Materials
- Logo Listed on Registration Area Signage
- 3 Complimentary Registrations, 3 Luncheon Tickets
- Logo with link on Engineering Unplugged Main Website and Sponsor Webpage
- Marketing materials included in attendee bags
- Prime Exhibit Booth Space
- Business card advertisement in three email newsletters
- Half page ad in Conference Program

Silver Sponsor \$2,000

- Name Listed in Conference Program
- Name on all Marketing Materials
- Name Listed on Registration Area Signage
- 1 Complimentary Registration, 1 Luncheon Ticket
- Name with link on Engineering Unplugged Sponsor Webpage
- Marketing materials included in attendee bags
- Exhibit Booth Space
- Business card advertisement in one email newsletter

Certified Sponsor \$1,000

- Name Listed in Conference Program
- Name Listed on Registration Area Signage
- 1 Complimentary Luncheon Ticket
- Name on Engineering Unplugged Sponsor Webpage
- Marketing materials included in attendee bags

Breakfast Sponsor -\$1000

- Tabletop Advertisement
- Banner/Easel Signage with Logo at either Breakfast
- Logo Listed in Program and Registration Area Signage

Luncheon Sponsor- \$1500

- Brief introduction (3 minutes) of your company and introduce the Luncheon speaker
- Signage with Logo at Lunch
- Logo Listed in Program and Registration Area Signage

Green Food Fair Sponsor-\$1000

- Your representative kicks off the Green Food Fair
- Signage with Logo at either Breakfast or Lunch
- Logo Listed in Program and Registration Area Signage

Engineering Unplugged E-Newsletter Advertising- \$150

- Business card size ad
- Maximum three ads per newsletter campaign
- Maximum four ads per company