

Opportunities to Reach Environmental Industry Professionals through Sponsorship & Advertising

*A unique opportunity to
showcase your organization!*

18th Annual Conference and Tradeshow

December 7 & 8, 2006

Red Lion Hotel on the River – Jantzen Beach | Portland, Oregon

Presented by:

Associated Oregon Industries
Oregon Department of Environmental Quality
Northwest Environmental Business Council
Washington Department of Ecology



www.nwec.org



Where Business Meets the Environment

The Northwest Environmental Conference is a regional conference that provides a forum where Northwest companies and agencies can share ideas and knowledge that will improve their environmental performance.

The 18th annual Northwest Environmental Conference (NWEC) will be held December 7th & 8th in Portland, Oregon and we are inviting you to participate. The NWEC will once again be held at the Red Lion Hotel on the River – Jantzen Beach and will include a tradeshow produced by the Northwest Environmental Business Council. This event is the premier environmental conference and tradeshow in the Northwest.

Advertising and Sponsorship at the 2006 Conference provides an opportunity for your organization to reach over 500 managers and leaders from Northwest manufacturing and service businesses with environmental interests. We have established several sponsorship levels and advertising options that are described in the following brochure. Revenue from sponsorship and advertising income enables the conference to keep registration costs down and participation high.

NWEC looks forward to the opportunity to partner with you and to showcase your organization at NWEC 2006. Please look over this information and contact us so that we can answer any questions and assist you in supporting this important event. Please contact Ron at EWE ME and Company at 503-244-4294, extension 207 or ron@eweme.com.

Thank you for considering an NWEC sponsorship or advertising opportunity.

The NWEC Steering Committee

www.nwec.org

NWEC 2006 Advertising Opportunities

All attendees receive and use the Conference Program Book. Advertise in the conference program to help you secure long-term business and market to Northwest Environmental professionals.

A variety of advertisement sizes and prices are available. Ads will be printed in one color (**PMS 2758 U – Blue**).

AD SIZES & PRICES

Sizes	Rates	Dimensions (width by height)
Back Cover	\$ 1,000	8 1/2" x 11"
Inside Front Cover	\$ 850	8 1/2" x 11"
Inside Back Cover	\$ 700	8 1/2" x 11"
Full Page	\$ 550	7 1/2" x 10"
1/2 Page (horizontal)	\$ 350	7 1/2" x 5"

ADVERTISEMENT SALES CLOSE ON FRIDAY, OCTOBER 27, 2006
AD DEADLINE IS FRIDAY, NOVEMBER 3, 2006

PRODUCTION REQUIREMENTS

Trim Size: 8 1/2" x 11"

Terms: Advertisements are to be pre-paid. No commission allowed

Digital Artwork Submission

Digital files may be sent on disc or e-mailed. All accompanying images and fonts must be included. All ads submitted digitally **MUST BE in Macintosh format** in one of the following programs:

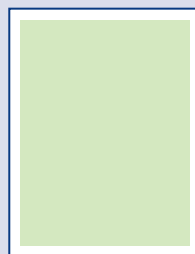
Adobe Acrobat PDF
Adobe Photoshop 8.0 or lower
Adobe Illustrator 11.0 or lower
Macromedia Freehand EPS file
Indesign 3.0
QuarkXPress 6.5

Embed all fonts and images
Render all type
Convert all fonts to outlines, include image links and save to EPS file
Convert all fonts to outlines, include image links and save to EPS file
Macintosh Format, include all fonts and image links
Macintosh Format, include all fonts and image links

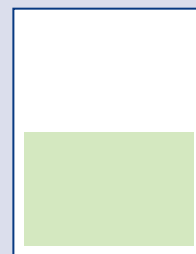
Ads (**1 color only - PMS 2758 U – Blue**) saved into an Adobe PDF file will be accepted but we cannot guarantee that this process will be completely successful. Please “stuff” or “zip” all files and e-mail to: hoover@lof4studio.com, or mail to: lof4studio, 800 NW 6th Ave., Suite 309, Portland, OR 97209. For artwork submission or technical questions call Hoover at 503-796-1095. All other questions regarding advertising, contact Ron at EWE ME and Company at, 503-244-4294, extension 207 or ron@eweme.com.



Back Cover and
Inside Cover (Front & Back)



Full Page



1/2 Page
(Horizontal)

NWEC 2006 Sponsorship Opportunities

PLATINUM LEVEL \$7,500

Select one of the following:

PL1) Conference Padfolio

Your organization will be recognized at the conference, and will be remembered again and again as participants will re-use this handy padfolio imprinted with your organization's logo along side the conference logo.

PL2) Networking Reception – Thursday, December 7

This annual event is the highlight of the conference. Guests will receive two beverage tickets printed with your organization's logo to be used during the 1-1/2 hour networking reception. As the sponsor, you may invite an additional six people to this event at no charge.

PL3) Environmentally Friendly High Quality Nalgene Water Bottles

Your organization will be noticed during the conference and for years to come when attendees drink from their re-useable Nalgene water bottle proudly displaying your organization's logo.

PL4) Name Badge Wallets with Your Organization's Logo

All participants will notice your organization's name or logo thousands of times each day as everyone displays your organization's name or logo on the conference name badge. This is the highest visibility you can get!

Platinum Level Sponsor Benefits:

- **NEW** - Opportunity to serve on the 2006 Conference Steering Committee
- 6' Table in the Ballroom Foyer for your Organization's Materials to be Displayed during the Conference
- Complimentary Full Page Conference Program Book Advertisement
- Listing on Conference Website Home Page with Hot Link to Your Website
- Two Complimentary Full Conference Registrations
- Your Organization's Name and Logo in Conference Program Book
- Your Organization's Name and Logo on Sponsor Thank You Signs
- Your Organization's Name, Website and Descriptive Listing in the Sponsor Guide Section of the Conference Program

GOLD LEVEL \$3,500

Select one of the following:

GL1) General Session with Keynote Speaker

Your organization's name and logo will be displayed on large screens for all to see and you will be thanked from the podium. In addition, your representative can deliver a two-minute presentation (no video please) to all the attendees!

GL2) Luncheon Sponsor -- (Two available)

When you choose to sponsor either the Awards Luncheon on Thursday or the Keynote Speaker Luncheon on Friday, your organization will be "front and center." You will have two minutes to address the audience from the podium (no video please) while your organization's logo is proudly displayed on the large screens for all to see. You will also be able to provide an informational marketing piece or a small logo'd gift at each place setting for the sponsored lunch.

GL3) Three Refreshment Breaks with Logo Napkins

By sponsoring all three refreshment breaks you will triple your exposure to attendees! The memory of your organization will be refreshed daily with custom napkins and signage displaying your organization's logo and website at the break stations. Your promotional materials may be displayed at all three breaks on a 6' display table. This sponsorship enables the conference to serve shade/organically grown coffee at the breaks.

Gold Level Sponsor Benefits:

- Listing on Conference Website
- One Complimentary Full Conference Registration
- Your Organization's Name in Conference Program Book
- Your Organization's Name on Sponsor Thank You Signs
- Your Organization's Name, Website and Descriptive Listing in the Sponsor Guide Section of the Conference Program

RECOGNITION BONUS

Reach over 10,000 Environmental Industry Professionals through recognition in the Preliminary Program and Registration Brochure when you secure your Sponsorship by June 23, 2006

NWEC 2006 Sponsorship Opportunities

SILVER LEVEL \$2,500

Select one of the following:

SL1) Technical Early Bird Session with Hot Breakfast -- (Two available)

NEW!

These early sessions with breakfast were offered during the 2005 conference with great success!

Back by popular demand, we are now offering each session as a sponsorship opportunity. Your organization's promotional materials may be placed on a 6' display table outside the session room. Your organization's name and logo will greet all participants and will be displayed on the podium during the session. You will also be recognized from the podium at the start of the session.

SL2) Workshop Track -- (Four available)

This is an effective way to target your audience during the entire conference. You will be provided with a 6' table outside your track room to display your marketing materials. Hundreds of attendees will pass by your information when attending the workshops being held in your track. Your organization's name and logo will greet all participants and will be displayed on the podium during the workshops. You will also be recognized from the podium at the start of each workshop.

SL3) Continental Breakfast -- (Two available)

Your organization will receive "early recognition" by hosting the first meal of the day for the entire group. Attendees will appreciate that only shade/organically grown coffee will be served because of your support. Your organization's promotional materials will be placed on the breakfast tables or on a display table inside the breakfast room. Your name and logo will be prominently displayed at the entrance as well as at the food stations!

Silver Level Sponsor Benefits:

- Listing on Conference Website
- Your Organization's Name in Conference Program Book
- Your Organization's Name on Sponsor Thank You Signs
- Your Organization's Name, Website and Descriptive Listing in the Sponsor Guide Section of the Conference Program

MEDIA

Print two articles or two ads one to two months prior to the conference. Your organization's name will be included in the Conference Program Book and on Sponsor Thank You Signs.

ENVIRONMENTAL STEWARDSHIP \$975

NWEC's efforts to minimize environmental impacts related to the conference requires time, commitment and funds within a limited budget. To enhance our *Shades of Green* program, we will recognize donations that enable us to implement best environmental practices of conference management. In addition to the five opportunities listed below, we would be happy to discuss other ideas that enhance environmental stewardship.

Select one of the following:

EL1) On-Line Conference Registration Service

Your organization's name or logo and hotlink to your website will be featured on the on-line conference registration page. Everytime an attendee registers on-line, they will be reminded of your organization.

EL2) Conference Program Book Printing

The Conference Program Book is distributed to all registrants and will feature your organization's logo and website address on the front cover. Your contribution will help support the purchase of paper grade with post-consumer recycled content for the printed conference program book.

EL3) Recycle Bins with Your Logo and Website Address

Your organization's logo and website address will be displayed at the recycling stations throughout the conference.

EL4) Purchase of Carbon Dioxide Offsets

Your organization will be recognized for enabling NWEC to offset the carbon emissions of conference participants who drove single occupancy vehicles to and from the conference. Donations will be made to Climate Trust, a Portland-based, non-profit organization that has offset more than 1.6 million metric tons of carbon dioxide from \$4 million invested into offset projects worldwide.

Environmental Stewardship Level Sponsor Benefits:

- Listing on Conference Website
- Your Organization's Name in Conference Program Book
- Your Organization's Name on Sponsor Thank You Signs
- Your Organization's Name, Website and Descriptive Listing in the Sponsor Guide Section of the Conference Program



NORTHWEST ENVIRONMENTAL CONFERENCE

Where Business Meets the Environment



Opportunities to Reach Environmental Industry Professionals through Sponsorship & Advertising

*Thank you for your support of the
NWEC 18th Annual Conference and Tradeshow*

www.nwec.org



18th Annual Northwest Environmental Conference and Tradeshow
December 7 & 8th, 2006 – Red Lion Hotel on the River – Jantzen Beach, Portland, Oregon

SPONSORSHIP/ADVERTISING APPLICATION

SPONSORSHIP (Please refer to the Sponsorship Opportunities section in this Prospectus.)

Event/Item: _____ Event Date: _____ \$ _____

PROGRAM BOOK ADVERTISEMENT (Advertisement sales close 10/27/06, Artwork due 11/3/06.)

- Inside Front Cover - \$850 Full page - \$550 1/2 page (horizontal) - \$350
- Inside Back Cover - \$700 Back Cover - \$1,000 \$ _____

Enclosed please find my check payable to **NWEC 2006** in the amount of \$ _____

CONTACT PERSON

Please print or type

First Name _____ Last Name _____

Title _____

Organization _____

[SPONSORS ONLY] Brief one or two sentence description of services offered by your organization for the Sponsor Guide _____

Address _____

City _____ State/Province _____ Zip/Postal _____

E-mail _____ Phone _____ Fax _____

Website _____

Signature _____ Date _____

Please send this completed form with payment to **NWEC 2006**, c/o EWE ME and Company, 2545 SW Spring Garden St., Suite 150, Portland, OR 97219. E-mail: ron@eweme.com; Phone 503-244-4294 ext. 207; Fax 503-244-2401

www.nwec.org

INTERESTED IN EXHIBITING?

Reserve your booth on the Tradeshow floor of this premier regional event now. The Tradeshow will showcase over 50 companies who offer advanced environmental technologies and services. The exhibition provides the perfect opportunity for you to bring the latest innovations and service offerings in front of decision makers, product buyers, and regulated industry representation. The Tradeshow has sold out four years in a row and space is limited. Contact NEBC: www.nwec.org or (503) 227-6361 to reserve your booth.