



# BROWNFIELDS 2023

SUSTAINABLE COMMUNITIES  
START HERE

DETROIT, MICHIGAN | AUGUST 8–11, 2023

SPONSORSHIP

PROSPECTUS

The National Brownfields Training Conference connects you with thousands of decision makers from the private sector, local, state and federal agencies, nonprofit and community groups, and academia.

This is the largest national event focused on redeveloping brownfield properties and creating more sustainable communities where thousands of top industry professionals come together to learn the latest in assessment, remediation, and redevelopment of contaminated sites.



[brownfields2023.org](https://brownfields2023.org)

 EPA | ICMA

# SPONSORSHIP OPPORTUNITIES

All sponsorship levels include acknowledgment at [brownfields2023.org](http://brownfields2023.org), on print and digital signage at the conference, and in pre-conference and on-site publications. You can find more information about additional benefits for the Bronze, Silver, Gold and Platinum sponsorship levels below:

BENEFIT	BRONZE \$2,500	SILVER \$7,500	GOLD \$15,000	PLATINUM \$25,000
Complimentary 10' by 10' Exhibit Hall booth			1	2
Complimentary registrations	1	2	4	8
On-site pocket guide advertisement		Quarter Page	Half Page	Full Page
Website recognition	✓	✓	✓	✓
Logo on digital signage	✓	✓	✓	✓
Logo recognition in all pre-conference and on-site publications	✓	✓	✓	✓
Logo recognition at entrance to Exhibit Hall	✓	✓	✓	✓
Sponsor recognition sign for booth display	✓	✓	✓	✓
Sponsor ribbons for all booth staff	✓	✓	✓	✓

## PROMOTIONAL

## SPONSORSHIPS

### CONFERENCE TOTE BAGS | \$10,000

**SOLD**  
Your company logo will be printed on all conference Tote Bags (alongside Brownfields logo) and distributed to all attendees at registration! You'll also receive one complimentary tote bag insert to get your message out.

### CONFERENCE T-SHIRTS | \$10,000

Sponsor the Brownfields conference t-shirts and include your logo on a classic conference keepsake.

### LANYARDS | \$8,000

**SOLD**  
Reach all conference attendees by having your company logo printed on all conference lanyards, alternating with the Brownfields 2023 logo.

### CONFERENCE NOTEPADS | \$6,000

Sponsor 8 1/2" x 5 1/2" notepads with your company logo printed in a watermark to be distributed at registration in tote bags and be available at session rooms.

### CONFERENCE PENS | \$5,000

**SOLD**  
Your company-branded pens will be distributed at registration and put to good use during sessions. Always a popular promotional item, a great pen ensures your brand makes it home with attendees!

### REGISTRATION BADGES | \$5,000

Support the conference by helping to supply the attendee badge holders, and gain great visibility with your company logo printed on the back of all attendee badges!



## BRANDING

## OPPORTUNITIES

### BROWNFIELDS 2023 REGISTRATION DISPLAY | \$15,000

**SOLD**  
Includes linkable company logo/banner ad on all confirmation emails delivered to each attendee and logo recognition at on-site registration counters.

### WATER STATIONS | \$7,500

Help the attendees stay hydrated throughout the conference by sponsoring water stations! Your company logo and booth # on signage at eight (8) water stations located throughout the exhibit hall and session rooms.

### SUSTAINABILITY SPONSOR | \$7,500

Put your company message on the recycling bins located throughout the conference and let your message be seen repeatedly as attendees dispose of recyclable items. Your company- designed artwork will be placed on the 40 gallon, 4-sided corrugated recycle bins, placed strategically throughout the exhibit halls.

### LUGGAGE CHECK | \$7,500

Take advantage of this highly trafficked area to promote your brand. Attendees will appreciate this necessary conference courtesy.

### DIRECTIONAL SIGNAGE | \$7,500

It's easy to get lost in a convention center as large as Huntington Place, which is why attendees regularly seek out directional signs that help them navigate the conference to find the registration desk, session rooms, exhibit hall and more. Add your logo and booth number to these signs and add a reminder with each glance.

### CUSTOM BRANDING

Huntington Place offers a wide variety of branding opportunities in the sunlight-filled main atrium and throughout the convention center. Establish your presence with hanging banners, column wraps, escalator and balcony clings, and staircase branding. For a list of locations and pricing, contact Emma at [emcelherne@corcexpo.com](mailto:emcelherne@corcexpo.com).



### aisle signs | \$5,000

Put your company at the center of the attention. Brownfields 2023 Exhibit Hall aisle signs help attendees navigate the busy exhibit floor. Enjoy your company logo prominently displayed on all aisle signs. Exclusive opportunity.

### WELCOME TO BF23 FLOOR CUTOUT | \$5,000

Welcome attendees to the Brownfields 2023 Exhibit Hall. Catch the eye of every attendee with a large floor cutout just inside the entrance of the exhibit hall or adjacent to your booth, prominently featuring your company's artwork.

### ONSITE POCKET GUIDE ADVERTISEMENT | \$5,000

Full page, color advertisement on inside centerfold or outside back cover of onsite pocket guides. Sponsorship includes signage acknowledging sponsorship in registration area and sponsor acknowledgement in conference materials and on conference website.

### STANDING SIGN | \$2,500

Get your message in front of attendees directly. Design a standing sign that will be placed in a high traffic area that will help drive attendees to your booth.



## RECEPTIONS

## & EVENTS

### COMMUNITY RECEPTION | \$15,000-\$25,000

ICMA and the Local Planning Committee work together to host a local community reception that invites attendees to enjoy the Detroit scene.

### OPENING CELEBRATION IN THE EXHIBIT HALL | \$15,000-\$25,000

Welcome all conference attendees by sponsoring the Grand Opening of the Exhibit Hall on Tuesday, August 8 from 5:45 – 7:30 p.m.

### MAYOR'S ROUNDTABLE | \$15,000

Sponsoring the Mayor's Roundtable, you will be providing the opportunity to learn about the brownfields process from a panel of mayors.

### KEYNOTE PRESENTATION | \$15,000

**SOLD**  
As a sponsor, you help attendees engage with a keynote speaker who provides a new, dynamic view of brownfields revitalization.

### PHOENIX AWARDS | \$15,000

**SOLD**  
Be the presenting sponsor of the 2023 Phoenix Awards, the Brownfields Conference community and individual awards reception. Sponsorship includes opening remarks at the ceremony, light refreshments for attendees, digital logo placement, a sponsored blog post on Brownfields2023.org, and sponsorship recognition on signage. Help us to celebrate excellence in Brownfields Redevelopment, and take advantage of this can't miss event for industry professionals. Exclusive opportunity.

## Afternoon Coffee Break

Sponsored by

**AECOM**

### BREAKFAST IN THE EXHIBIT HALL | \$7,500

Start the day with visibility by introducing your company to attendees at a breakfast in the exhibit hall. Signage with your company name will be at each of the distribution stations, and a push notification alerting attendees of the breakfast will be sent featuring your logo.

### AFTERNOON COFFEE BREAKS | \$5,000

Offer attendees a little energy boost and sponsor an Afternoon Coffee Break in the Exhibit Hall. Signage with your company name will be at each of the distribution stations, and a push notification alerting attendees of the breakfast will be sent featuring your logo.

### BROWNFIELDS TECHNICAL ASSISTANCE LOUNGE | \$5,000

Provide Brownfields Consultants and attendees with a space to meet, consult, network, and take a break throughout the conference.

### FILM FESTIVAL | \$3,000

The Brownfields Film Festival provides an artistic media to showcase redevelopment stories. Show your support for this important, story-telling component of the conference.

### PEACEFUL PAUSE | \$500

What better way to start the day than by sponsoring early morning yoga and offering the attendees a place to catch their breath throughout the day. The Peaceful Pause room hosts a dedicated, relaxed environment for anyone who needs a moment to recoup.

## DIGITAL

### SPONSORSHIPS

#### BROWNFIELDS WIFI | \$12,500

**SOLD**  
Make sure all the attendees can stay connected by providing WiFi in all the meeting spaces. Your logo will be on signage throughout the conference and appear on splash page each time attendee connects to WiFi.

#### CONFERENCE MOBILE APP | \$7,500

**SOLD**  
The mobile app for iPhone and Android platforms will be promoted to all attendees and be available for free download approximately 2 weeks before the start of the conference.

#### KNOW BEFORE YOU GO EMAIL | \$5,000

Sponsor the most highly anticipated attendee email of the conference. The Know Before You Go email is sent to Brownfields attendees one week before the conference and includes key information the attendees will refer back to as they navigate the event. Include your hyperlinked banner ad at the top of this email.

#### PRE-CONFERENCE E-NEWSLETTERS | \$2,500

Hyperlinked logo on a package of 2 conference e-newsletters distributed to more than 20,000 email addresses in the conference database.

## EDUCATIONAL

### EXPERIENCES

#### BROWNFIELDS BLOCK EDUCATIONAL EXPERIENCE | \$15,000

An immersive educational experience located in the center of the Exhibit Hall showcasing best practice solutions.

#### LEARNING LOUNGE | \$5,000

The Learning Lounge provides the opportunity for informal, interactive presentation of diverse topics in the field of Brownfields Redevelopment. Sponsor the Learning Lounge and show your support at Brownfields.

#### ROUNDTABLE CONVERSATIONS | \$5,000

The Roundtable Conversations are where thoughts and ideas are shared and improvements begin. Sponsorship includes signage and table tents with your logo and booth number.

#### MOBILE WORKSHOPS | \$2,500

Support attendees as they learn more about the Brownfields process firsthand by visiting sites in different stages of development.

### TO RESERVE YOUR SPONSORSHIP, PLEASE CONTACT:

Matt McLaughlin  
Brownfields, Sponsorship Sales Representative  
312-265-9655  
[matt@corcexpo.com](mailto:matt@corcexpo.com)

Emma McElherne  
Brownfields, Sponsorship Manager  
312-265-9638  
[emcelherne@corcexpo.com](mailto:emcelherne@corcexpo.com)



**BROWNFIELDS  
2023**

SUSTAINABLE COMMUNITIES START HERE

**DETROIT, MICHIGAN  
AUGUST 8 – 11, 2023**