



VerdeXchange Conference

The ONE event for green marketmakers.

January 23-25, 2011 • Los Angeles, CA

www.verdexchange.org

VX
2011

Green Marketmakers Conference & Expo

Sponsorship Opportunities

The VerdeXchange Green Marketmakers Conference & Expo clean and green technology event brings together “under one roof” the leading private and public marketmakers who buy, manufacture, sell, finance, endorse and legislate green technologies, products, innovations and sustainable services... in one of the most forward-thinking cities on the West Coast

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2011 Green Marketmakers Conference **Los Angeles, CA • January 23-25, 2011**

Recent developments in the energy and sustainability sectors (including President Obama's stimulus funded renewable energy policies and Congress's failure to pass an energy / climate change bill) have strengthened the message of the VerdeXchange 2010 Green Marketmakers Conference:

The pacesetting climate change regulations, huge appetite for alternative energy and technologies and sizable procurements budgets in California and the Western States (in addition to generating enormous economic opportunities for U.S. and global entrepreneurs, manufactures and investors) are serving as important templates for new international, federal, state and local government energy market regulations, commercial low carbon technologies, green jobs and future stimulus policies.

This important conference, now entering its fourth year, brings together the highest level public and private sector decision makers from around the world, the Western States and California to share best practices and technologies driving innovation and investment across all energy platforms.

VerdeXchange 2011 will build on and confirm the central thesis of three previous California Green Marketmakers Conferences: that California and the Western States are driving forces for sustainable change, and will continue to address critical issues, including:

- Current, about-to-be-in and needed-in-market energy technologies, including efficiency, generation, transmission and energy storage
- Role of public policies, regulations and initiatives in incensing further innovation
- Equity, project finance and debt investment
- Transport technologies
- Sustainable building design, practice and materials
- Integrated "one" water policy and practice
- Waste to energy
- Carbon measurement and monetization
- Public and private utility practice and regulation

VX2011 will also bring together holders of key technologies, explore cooperation between enterprise and government, share insights from venture and project funders, and address research and tech transfer; green jobs; U.S. Department of Energy, Commerce and Interior programs; foreign direct investment and procurement; smart grid advancements; updates on solar, wind and geothermal projects; how military and public procurements are making and scaling the green marketplace; the status of U.S. federal climate change legislation and the outcomes of UN international negotiations set for Mexico in December.

With the adoption of US National climate and energy policy goals, California-led strategic initiatives, Ontario Canada's pace- setting Green Energy Act in late 2009, and the upcoming United Nations Climate Change Conference in Mexico in November, January 2011 promises to begin an action filled year for green economy marketmakers.

VX 2011's Los Angeles conference will feature plenary, panel, roundtable and networking sessions, many of which will be extended to best accommodate presentations and more in depth interactive discussions. The full-day agenda will be preceded by two invitation-only Sunday afternoon receptions, each featuring a different technological and social theme and hosted by a separate Country Consul Generals. Leading conference sponsors will also host invitation-only dinners on Sunday and Monday for conference faculty and VIP attendees. In addition, during the two and a half-day conference, focused invitation-only roundtable sessions will be convened to discuss particular topics.

VerdeXchange 2011 Los Angeles, California will create a central setting for business for:

- Purchasing, selling and financing green technology
- Exchanging ideas and demystifying market opportunities
- Building cross sector and cross border economic and political alliances
- Fostering the growth of green economic prospects and markets
- Building comprehensive portfolios of green solutions

VerdeXchange 2011 panel topics will include:

- Update on Ontario's Green Energy Act Implementation
- Municipal Legislation, Programs & Initiatives
- The Green Economy, Jobs & Economic Growth
- Private Sector Sustainability Programs & the Supply Chain
- Status on California and Western States Green Legislation
- Clean Fuel Alternatives & Alternative Energy Technologies
- Measuring Private Sector Sustainability
- Smart Grid Technologies
- Green Infrastructure & Urban Planning
- Green Sector Finance
- Sustainable Building Practices & the Built Environment
- International & Regional Climate Change Agreements
- Pricing Carbon: Measuring & Regulating GHG Emissions
- Integrated Water Policy & New Technologies
- Research Centers & Universities: Clean Technology Transfer
- Recycling & Cradle to Grave Material Management
- Waste to Energy Technologies
- Transportation Infrastructure: Transit, High Speed Rail, Hybrid & Electric Vehicles
- Globalizing National Successes



Participants

C-level and Senior Executives from the private and public sector who are responsible for clean energy and green technologies, resource use and sustainability (in their roles as buyers, sellers, manufacturers, innovators, researchers, land use planners, architects, financiers, investors, legal and accounting professionals, regulators, policy makers and environmental stewards) will gather under one roof to examine the rapidly emerging business and regulatory climate for clean energy, green technology and sustainability. A wide array of interests will participate: utilities, energy, transport, builders & planners, waste management, corporate supply chain, government policy and water resources. (More than 500 registrants anticipated)

Presenters and panelists will represent global, national, and regional business leaders, financiers, manufacturers, regulators and environmental stewards. (estimated 50 - 75 presenters/panelists/moderators)

Sponsors will have the opportunity to showcase their initiatives, technologies, products, services, and research projects in a global multi-sector setting.

Conference Scope

January 23, 2011

Pre-conference receptions and select government sponsored national receptions are planned for a mid-afternoon start (by invitation only to keynotes, panelists and sponsors)

January 24-25, 2011

Opening and Luncheon Keynote Presentations; Plenary Sessions, Multiple Panel Presentations with Q&A opportunities; Breakout Sessions; Networking; VIP Roundtables; Invitation-only Sponsor Dinners.

Sessions and key participant interviews will be recorded on video and made available to participants for subsequent reference. There will also be onsite access for Sponsors to arrange private video recording during the Conference to increase awareness of their products/services.

A Unique Sponsorship Opportunity

Past VerdeXchange conferences in Los Angeles were covered by leading global television, internet and radio news outlets such as CNN, NBC, Fox, Newsweek, the Los Angeles Times, Japan Broadcasting Corporation, Nikkei America, KCRW, KFI, and were attended by over 500 environmental stewards and leading market shapers from industry, finance and government.

The VerdeXchange Green Marketmakers Conference & Expo provides sponsors with the opportunity to showcase their initiatives, technologies, products, services and research projects to high-level industry decision makers in a global multi-sector setting. They will meet and listen to green market “drivers of change”: business and government leaders and professionals tasked with greening their countries, provinces, municipalities, cities, organizations and companies.

Your sponsorship of the VerdeXchange Green Marketmakers Conference & Expo positions your company as a key player in the burgeoning international green marketplace and will:

- Generate local and world-wide media attention
- Allow you to meet customers face-to-face and create relationships
- Provide high quality leads
- Build brand awareness and recognition

Sponsorships can be structured to provide a wide range of options that maximize your presence and highlight your products and services, on-site or off-site, before, during and after the Conference.

Don't miss VerdeXchange VX 2011 • January 23-25, 2011

About VX2011 Green Marketmakers Conference

VX 2011 is the single event for green marketmakers who want to take advantage of the opportunities being created by both Ontario and California's cutting edge climate change initiatives.

About VerdeXchange

VerdeXchange, LLC is an environmental think tank and publisher created to inform and strategically advise green innovators wishing to diffuse green technology and innovations in the marketplace.

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Sponsorship Packages

VerdeXchange 2011 Green Marketmakers Conference & Expo

	LEAD	MARKETMAKER	STAKEHOLDER	ROUNDTABLE	GREEN
	\$60,000	\$35,000	\$20,000	\$15,000	\$10,000
Print & Email Marketing					
Prominent logo placement in print & email marketing	X	X	X		
Logo placement in print and email marketing	X	X	X	X	X
Logo on front cover of conference guide	X	X	X		
Event Website					
Prominent logo placement on event website	X	X	X		
Logo placement on event website	X	X	X	X	X
Public Relations					
Name recognition in sponsor press release & pre-event press releases	X	X	X	X	
Event Attendance					
VIP Conference passes	8	6	4	2	2
Reserved luncheon table with logo	X	X	X		
Event Presence					
Exhibitor Space	X	X			
Materials distributed with conference guide	X	X	X		
Space for materials at resource center	X	X	X	X	X
Plenary Sessions & Luncheon					
Introduction of luncheon	X				
Introduction of selected plenary session		X			
Participation in selected plenary panel	X	X			
Panel Sponsorship					
Introduction of selected panel	X	X			
Participation in selected panel	X	X	X		
Easel display at entrance to selected panel	X	X	X		
Panel sponsorship noted in conference guide	X	X	X		
Roundtable Sessions					
Sponsorship of a small VIP roundtable session (signage, introduction & participation)				X	
Panel Videos					
30 second ad before videos of all plenary sessions	X				
30 second ad. before video of selected panel	X	X			
Pre-Event Consulate VIP Receptions					
Invitations to VIP receptions	8	6	4	2	2
Exhibit space at VIP receptions	X	X			
Gift bag insert at VIP receptions	X	X			
Pre & Post Event VIP Dinners					
VIP dinner host	X				
VIP dinner co-host		X			

VerdeXchange offers many sponsorship opportunities to showcase your company's products and services to a diverse group of dignitaries and business professionals, providing significant exposure to decision-makers who are eager to network with like-minded companies. Sponsor benefits include exposure at our events, on signage, printed materials and on our extensively accessed website, VIP tickets to events and more. We will be happy to customize a Sponsorship package (cash or in-kind gifts) to accommodate your goals.

2010 Los Angeles Conference Sponsors

