Measuring our impact is an important part of the work we do in sustainability. We are asked to measure our success through the lens of various key performance indicators and payback periods. To that end, our accounting includes traditional metrics: greenhouse gas reductions, ROI, LEED certifications, and waste diversion rates.

However, metrics and measurement are not always the preferred currency. There are new indicators that serve our more process-oriented efforts to address community resilience, employee happiness, decision-making agility, innovation and student learning. We need to find ways to share the stories, champions, research and community building that impacts and is integral to our work. As we consider the path forward in measuring our impact, we must find the balance between capturing and communicating and showcasing the stories and storytellers that translate the value of what we do most powerfully.

Smart and Sustainable Campuses Conference aims to be the best participant-driven conference you can attend. We challenge you to embed community building methods and facilitation into your presentations, workshops, and interactions with each other. Let’s commit to transitioning from PowerPoint and unleash ourselves with new strategies such as World Café and Appreciative Inquiry, using our gathered brain trust to find solutions to collective challenges. This year we gather for a conversation about Measuring our Impact. Whether you are a number cruncher or a storyteller, we want to hear how you measure impact — in your community and on the planet.

Smart and Sustainable is a great event and exchange on cutting edge best practices on the sustainability front. OZZI has been showcased for the past two years, resulting in growth our platform of AGREE NOZZI by over 100%! We highly recommend this powerful network and informative educational conference to all persons or organizations seeking answers on going GREEN.

Tom Wright, CEO
AGREE NOZZI
SSCC Silver Sponsor
What makes Smart and Sustainable different?
SSCC sets itself apart from other conferences by creating a program that features in-depth presentations and workshops for campus decision makers. In addition:

- SSCC encourages you to host (with a campus partner) and attend concurrent presentations and workshops. Being in the room means that you can offer solutions from your offering of products and services.
- SSCC focuses on sustainability 2.0 or advanced issues. As a result, we tend to attract more senior level staff in sustainability, transportation, dining, etc.
- SSCC tends to be smaller. We attract between 300-400 attendees each year. To ensure that our exhibitors and sponsors get great contact time with attendees, we restrict the number of booths that we sell to 20 – 30 depending on our venue.
- All conference meals, breaks and the Monday evening networking reception take place in the exhibit hall. Our attendees typically spend a lot of time talking to our exhibitors.

Why should you plan to attend? Why should you sponsor?
We are confident that your SSCC experience will be valuable for your organization:

- **Education**
  Attend sessions and learn about the next level of higher education sustainability. What new challenges are your customers facing? Contribute opportunities and solutions from your industry.

- **Partnerships**
  We encourage exhibitors and sponsors to make submissions to the Call for Proposals. Please contact your campus partners and submit joint proposals that highlight higher education solutions.

- **Recruiting**
  Connect with young professionals who may provide the skills and knowledge needed by your organization. Many of our exhibitors and partners have successfully recruited new employees from SSCC attendees.

- **Sales**
  Intimate, personal conversations will lead to new business relationships. The exhibit area is limited to 30 booths, resulting in more time with attendees. Besides ample networking time throughout the program, SSCC holds coffee breaks and a Networking Reception in the exhibit area.

Sponsorship Highlights
- Three sponsorship levels with a range of benefits and opportunities
- Free advertisement in the printed program and social media mentions
- Access to 400 sustainability professionals and young professionals/students
- Logo profile on conference website with link to your site
- An exhibit area limited to 30 booths, allowing for quality one-on-one time with attendees
- Dedicated time for attendees to meet with exhibitors, including coffee breaks and an Networking Reception
- Invitations to the Sponsor Recognition Dinner
- Close proximity to Baltimore’s Inner Harbor, international airports, and public transportation
- A “green” and socially responsible conference and host venue
Of all the conferences focused on Sustainability in Higher Education, the Smart and Sustainable Campus Conference is by far one of the best.

Mitchell Stein
Sales & Business Development Manager
Budderfly, LLC
SSCC Exhibitor

In the past five years, Smart and Sustainable (SSCC) has hosted attendees from more than 400 unique colleges, universities, non-profits and government departments and agencies. The conference is uniquely designed to appeal to campus “teams” (i.e. sustainability managers, business officers, facilities staff, faculty, and students), and is a perfect venue to market, network, and promote your organization’s sustainable products and services.

In 2015 158 colleges, organizations and companies from 34 states and 4 countries were represented.

### Institution type represented

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comprehensive/Doctoral Institution</td>
<td>28%</td>
</tr>
<tr>
<td>Research University</td>
<td>31%</td>
</tr>
<tr>
<td>Small Institution</td>
<td>36%</td>
</tr>
<tr>
<td>Community College</td>
<td>5%</td>
</tr>
</tbody>
</table>

### Career fields represented

<table>
<thead>
<tr>
<th>Field</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administration/Business</td>
<td>7%</td>
</tr>
<tr>
<td>Sustainability</td>
<td>36%</td>
</tr>
<tr>
<td>Campus Planning</td>
<td>4%</td>
</tr>
<tr>
<td>Facilities and Energy</td>
<td>8%</td>
</tr>
<tr>
<td>Sales and Marketing</td>
<td>13%</td>
</tr>
<tr>
<td>Research and Education</td>
<td>9%</td>
</tr>
<tr>
<td>Student</td>
<td>15%</td>
</tr>
<tr>
<td>Safety and Health</td>
<td>1%</td>
</tr>
<tr>
<td>Nonprofit</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>6%</td>
</tr>
</tbody>
</table>
Hyatt Regency Baltimore in 2016!

Welcome to Charm City! The location for our 2016 conference, Baltimore’s Inner Harbor will surely charm you with its vibrant and beautiful waterfront. With easy access to Amtrak, Baltimore/Washington International Airport (BWI), and public transportation, getting to and from the downtown area is easier and more sustainable than ever.

For the third year, the Hyatt Regency Baltimore will serve as the host venue for SSCC 2016. Located on the Inner Harbor, the Hyatt is surrounded by restaurants, attractions, and shops. The hotel’s exhibit hall is located next to the general session ballroom, in the heart of the venue. Introduce conference attendees to your brand and organization in an up-close, comfortable, and relaxing atmosphere. We are delighted to highlight your organization at this location.
**Sponsorship Opportunities**

<table>
<thead>
<tr>
<th></th>
<th><strong>PLATINUM</strong></th>
<th><strong>GOLD</strong></th>
<th><strong>SILVER</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$10,000</td>
<td>$6,000</td>
<td>$4,000</td>
</tr>
<tr>
<td>Recognized as Conference Event sponsor</td>
<td>Plenary or Mon. Network Reception</td>
<td>Mon. or Tues. Lunch</td>
<td>Mon. or Tues. AM or PM Break</td>
</tr>
<tr>
<td>Opportunity to welcome attendees from the podium during general session</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Advertisement in print and online versions of conference program <em>(ads due Wed., March 2, 2016)</em></td>
<td>Full</td>
<td>Half</td>
<td>Qtr</td>
</tr>
<tr>
<td>Recognition from the podium during general session</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Listing in every SSCC Newsletter (circulation: 2,300)</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
</tr>
<tr>
<td>Listing on all marketing materials</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
</tr>
<tr>
<td>Logo on conference website with link to your site</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Promotional Tweets from @SmartandSustainable (650+ followers)</td>
<td>5 pre-conf., 2 during, 2 post-conf.</td>
<td>3 pre-conf., 1 during, 1 post-conf.</td>
<td>1 pre-conf., 1 during, 1 post-conf.</td>
</tr>
<tr>
<td>Attendee list 4 weeks in advance</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Invitations to the sponsor recognition event</td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Sponsor ribbons for your name badges</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Exhibit Booths in prime location</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Conference registrations¹</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Additional conference registrations discounted $100²</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

¹ *Conference Registration* — includes full conference access including all scheduled conference meals and admission to plenary and concurrent sessions.

² *Additional conference registrations* — Sponsors may purchase additional conference registrations at $100 off the Attendee rate. Discount will not be provided on already reduced rates including Speaker, USM and Student rates.

For more information on sponsorships, advertising, and exhibiting please contact Aynsley Toews atoews@umd.edu or 301-405-7533

smartandsustainable.umd.edu
Unique Single Sponsorship Opportunities

Pre-conference Workshop/ Tour Sponsor – $3,000
- Recognition of sponsorship for one (1) pre-conference workshop or tour
- Recognition in print and online versions of conference program, logo included
- Recognition from the podium during general session
- Logo on conference website with link to your site
- Listing in every SSCC Newsletter (circulation: 2,300)
- Promotional Tweets from @SmartandSustainable (650+ followers), including 1 pre-conference, 1 during the conference, and 1 post-conference
- Attendee list 4 weeks in advance
- One invitation to the sponsor recognition event
- Sponsor ribbons for your name badges
- Add an Exhibit Booth for only $1,000
- Conference registrations discounted $100²

Student Scholarship Sponsor – $5,000
*Invest in the future of our field by supporting student attendance at Smart and Sustainable.*
- Recognition of sponsorship for twenty (20) student scholarships
- Recognition in print and online versions of conference program
- Recognition from the podium during general session
- Logo on conference website with link to your site
- Listing in every SSCC Newsletter (circulation: 2,300)
- Promotional Tweets from @SmartandSustainable (650+ followers), including 2 pre-conference, 1 during the conference, and 1 post-conference
- Attendee list 4 weeks in advance
- Two invitations to the sponsor recognition event
- Sponsor ribbons for your name badges
- Add an Exhibit Booth for only $1,000
- Conference registrations discounted $100²

Exhibit Booth Rates

**Business** – $2,000  **Nonprofit/Education** – $1,600
- 1 exhibit space
- 2 conference registrations¹
- Additional conference registrations discounted $100²
- Promotional Tweet from @SmartandSustainable (650+ followers) several weeks before conference
- Exhibitor ribbons for your name badges
- Attendee list 4 weeks in advance
- Name, website, phone number and booth location listed in conference program

Exhibit Package Includes:
- One 8’ X 8’ booth space with 8’ high backdrop, 3’ side-rail dividers in carpeted, pre-function space.
- One skirted table, two side chairs, a waste basket, and a standard 7” x 44” exhibitor identification sign.

¹ Conference Registration – includes full conference access including all scheduled conference meals and admission to plenary and concurrent sessions.
² Additional conference registrations – Sponsors may purchase additional conference registrations at $100 off the Attendee rate. Discount will not be provided on already reduced rates including Speaker, USM and Student rates.

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smartandsustainable.umd.edu
Purchase an ad in our printed program

AD SPECS
- Ads shown are not scaled to actual size.
- A press-ready PDF is the preferable format for ad submission.
- A 300dpi CMYK JPG will also work.
- 4-color or BW.
- No bleeds or crop marks, please.
- Please submit both vertical and horizontal version of half page and quarter page ad.
- Artwork and payment in full must be received by Wed., March 2, at 4pm EST.

FULL PAGE
7.5in x 10in
$500
Inside Front Cover $900
Inside Back Cover $800
Outside Back Cover $1000

1/2 PAGE
Vertical
3.75in x 7.5in
$300

1/2 PAGE
Horizontal
7.5in x 4.75in
$300

1/4 PAGE
Vertical
3.75in x 5in
$200

1/4 PAGE
Horizontal
7.5in x 2.5in
$200