



SPONSORSHIP PROSPECTUS

2016 SFI Annual Conference

September 27 - 29, 2016 | Hilton Clearwater Beach
400 Mandalay Ave., Clearwater Beach, FL 33767

Every year the SFI Annual Conference is the must attend event for those who want to engage in discussions with some of the foremost thought leaders in the forest sector. Network with people from the conservation, community and economic sectors who care about the future of forests. Past attendees include CEOs of Fortune 500 companies, conservation and community practitioners, tribal and aboriginal leaders, forest managers, university faculty and students, government representatives, and many more.

Sponsorship is a unique opportunity to demonstrate your organization's commitment to responsible forest management and procurement, healthy forests, responsible purchasing and sustainable communities.

Your sponsorship ensures the 2016 SFI Conference will continue to deliver dynamic speakers, panelists, and sessions offering engaging discussions and invaluable networking opportunities.

QUESTIONS?

Amy Doty | amy.doty@sfiprogram.org | Phone: 202-596-3458



PLATINUM LEVEL: \$10,000

Did You Know?

SFI Program

Participants in North America are responsible for more than one quarter of the global supply of certified forests and they sell into more than 120 countries around the globe.

GO ZERO

MAKE THE SFI ANNUAL CONFERENCE A CARBON NEUTRAL EVENT. THE GO ZERO SPONSORSHIP REDUCES THE CARBON FOOTPRINT OF THE CONFERENCE THROUGH THE CONSERVATION FUND'S GO ZERO PROGRAM.

- Sponsor receives prominent event signage and a framed certificate from The Conservation Fund, verbal recognition
- Two complimentary conference registrations
- Full page 4-color ad in the Conference Program
- 1 piece of literature in conference delegate materials packet
- Six-foot table top exhibit with option to substitute the table-top exhibit with a free-standing exhibit
- Sponsorship designation in pre- and onsite conference materials and onsite signage, including: Logo on Conference Website, Collateral Materials and SFI in Brief
- Organization write-up on conference website
- Onsite signage
- Pre- and post-conference participant roster and email addresses

ANNUAL CONFERENCE SUNSET SOIRÉE

THE MAIN SOCIAL EVENT AT THE SFI ANNUAL CONFERENCE WHICH IS ALWAYS WELL ATTENDED, ENTERTAINING AND FUN.

- Sponsor receives prominent event signage and verbal recognition
- Two complimentary conference registrations
- Full page 4-color ad in the Conference Program
- 1 piece of literature in conference delegate materials packet
- Six-foot table top exhibit with option to substitute the table-top exhibit with a free-standing exhibit
- Sponsorship designation in pre- and onsite conference materials and onsite signage, including: Logo on Conference Website, Collateral Materials and SFI in Brief
- Organization write-up on conference website
- Onsite signage
- Pre- and post-conference participant roster and email addresses

PRESIDENT'S RECEPTION

KICK-OFF THE SFI CONFERENCE AT THE PREMIER NETWORKING RECEPTION IN THE EXHIBIT HALL.

- Sponsor receives prominent event signage and verbal recognition
- Two complimentary conference registrations
- Full page 4-color ad in the Conference Program
- 1 piece of literature in conference delegate materials packet
- Six-foot table top exhibit with option to substitute the table-top exhibit with a free-standing exhibit
- Sponsorship designation in pre- and onsite conference materials and onsite signage, including: Logo on Conference Website, Collateral Materials and SFI in Brief
- Organization write-up on conference website
- Onsite signage
- Pre- and post-conference participant roster and email addresses

GOLD LEVEL: \$7,500

AWARDS LUNCHEON

SFI AWARD WINNERS WILL BE ANNOUNCED.

- One complimentary conference registration
- 1/2 page 4 color ad in the Conference Program
- Onsite signage and verbal recognition
- Six-foot table top exhibit
- Sponsorship designation in pre- and onsite conference materials and onsite signage, including: Logo on Conference Website, Collateral Materials and SFI in Brief
- Organization write-up on conference website
- Pre- and post-conference participant roster and email addresses

CONFERENCE GIVEAWAY

EACH RECIPIENT RECEIVES A GIVEAWAY WITH SFI LOGO.

- One complimentary conference registration
- 1/2 page 4 color ad in the Conference Program
- Onsite signage and verbal recognition
- Six-foot table top exhibit
- Sponsorship designation in pre- and onsite conference materials and onsite signage, including: Logo on Conference Website, Collateral Materials and SFI in Brief
- Organization write-up on conference website
- Pre- and post-conference participant roster and email addresses

HOTEL KEY CARDS

A SPECIALLY DESIGNED HOTEL KEY CARD EACH REGISTRANT WILL RECEIVE UPON CHECK-IN.

- One complimentary conference registration
- 1/2 page 4 color ad in the Conference Program
- Onsite signage and verbal recognition
- Six-foot table top exhibit
- Sponsorship designation in pre- and onsite conference materials and onsite signage, including: Logo on Conference Website, Collateral Materials and SFI in Brief
- Organization write-up on conference website
- Pre- and post-conference participant roster and email addresses

PROGRAM MATERIALS

YOUR COMPANY'S LOGO ON SFI ANNUAL CONFERENCE COLLATERAL MATERIALS.

- One complimentary conference registration
- 1/2 page 4 color ad in the Conference Program
- Six-foot table top exhibit
- Sponsorship designation in pre- and onsite conference materials and onsite signage, including: Logo on Conference Website, Materials and SFI in Brief
- Organization write-up on conference website
- Pre- and post-conference participant roster and email addresses



Did You Know?

In 2015, SFI's total forest footprint in North America was 278 Million Acres/113 million hectares.

That is a 7% increase over 2014.

SILVER LEVEL: \$5,000

HOSPITALITY SUITE

SPONSORSHIP INCLUDES A STOCKED HOSPITALITY SUITE FOR CONFERENCE ATTENDEES ON TUESDAY AND WEDNESDAY NIGHT. GET YOUR PARTY ON!

- One conference registration at 50%
- 1/4 page 4 color ad in the Conference Program
- Onsite signage and verbal recognition
- Six-foot table top exhibit
- Sponsorship designation in pre- and onsite conference materials and onsite signage, including: Logo on Conference Website, Collateral Materials and SFI in Brief
- Organization write-up on conference website
- Pre- and post-conference participant roster and email addresses

TUESDAY BUSINESS MEETINGS LUNCHEON

A BUFFET LUNCHEON FOR ALL BUSINESS MEETING ATTENDEES IN THE EXHIBIT HALL.

- One conference registration at 50%
- 1/4 page 4 color ad in the Conference Program
- Onsite signage and verbal recognition
- Six-foot table top exhibit
- Sponsorship designation in pre- and onsite conference materials and onsite signage, including: Logo on Conference Website, Collateral Materials and SFI in Brief
- Organization write-up on conference website
- Pre- and post-conference participant roster and email addresses

WEDNESDAY CONTINENTAL BREAKFAST

A HOT BUFFET BREAKFAST FOR ALL REGISTRANTS IN THE EXHIBIT HALL.

- One conference registration at 50%
- 1/4 page 4 color ad in the Conference Program
- Onsite signage and verbal recognition
- Six-foot table top exhibit
- Sponsorship designation in pre- and onsite conference materials and onsite signage, including: Logo on Conference Website, Collateral Materials and SFI in Brief
- Organization write-up on conference website
- Pre- and post-conference participant roster and email addresses

THURSDAY NETWORKING BREAKFAST

A HOT BUFFET BREAKFAST FOR ALL REGISTRANTS.

- Sponsor receives option to provide a piece of literature on event tables
- One conference registration at 50%
- 1/4 page 4 color ad in the Conference Program
- Onsite signage and verbal recognition
- Six-foot table top exhibit
- Sponsorship designation in pre- and onsite conference materials and onsite signage, including: Logo on Conference Website, Collateral Materials and SFI in Brief
- Organization write-up on conference website
- Pre- and post-conference participant roster and email addresses



FUN RUN/WALK

SPONSOR WEDNESDAY MORNING'S 5K FUN RUN/WALK

- One conference registration at 50%
- 1/4 page 4 color ad in the Conference Program
- Six-foot table top exhibit
- Sponsorship designation in pre- and onsite conference materials and onsite signage, including: Logo on Conference Website, Collateral Materials and SFI in Brief
- Organization write-up on conference website
- Onsite signage and verbal recognition
- Pre- and post-conference participant roster and email addresses

GENERAL SESSION SPONSOR

MULTIPLE GENERAL SESSIONS AVAILABLE FOR SPONSORSHIP.

- One conference registration at 50%
- 1/4 page 4 color ad in the Conference Program
- Six-foot table top exhibit
- Sponsorship designation in pre- and onsite conference materials and onsite signage, including: Logo on Conference Website, Collateral Materials and SFI in Brief
- Organization write-up on conference website
- Onsite signage and verbal recognition
- Pre- and post-conference participant roster and email addresses

NAME BADGE LANYARDS

YOUR COMPANY'S LOGO OR NAME ON EACH REGISTRANTS NAME BADGE LANYARD.

- One conference registration at 50%
- 1/4 page 4 color ad in the Conference Program
- Six-foot table top exhibit
- Sponsorship designation in pre- and onsite conference materials and onsite signage, including: Logo on Conference Website, Collateral Materials and SFI in Brief
- Organization write-up on conference website
- Onsite signage and verbal recognition
- Pre- and post-conference participant roster and email addresses

FREE WI-FI

GET CONNECTED AND SUPPORT FREE WI-FI ACCESS FOR ALL CONFERENCE ATTENDEES.

- Internet homepage redirection to your site
- One conference registration at 50%
- 1/4 page 4 color ad in the Conference Program
- Six-foot table top exhibit
- Sponsorship designation in pre- and onsite conference materials and onsite signage, including: Logo on Conference Website, Collateral Materials and SFI in Brief
- Organization write-up on conference website
- Onsite signage and verbal recognition
- Pre- and post-conference participant roster and email addresses

SILVER LEVEL: \$5,000

THURSDAY LUNCHEON

A CASUAL LUNCH AT THE CLOSE OF THE CONFERENCE.

- Sponsor receives option to provide a piece of literature on event tables
- One conference registration at 50%
- 1/4 page 4 color ad in the Conference Program
- Onsite signage and verbal recognition
- Six-foot table top exhibit
- Sponsorship designation in pre- and onsite conference materials and onsite signage, including: Logo on Conference Website, Collateral Materials and SFI in Brief
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- Pre- and post-conference participant roster and email addresses



Did You Know?

97% OF ALL FORESTLAND CERTIFIED TO THE SFI STANDARD IS AVAILABLE TO THE PUBLIC FOR EITHER FEE OR NON-FEE BASED OUTDOOR RECREATION

BRONZE LEVEL: \$1,500- \$2,500

CONFERENCE NETWORKING BREAK – \$2,500

MULTIPLE COFFEE BREAKS AVAILABLE FOR SPONSORSHIP, SERVED IN THE EXHIBIT HALL.

- One conference registration at 25%
- Logo in 1/2 page 4 color ad in the Conference Program
- Six-foot table top exhibit
- Sponsorship designation in pre- and onsite conference materials and onsite signage, including: Logo on Conference Website, Collateral Materials and SFI in Brief
- Organization write-up on conference website
- Onsite signage and verbal recognition
- Pre- and post-conference participant roster and email addresses

SPONSOR STUDENT PARTICIPATION* – \$2,000

SUPPORT CONFERENCE ATTENDANCE FOR LOCAL UNDERGRADUATE AND GRADUATE STUDENTS' ENROLLED IN FORESTRY OR NATURAL RESOURCE PROGRAMS. (MULTIPLE AVAILABLE)

- Dinner on Tuesday for sponsor representatives and students
- Option to be seated with students at the Award Luncheon
- Logo in 1/2 page 4 color ad in the Conference Program
- Sponsorship designation in pre- and onsite conference materials and onsite signage, including: Logo on Conference Website, Collateral Materials and SFI in Brief
- Organization write-up on conference website
- Onsite signage and verbal recognition
- Pre- and post-conference participant roster and email addresses

* 2,000 minimum or support 4 students for \$7,000

CONSERVATION AND COMMUNITY – \$2,000

THIS DISCOUNTED SPONSORSHIP IS INTENDED FOR NON-PROFIT ORGANIZATIONS TO HELP MAXIMIZE THEIR PARTICIPATION AND NETWORKING OPPORTUNITIES AT THE SFI CONFERENCE. (MULTIPLE AVAILABLE)

- One complimentary conference registration
- Logo in 1/2 page 4 color ad in the Conference Program
- Six-foot table top exhibit
- Sponsorship designation in pre- and onsite conference materials and onsite signage, including: Logo on Conference Website, Collateral Materials and SFI in Brief
- Organization write-up on conference website
- Onsite signage and verbal recognition
- Pre- and post-conference participant roster and email addresses

REGISTRATION LITERATURE DROP –

\$1,500

(MULTIPLE AVAILABLE)

- Place a single piece of your organization's promotional material in conference delegate materials packet.

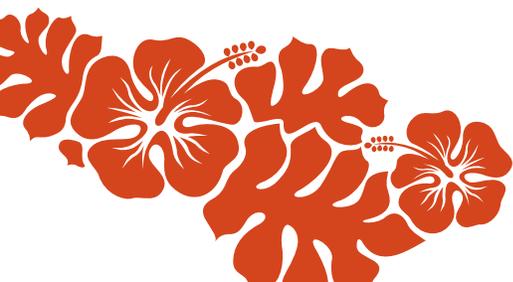
PROGRAM AD – \$1,500

(MULTIPLE AVAILABLE)

- 1/4 page 4 color ad in the Conference Program

Did You Know?

Since 1995, SFI program participants have invested more than \$1.4 billion in sustainable forestry research.



SPONSOR BENEFITS OVERVIEW

*SFI Program Participants (includes all SFI certificate holders, program participants, External Review Panel, SICs, SFI Inc. Board of Directors) receive a 10% discount on any sponsorship.

Sponsorship Opportunities	Cost*	Conference Registration	Prominent Signage and Recognition	Exhibit	Logo and Write-up on Website; Logo in Conference Materials	Color Ad	Literature in Registration Materials
Go Zero	\$10,000	2 Free	✓	Table Top or Free-standing	✓	Full Page	✓
Annual Conference Sunset Soirée	\$10,000	2 Free	✓	Table Top or Free-standing	✓	Full Page	✓
President's Reception	\$10,000	2 Free	✓	Table Top or Free-standing	✓	Full Page	✓
Awards Luncheon	\$7,500	1 Free	✓	Table Top	✓	1/2 Page	—
Conference Giveaway	\$7,500	1 Free	✓	Table Top	✓	1/2 Page	—
Hotel Key Cards	\$7,500	1 Free	✓	Table Top	✓	1/2 Page	—
Program Materials	\$7,500	1 Free	✓	Table Top	✓	1/2 Page	—
Hospitality Suite	\$5,000	50% Off	✓	Table Top	✓	1/4 Page	—
Thursday Networking Breakfast	\$5,000	50% Off	✓	Table Top	✓	1/4 Page	on event table
Tuesday Business Meetings Luncheon	\$5,000	50% Off	✓	Table Top	✓	1/4 Page	on event table
Wednesday Continental Breakfast	\$5,000	50% Off	✓	Table Top	✓	1/4 Page	—
Thursday Lunch	\$5,000	50% Off	✓	Table Top	✓	1/4 Page	on event table
General Session Sponsor	\$5,000	50% Off	✓	Table Top	✓	1/4 Page	—
Free Wifi	\$5,000	50% Off	✓	Table Top	✓	1/4 Page	—
Name Badge Lanyards	\$5,000	50% Off	✓	Table Top	✓	1/4 Page	—
Fun Run/Walk	\$5,000	50% Off	✓	Table Top	✓	1/4 Page	—
Conference Coffee Break (1 of 4 available)	\$2,500	25% Off	✓	Table Top	✓	logo in 1/2 Page	—
Sponsor Student Participation**	\$2,000	—	✓	—	✓	logo in 1/2 Page	—
Conservation and Community	\$2,000	1 Free	✓	Table Top	✓	logo in 1/2 Page	—
Registration Literature Drop	\$1,500	—	—	—	—	—	✓
Program Ad	\$1,500	—	—	—	—	1/4 Page	—
Other/General Support	\$250***	—	✓	—	—	—	—

**Minimum \$2000 or \$7000 for 4 students (gold level sponsor benefits)

***Minimum support level

APPLICATION FOR SPONSORSHIP



I/We would like to become a sponsor of the 2016 SFI Annual Conference

Contact Name:

Title:

Organization:

Address:

Phone:

Fax:

Email:

The sponsorship opportunity we would like is:

Annual Conference Sunset Soirée.....	\$10,000
Go Zero.....	\$10,000
President's Reception.....	\$10,000
Program Materials.....	\$7,500
Awards Luncheon.....	\$7,500
Conference Giveaway.....	\$7,500
Hotel Key Cards.....	\$7,500
Hospitality Suite.....	\$5,000
Tuesday Business Meetings Luncheon.....	\$5,000
Wednesday Continental Breakfast.....	\$5,000
Thursday Networking Breakfast.....	\$5,000
Thursday Lunch.....	\$5,000
General Session Sponsor.....	\$5,000
Free Wi-Fi.....	\$5,000
Name Badge Lanyards.....	\$5,000
Conference Coffee Break.....	\$2,500
Sponsor Student Participation (<i>min \$2,000 or 4 for \$7,000</i>).....	\$2,000/\$7,000
Conservation and Community.....	\$2,000
Registration Literature Drop.....	\$1,500
Program Ad.....	\$1,500
Other/General Support (<i>Min \$250</i>).....	\$_____

SFI Program Participants (includes all SFI Certificate Holders, Program Participants, External Review Panel, SICs, SFI Inc. Board of Directors) receive a 10% discount on any sponsorship.

Please fill out and Email Completed Application Form to:

Contact: Amy Doty

Email: amy.doty@sfiprogram.org

Phone: 202-596-3458



SEE YOU THERE



GET READY TO SOAK UP
SOME VITAMIN

SEA



2016 SFI Annual Conference

September 27 - 29, 2016 | Hilton Clearwater Beach, Florida

400 Mandalay Ave., Clearwater Beach, FL 33767