



Follow the green footprints to



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**NEW & IMPROVED EXHIBIT FOR 2011:** The 2<sup>nd</sup> Ecovillage exhibit features a prototype of a Passive House within the 17<sup>th</sup> Annual HBA Akron Home and Flower Show. This year, water management (i.e., greenroof, permeable pavers, rain barrels) and urban farming (chickens, rabbits, vegetable, herb and butterfly garden) elements will surround the demo home.

**ATTENDEES:** For the last few years, an average of 10,000 total visitors per year have participated. Last year's Ecovillage exhibit was a consistently busy area capturing a majority of the visitors. In addition, we have access to hundreds of "green-focused" consumers who will again be receiving special e-mail invitations and lured in by special guest presenter actor environmentalist Ed Begley, Jr.

## SPONSORSHIP INFORMATION

**LOCATION:** A set of "green footprints" starting at the entrance and main stage areas will lead visitors to our special exhibit on the north end of the entry level of the John S. Knight Center, downtown Akron.

**EXHIBIT SPACE:** Many options will be available for participating exhibitors from traditional display tables to product demo podiums to chair stations within the exhibit itself. It will be designed for maximum collaboration amongst all the exhibitors in mind.

**PROMOTION:** Local radio and TV news segments, online social media channels, non-profit environmental organizations and local print periodicals and newspapers.

### SPONSOR LEVELS:

#### \$5,000+ Ecovillage Emerald Sponsor (Gold level)

- Naming Rights: "The (Company Name) Ecovillage Experience!"
- Listed prominently as the presenting sponsor in the program and all related event marketing materials
- Priority for workshop
- Logo and company information featured on promo giveaway
- Complimentary exhibit space in a prominent location
- Included as a the Ecovilla **2010 Ecovillage exhibit entrance**
- Any product displayed prominently in exhibit itself with design collaboration
- *A complimentary waste management consult and evaluation provided by The NEOhaus Institute (\$1000 value)*



#### \$2,500- Green Leader Educational Workshops Sponsor (Silver level)

- Naming rights to Educational Workshops (in the dedicated conference room and two mainstage presentations), including priority for workshop
- Listed prominently as a sponsor in the program and all related event marketing materials
- Complimentary exhibit space in a prominent location
- Included as the educational workshop sponsor in exhibit press kit, with suggested feature stories
- Any product displayed prominently in exhibit itself with design collaboration

#### \$1,000-Green Thumb Sponsor (Bronze level)

- Naming rights to consumer publication handout
- Listed as a participating sponsor in the program and all related event marketing materials
- Complimentary exhibit space in a prominent location
- Any product displayed prominently in exhibit itself with design collaboration



Ed Begley, Jr.  
2011 featured show  
presenter