



# 2015 Sponsorship Opportunities

Events and Research

Maximize Your **Exposure**,  
Generate **High-Value Leads**,  
Expand Your **Network**

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Learn more online at [www.naem.org](http://www.naem.org)



## Connect with the Largest Community of EHS and Sustainability Decision-Makers

NAEM members are active and engaged. Promote your business, demonstrate solutions and gain visibility with an influential audience of EHS and sustainability decision-makers. NAEM reaches corporate leaders who are looking to share best practices, develop new skills and learn proven strategies they can use to drive business value.

### 2015 Conferences and Events

<b>February 24-25:</b> EHS and Sustainability Software Conference	<b>SOLD OUT</b>	Page 4
<b>April 14-16:</b> Women's EHS & Sustainability Leadership Roundtable		Page 5
<b>May 20-21:</b> EHS Compliance Excellence Conference		Page 6
<b>August 4-5:</b> Corporate Sustainability Management Conference		Page 7

**October 14-16:** EHS Management Forum

(Sponsorship prospectus not included in this kit. The sponsorship opportunities will be announced in March 2015.)

### 2015 Research Calendar

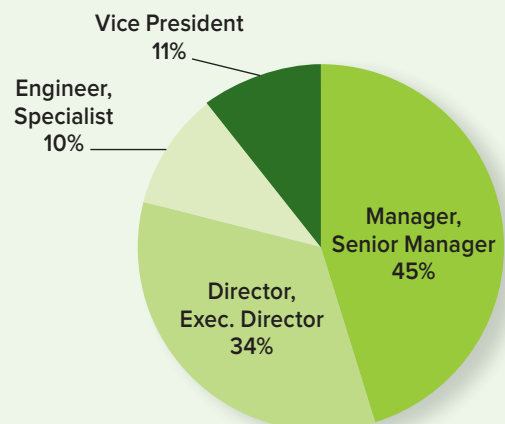
<b>March 2015:</b> Approaches to Managing EHS and Sustainability Software Systems	<b>SOLD OUT</b>	Page 9
<b>January 2016:</b> 2016 Trends Report: Planning for a Sustainable Future		Page 9

### Audience Profile

NAEM expects to welcome 100-150 attendees at each conference. Attendees and research consumers are corporate vice presidents, directors and managers responsible for leading EHS and sustainability programs that include:

- Compliance and Regulatory Requirements
- Water Management
- Climate Change Strategies
- Energy Management
- Waste Management/Reduction
- Sustainability Operations and Reporting
- External Reporting
- Materiality Assessments

Attendee titles from NAEM's 2014 conferences and workshops





## Who We Reach

Sponsoring an NAEM event or research gets you access to:

- **The Biggest Network:** The largest, most active community of corporate EHS and sustainability decision-makers
- **Wide reach:** Over 14,000 EHS and sustainability professionals on our mailing list
- **Purchasing power:** A roster of over 800 member companies with revenues ranging from \$100 million to more than 25 billion
- **Top Companies:** More than half of the Fortune 500
- **Multiple industry sectors:** including energy, chemical, consumer products, healthcare/pharma, and more

## About NAEM

The National Association for Environmental Management (NAEM) empowers corporate leaders to advance environmental stewardship, create safe and healthy workplaces, and promote global sustainability. As the largest professional community for EHS and sustainability decision-makers, we provide peer-led educational conferences and an active network for sharing solutions to today's corporate EHS and sustainability management challenges.

Some of the companies represented at our 2014 events include:

3M Co.	Dean Foods	Mattell, Inc.
Abbott Laboratories	Duke Energy Corporation	NRG Energy
Baxter International	DuPont	Parker Hannifin Corp.
BBA Aviation	Estee Lauder Companies	Pepco Holding Inc.
Best Buy Co. Inc	Fiat Chrysler Automobiles	Procter & Gamble Co.
Biogen Idec	FUJIFILM Holdings America Corporation	Schneider Electric
Cardinal Health Inc.	General Electric	Target Corporation
Carnival Corporation	General Mills, Inc.	The Boeing Company
Caterpillar Inc.	Hewlett Packard	US Postal Service
Cisco	IBM	Whirlpool Corporation
Coca-Cola Co.	Ingersoll Rand	
CVS Caremark Corporation		

## EHS and Sustainability Software Conference

February 24-25, 2015

**SOLD OUT**

Tampa, FL

### About the program:

NAEM's EHS and Sustainability Software Conference is the premier software event designed to meet the needs of corporate EHS and sustainability leaders. Since 2001, attendees know that this event is the best opportunity to meet with the leading solution providers in one place and to hear from fellow users who have implemented these systems. No other conference provides the type of peer-led user demonstrations, best practice case studies and substantial conversation on how to assess software needs for an EHS and sustainability organization.



### Focus areas:

- User-led Software Demonstrations
- Case studies on how to use software to solve specific challenges

*All opportunities for the 2015 Conference are SOLD OUT, but we invite you to contact us at [sales@naem.org](mailto:sales@naem.org) to be notified when the next event's sponsorship program is available.*

### 2015 EHS&S Software Conference: Exhibitor/Sponsor List

- Antea Group
- Applications International Corporation
- CH2M Hill
- Credit360
- Dakota Software
- E2ManageTech
- Enablon
- enhesa
- ERM
- EtQ
- Gensuite
- Huco Consulting
- Humantech
- Intelix
- KMI
- Locus
- Perillon
- ProcessMAP
- Red-on-line
- RegScan Global Compliance Solutions
- Safetec



## Women's EHS & Sustainability Leadership Roundtable

April 14-16, 2015  
San Antonio, TX

### About the program:

Contribute to the advancement of women EHS&S leaders by sponsoring this unique event. The event serves as an opportunity for seasoned industry veterans to gain new ideas from their peers and rising talents, and for the next generation of women EHS&S professionals to learn and build their professional network.



## Sponsor Packages

### Premiere Level

Cost: **\$8,500**

2 Sponsorships Available

#### Benefits

- Opportunity to deliver a welcome at the opening reception
- Post-event email to attendees highlighting your organization's women's advancement initiatives or executive EHS&S positions you are recruiting for
- Three Full Conference Registrations (either to be used by your organization or gifted to a qualified candidate)
- Includes all Presenting and Supporting Sponsor benefits

### Presenting Sponsor

Cost: **\$6,500**

3 Sponsorships Available

#### Benefits

- Opportunity to feature a Q&A with a woman leader from your organization that NAEM will produce and distribute through a multichannel media network reaching EHS & sustainability professionals
- Includes all Supporting Sponsor benefits

### Supporting Sponsor

Cost: **\$4,500**

4 Sponsorships Available

#### Benefits

- Two Full Conference Registrations
- Social media mentions on NAEM pages/groups recognizing you for your sponsorship
- Logo placement and recognition on all event materials including website, promotional emails, onsite signage and event program

### Sponsor an Attendee

Cost: **\$1,500**

Professionals completing graduate work or new to the industry may not have the budget to attend this valuable event. Give a prospective attendee the chance to take part by covering their airfare, hotel, meals, and registration costs.

#### Benefits

- Attendee sponsors will be recognized for their support of the event on the conference website and printed collateral material.
- Sponsors will be introduced via email to all accepted applicants in advance of the conference.
- NAEM will facilitate a personal introduction between sponsors and accepted applicants at the Welcoming Reception on Tuesday April 14.

## EHS Compliance Excellence Conference

May 20-21, 2015

Atlanta, GA

### About the program:

At NAEM's EHS Compliance Excellence Conference, attendees learn how leading companies are reducing risks and creating business value through strong environment, health and safety (EHS) compliance programs. This peer-led conference features case studies and interactive discussions about best management practices from across industries. Benchmark best practices and learn actionable strategies to improve your compliance program.



### Sponsor Package Includes

#### Sponsorship - \$3,800

Available at \$3,300 to NAEM Affiliate and Corporate Members

10 Exhibitor Spaces Available

#### Recognition & Visibility

- Exhibit area during the conference, reception and breaks. (NOTE: These are 6' x 3' table top exhibits.)
- Recognition in on-site printed agenda, including a 150-word company description.
- Recognition on dedicated conference web site with link to company site.
- Recognition on conference promotional materials.
- Recognition on conference e-mails distributed to 10,000+ EHS and sustainability professionals.
- Ability to provide a handout or give-away in conference folders.

#### Additional Benefits

- Two (2) complimentary conference registrations.
- Opportunity to register one additional attendee at the NAEM member rate. Each sponsor is limited to three personnel total.
- Attendee list one week prior to the conference (Attendee names and titles).

See page 9 for Sponsor/Exhibitor Registration Form



## Corporate Sustainability Management Conference

August 4-5, 2015

Minneapolis, MN

### About the program:

NAEM's Corporate Sustainability Management Conference is an opportunity for EHS and Sustainability managers to benchmark their sustainability programs with other leaders in corporate sustainability. This year's conference will focus on identifying material metrics, improving supply chain transparency and reporting sustainability results externally.

### Focus areas:

- Stakeholder Engagement
- Green Chemistry and Supply Chain Transparency
- Identifying Material Metrics
- External Reporting



## Sponsor Package Includes

### Sponsorship - \$3,700

Available at \$3,200 to NAEM Affiliate and Corporate Members

6 Exhibitor Spaces Available

### Recognition & Visibility

- Exhibit area during the conference, reception and breaks. (NOTE: These are 6' x 3' table top exhibits.)
- Recognition in on-site printed agenda, including a 150-word company description.
- Recognition on dedicated conference web site with link to company site.
- Recognition on conference promotional materials.
- Recognition on conference e-mails distributed to 10,000+ EHS and sustainability professionals.
- Ability to provide a handout or give-away in conference folders.

### Additional Benefits

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See page 9 for Sponsor/Exhibitor Registration Form

## Maximize Your Visibility by Sponsoring Two or More Events

Sponsor two or more events including the EHS Compliance Excellence, Corporate Sustainability Management Conference, or Women's EHS and Sustainability Leadership Roundtable to receive unique benefits.

### Optimize Your ROI: Sponsor Two Events

- Half page ad in onsite agenda for each conference
- One (1) complimentary registration to give to industry client for each conference
- Opportunity to submit one (1) 500-word article to the NAEM Executive Brief in 2015
- One (1) month complimentary banner advertising on the Green Tie blog

### Maximize Your ROI: Sponsor Three Events

- Full page ad in onsite agenda for each conference
- Two (2) complimentary registrations to give to industry clients for each conference
- Opportunity to submit two (2) 500-word article to the NAEM Executive Brief in 2015
- Two (2) months complimentary advertising on the GreenTie blog

See page 9 for Sponsor/Exhibitor Registration Form







## Approaches to Managing EHS and Sustainability Software Systems

To be published in March 2015

**SOLD OUT**

### About the report:

This report, as the latest stage of NAEM's ongoing benchmarking research, looks at the skills, knowledge areas, attributes and salaries of EHS&S professionals at different levels of an organization. It will also identify core responsibilities for professionals by job title, and the average salaries based on years of experience.



### Sponsorship Package Includes

#### Sponsorship: \$6,000

Four sponsorship opportunities available

#### Recognition and Benefits

- Prominent logo placement on front cover of the report
- Recognition on the NAEM website
- Recognition in promotional emails, which reach 10,000 targeted recipients
- Exposure in the NAEM Network News, NAEM's monthly electronic newsletter for members and stakeholders
- Recognition in promotional communications through 3BL Media
- Acknowledgement during presentation of the results

## 2016 Trends Report: Planning for a Sustainable Future

To be published in January 2016

### About the report:

NAEM's 2015 EHS & Sustainability Trends Report was well received both by our members and the media. The report received thousands of media impressions and was cited in a mainstream media article about corporate sustainability. The 2016 report will cover emergent issues and organizational priorities for leadership companies around EHS and sustainability.



### Sponsorship Package Includes

#### Sponsorship: \$4,000

Three sponsorship opportunities available

#### Recognition and Benefits

- Prominent logo placement on front cover of the report
- Recognition on the NAEM website
- Recognition in promotional emails, which reach 10,000 targeted recipients
- Exposure in the NAEM Network News, NAEM's monthly electronic newsletter for members and stakeholders
- Recognition in promotional communications through 3BL Media
- Acknowledgement during presentation of the results

# Sponsorship Registration



## Need help deciding?

Contact us for more information on our events and research program. We can help you choose the sponsorship opportunity that will help you reach your specific marketing goals.

**Evan Hart**

Manager, Marketing and Sales

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evan@naem.org

NAME

TITLE

COMPANY

ADDRESS

CITY

STATE

ZIP

TELEPHONE

FAX

E-MAIL

( )

( )

## I am registering as a sponsor/exhibitor for:

Women's EHS & Sustainability Leadership Roundtable: **April 14-16, 2015**

\$

\$8,500 Premiere Level

\$6,500 Presenting Sponsor

\$4,500 Supporting Sponsor

\$1,500 Sponsor an Attendee

EHS Compliance Excellence Conference : **May 20-21, 2015**

\$

\$3,300 NAEM Affiliate or Corporate Member

\$3,800 Sponsorship

Corporate Sustainability Management Conference : **August 4-5, 2015**

\$

\$3,200 NAEM Affiliate or Corporate Member

\$3,700 Sponsorship

Reasearch Report: EHS and Sustainability Management Trends Report (**January 2016**)

\$

\$4,000 Sponsorship

## BILLING

Invoice Me

**GRAND TOTAL:**

CREDIT CARD

EXP. DATE

CONTACT INFORMATION (if different than above):

NAME

ADDRESS

CITY

STATE

ZIP

SIGNATURE