



# GREEN CITIES™

conferences + expositions + fairs + boot camps + eLearning + networking



GREEN  CITIES™  
FLORIDA

Conference Prospectus  
May 19-21, 2009  
Orlando, Florida  
Orange County Convention Center



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Welcome,

Green Cities™ delivers a highly interactive, outcome based portfolio of conferences hosted by the nation's leading green businesses, governments and technology event experts.

Our mission is to educate, train and demonstrate the actions decision-makers can make to save money, protect the environment, and enhance the overall health and prosperity of their communities.

Our state-by-state production trajectory will equip business and government with the practical steps, specific plans and appropriate technology for participating in this growing \$265 billion green economy.

If your firm produces a product or service that delivers on the promise of sustainability then Green Cities™ will be an excellent sales, training and marketing opportunity for you.

Unlike many conferences focused on the green economy, ours is specifically designed with a sustainable sales and training outcome. We work with our sponsors to design every element of their investment in such a way as to over-deliver on our promises. After reviewing this prospectus, please call Glenn Geffcken to advance this discussion and craft a truly smart sponsorship package.



***Glenn Geffcken 1.828.333.9430***

Green Cities™ at a glance



**Why:** Now more than ever, intelligent environmentally responsible decisions are needed. Our event accelerates the dissemination of green knowledge and training, multi sector cooperation and the development and sales of sustainable solutions. Green Cities is the best marketing opportunity for “green” solutions.

**When:** May 19-21, 2009

**Where:** The Orange County Convention Center Orlando, Florida

**Attendance:** 1,200 (projected)

- Professionals:**
- Sustainability Officers
  - Procurement Officers
  - Regional Thought leaders
  - Chief Financial Officers
  - Corporate Executives
  - Business Owners
  - Entrepreneurs
  - Government Officials
  - City and County planners
  - Economic Development Staff
  - Chambers of Commerce
  - Regional and State Technicians
  - Industry Media
  - Community Development Agencies
  - Sustainable Non-profits
  - University Managers

welcome letter from the Malki siblings



The Malki siblings (partners at Seven-Star, Inc.) president Georgia Malki and vice president Joseph Malki welcome you to the Green Cities™ Conference Series. On behalf of our family business, Seven-Star, Inc. we thank you for your interest in Green Cities™ and joining our national campaign to transform our cities into models of sustainability. This campaign starts with inspiration, education, and training, and ends with sustainable economic development.

**Why Green Cities™?** The emergence of the sustainable market is still in its infancy. Yet now more than ever, governments and business must meet the demands of new government regulations, global environmental accountability, a mature green-savvy consumer market and the ever present need to economize. A fresh campaign for a sustainable America is underway and this movement is squarely focused on how urban development address these demands. Green Cities™ is your live event sales and marketing tool targeted state-by-state.

The Green Cities™ Conference Series provides attendees the standards, certification trainings, and introduction to the right products and services needed to implement sustainability objectives. Our intent is to deliver a Green Cities boot camp, conference, exposition or fair in all fifty states by 2014. Additionally, we have distributed calls for creativity for a new green city awards program, eLearning portal, professional networking site, documentary film, and reality television show. Green Cities™ will become the most prominent brand platform for sustainable development in the United States.

We are excited that you have taken the time to review this prospectus. With our [Partners in Education](#), we are looking to our sponsors to assist in delivering the sustainable solutions that our economy and environment need. Together, we will be able to craft a custom sponsorship solution that provides the right return on investment for your firm.

Green Regards,

Georgia S. Malki, President

Joseph B. Malki, Vice President

program tracks and overview



Green Cities events offer a highly interactive, outcome based, portfolio of seminars and sustainable solutions, presented by leading regional and national green business, government and technology experts.

Our mission is to inspire, educate, train and demonstrate how communities, business, government can protect the environment, achieve higher profit and enhance community.

Green Cities™ equips attendees with practical steps and specific plans for participating in this growing \$265 billion green economy.

[Click here for program updates.](#)

***Greening Government***

***Greening Your Business A-Z***

***Climate Change Response 101***

***Best Practices for Green Management***

***Certifications, Practicum's, Trainings***

***The Green City: Design, Planning, Construction***

***Green Tourism: Entertainment, Hospitality, Travel***

***Growing Florida's Green Economy***

***Green Cities™ Award Design Plenary***

***Organic Lunches and Dinners***

presenters and trainers



Presenters will address local, national and global issues and offer relevant case studies, highlighting successful initiatives throughout the U.S. and the world. These events also use innovative education systems such as:

- Peer to peer collaboration*
- Solution system roundtables*
- Real time work projects*
- Case studies*
- Deep dives*
- Open Space Technology*
- Real time certification trainings*
- Tickler Trainings*

Green Cities™ events utilize professional presenters and the top experts in the field of sustainability to educate, train and inspire government and business audiences.

Green Cities™ Florida Speakers



partners in education



Green Cities™ currently has strategic memorandums of understanding and letters of intent with these Partners in Education; all of which are dedicated to advancing the science, business, and practice of sustainability. Partners in Education are selected on this basis:

- highly influential organizations that contribute to the social, ecological, and economic well-being of communities, business and government
- will provide top speakers, presentations, trainings, networking
- will co-develop collaborative technologies for the Green Cities™ live event and online platforms in these areas: Green Certification Training, Sustainable Procurement, and a nation-wide “Green Cities™ Award Competition” system

***National Partners In Education:***

- Center for Resource Solutions
- Global Exchange
- Green America
- Institute for Market Transformation to Sustainability (MTS)
- Institute for Sustainable Communities
- International Council for Local Environmental Initiatives (ICLEI)
- Investors' Circle

***Florida Partners in Education:***

- AIA Florida
- Florida Chapter of the American Planning Association
- Florida Green Building Coalition
- Florida Local Environmental Resource Agency (FLERA)
- Florida Renewable Energy Providers Association
- Southern Alliance for Clean Energy
- Sustainable Florida
- USGBC Central Florida Chapter

why sponsor?



- Direct involvement in creative design of event's sponsorship showcase
- Exclusive access to an elite audience of Florida's business and government professionals actively pursuing green solutions
- Branding in a promotional campaign that will reach tens of thousands of business and government professionals actively seeking green solutions for tomorrow's challenges
- Brand connection with an event that is bringing inspiring and vital sustainable solutions to business and government
- Underwriting of planned on-line eLearning site, documentary and reality television show
- Exclusive advertising and public relations opportunities

the Green Cities™ showcase



Participation in the Green Cities showcase enables Solution Partners to connect with our audience in a very unique way.

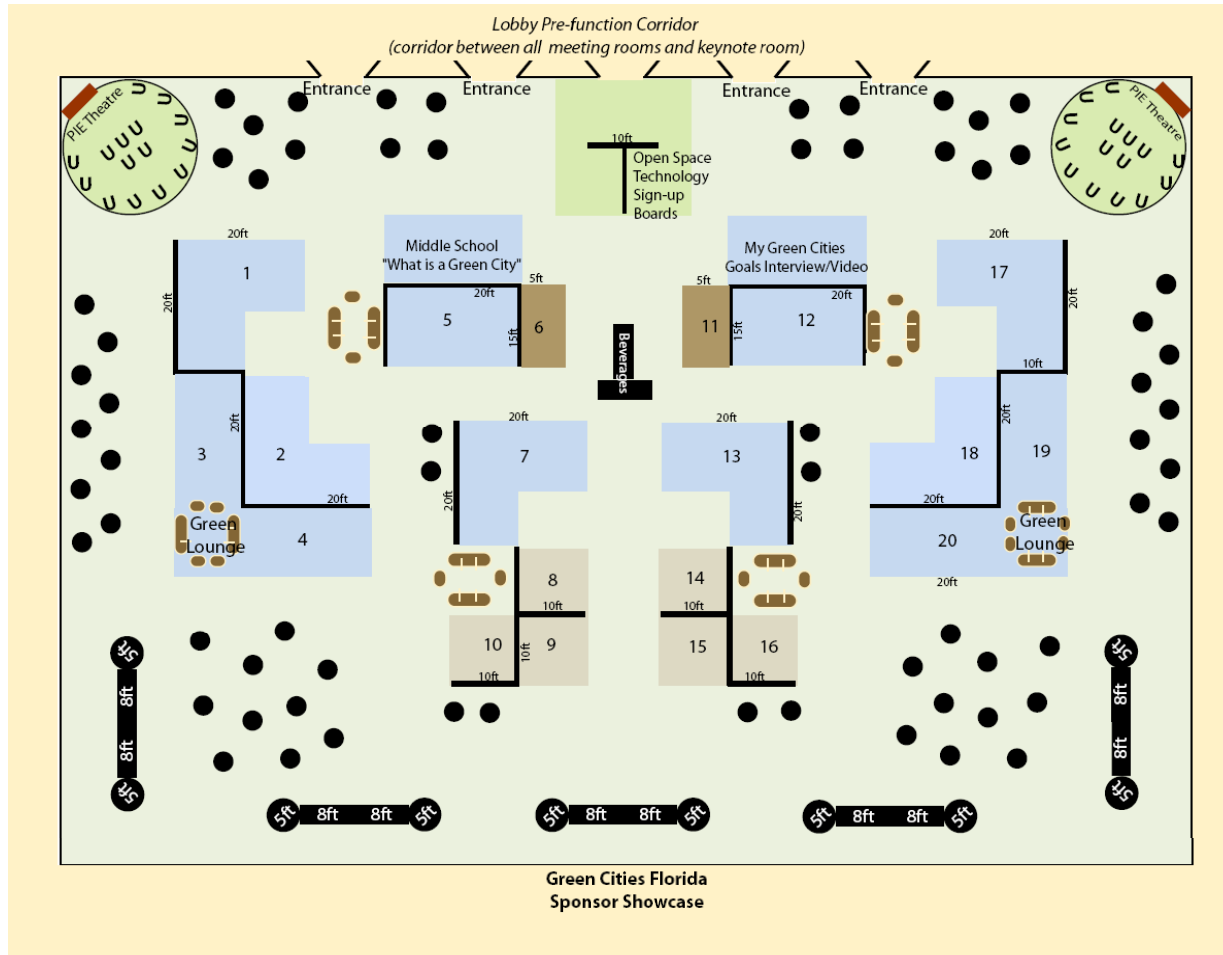
Instead of the typical 'hit or miss' exhibit floor experience, the Green Cities Showcase will offer a more intimate and experiential interaction with conference participants. Together with networking breaks, meals, demonstrations and feature attractions, the Showcase is the hub of each Green Cities event.

Designed for the purpose of letting attendees test, interact with and learn about your products and services, the Green Cities Showcase will be defined by the imagination of our Solution Partners.

Our sponsorship team will work creatively and collaboratively with your firm to develop a product and service experience that creates an emotional connection and a lasting impression.

Let us help you develop a creative platform for customer education and sales!

Green Cities™ sponsor showcase floor plan



media sponsorship



### *Event Promotion*

- **Sponsor logo** on print ads
- **Logo identification** on all blast emails (Estimated 100,000 recipients)
- **Sponsor identification** on a minimum of two (2) pages in Green Cities Florida Program Guide
- **Sponsor mention** in all press releases
- **Sponsor listing and logo** on Green Cities Florida website for nine (9) months with live link

### *Event Presence*

- **Participation of CEO** on Media Panel
- **Media Sponsor inclusion** in Green Cities Marketplace
- **Sponsor logo** on Thank you signs
- **Sponsor logo** in rotation on plasma screens in (3) public areas
- **PDF Ad Rate Card** included on thumb drive to attendees
- (2) **Full-access credentials**

### *Advertising*

- **Half-page ad** (4-color) in Green Cities Florida program guide.
- **Sponsor Listing** in Green Cities Florida program guide
- **50-Word company description** on GreenCities.com

### *Cross Promotion*

- Ability to provide **complimentary three-month subscription** to attendees
- **Product sampling** in publications racks

how “green” are Green Cities™ events?



### ***The Greening of Green Cities™***

Every feature of Green Cities™ events, from public to back-of-house operations will be sustainably produced. From energy conservation to organic meals to digital conference materials, all products and services will be environmentally responsible and carbon-neutral.

Seven-Star has consistently realized a 90% to 98% waste diversion from conferences to large-scale trade shows and public festivals. We will achieve a minimum 85% diversion at Green Cities™. We are the first event production firm in history to receive the EPA’s Gold Waste Wise Award for recycling in a public venue, you can trust us to walk the talk.



All registrants will have their impacts automatically offset thanks to our GreenReg.com event registration system. Adhering to the four pillars of sustainable event production, the conference will practice: ***Eco-product conversion, Landfill Reduction and Diversion, Energy and Water Conservation, and GHG Calculation and Off-Setting.***

† Both the Green Cities event greening and carbon offsets are sponsorable.

about the executive producers



Since 1999, Seven-Star, Inc. has been responsible for producing and greening the largest and most significant green events, conferences, festivals and concerts. We are America's oldest and largest event producer with a 100% focus on sustainable markets.

Seven-Star is a majority woman and minority owned company dedicated to the principles of environmental responsibility and social respect (eR/sR).

As the 2008 EPA Waste Wise Award Winners, we not only produce events with a sustainable focus, we divert upwards of 85% of all our event's waste as well as implement [leading edge green event practices](#).

Our Green Cities™ initiative is based on our Production of the [Green Cities Expo in 2005](#) on behalf of the United Nations and the City of San Francisco. We are proud to revive the idea of a B2B/B2G/B2C with a new vision and platform. We invite you to view [our client list](#)



our government host



The City of Orlando has launched **Green Works Orlando**, the City's first comprehensive plan to protect its natural resources, encourage environmentally-friendly lifestyles and business practices. Its mission is to engage everyone who lives, works and visits Central Florida to "go green."

**Green Works Orlando** is an environmental action agenda designed to transform Orlando into one of the most environmentally-conscious cities in America. In order to achieve this ambitious goal, their plan focuses on immediate and dramatic actions to:

- Conserve natural resources and protect the environment
- Invest in green buildings, vehicles and materials
- Foster alternative transportation options
- Increase the amount of trees and green spaces in the City
- Provide residents the tools and information they need to become more environmentally responsible
- Work together as a community to combat the urgent threat of global climate change

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