



THINK

SYDNEY CONVENTION & EXHIBITION CENTRE
4-7 MARCH 2012

greencities.org.au

**GREEN CITIES 2012
SPONSORSHIP PROSPECTUS**



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Green Cities gets
its mojo back!

Tina Perinotto, The Fifth Estate

Green Cities [2011] was run
at a higher level, (than
previous years) stretching
the most informed.

John Goddard, RICS

I can't wait till Green Cities 2012! It's proved to be the gold standard for green building conferences. I come to be inspired, to be educated and to debate the latest thinking on what Green Cities can be.

Green Cities 2011 deleaate



Green Cities History

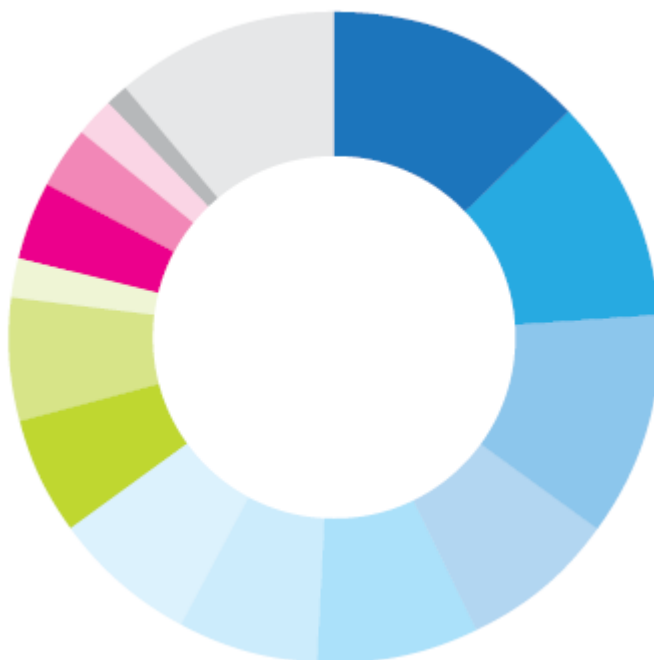
Green Cities is run jointly by the Green Building Council of Australia and the Property Council of Australia. It is an annual event which has been held since 2007.

- 2007 – Sydney 1000 delegates
- 2008 – Sydney 1200 delegates
- 2009 – Brisbane 800 delegates
- 2010 – Melbourne 900 delegates
- 2011 – Melbourne 1000 delegates

Green Cities regularly attracts hard-to-reach senior decision makers from leading companies in the green building and property industries. Green Cities 2012 is set to host influential industry and government leaders, including:

- Consultants such as architects, engineers, designers, surveyors, planners and project managers
- Representatives from local, state and federal government
- Building owners and developers
- Product suppliers and manufacturers
- Educators and students
- Non-profit organisations

- Architect
- Engineer
- Government
- Building Owner/Developer
- ESD Consultant/
Sustainability Manager
- Project Manager
- Product Supplier/Manufacturer
- Builder
- Facility Manager
- Building Designer
- Contractor
- Marketing/Communications
- Planner
- Interior Designer
- Other





Profile

Green Cities is the nation's pre-eminent showcase of leading thinking on sustainability in the built environment.

Green Cities consists of:

- Major conference (Monday and Tuesday) featuring Australian and international keynote speakers and 16 concurrent sessions
- Full day of master classes and site tours (Wednesday)
- Large exhibition showcasing up to 100 organisations, which in 2012 will be open to non-conference delegates **free-of-charge**
- Unique networking functions: VIP cocktail reception (exclusive for sponsors, keynote speakers, international guests) and Gala Dinner (Monday).

Green Cities key facts:

- Green Cities 2011 was attended by over 1,000 industry professionals
- Since 2007 a total of 4700 people have attended Green Cities
- 90% of 2011 survey respondents identified Grosvenor as the Principal Sponsor
- 94% of 2011 survey respondents rated their overall Green Cities experience as excellent, above average or good.

Past keynote speakers at Green Cities have included some of the world's most influential 'green thinkers', including:

- Jeb Brugmann
- Esther M. Sternberg
- Bjorn Lomborg
- Vivian Loftness
- Michael Braungart
- Ken Yeang





Program Highlights

In 2012, the Green Cities program features three distinct conference streams:

Beyond Buildings takes environmentally sustainable building to the next level, tackling the political, economic and technical issues facing the industry today and in the next ten years. Join us as we stride toward the next frontier – communities, precincts and cities.

Spotlight focuses on the unique challenges and opportunities facing specific sectors and international markets. Bring your expertise to debate and discuss leading case studies which highlight environmentally sustainable design, construction and operational performance.

[think] is the new home of innovation and inspiration which will explore the key and sometimes contentious issues facing the green building industry. This stream will comprise a combination of short 'n' sharp sessions to share big ideas and longer sessions to explore new and innovative solutions to the built environment's most pressing issues.

Draft program highlights¹:

- Keynote speaker: Mary Ann Lazarus (USA) – Biomimicry meets global architecture
- Keynote speaker: Rachel Botsman (Australia) - Collaborative Consumption: A Game-Changing Opportunity
- Keynote speaker: Nils Kok (Netherlands) - Doing well by doing good
- Keynote invitations: Cameron Sinclair (USA), Lord Richard Rogers (UK)
- Extreme Green: a 'new inventors' style of session profiling the most innovative green building products and materials from up-and-coming designers and inventors.
- The Debate seeks to ruffle a few feathers by tackling a topic that polarises and provokes delegates to rethink their position on a prominent issue and consider the other side of the story.
- Highly interactive formats built into all sessions, including 'think tank' sessions, digital comment and voting technology, live Twitter feed, and live video streaming (see 'Technology').



¹ We reserve the right to make changes to the final program.



Keynote Speaker Profiles



Mary Ann Lazarus, Senior Vice President and Firmwide Director of Sustainable Design - HOK

Mary Ann was practicing and promoting “sustainable design” long before it formed part of our lexicon. With over 30 years of architectural experience at HOK and a background in project management on large institutional and corporate projects, Mary Ann promotes the implementation of sustainable strategies in all of HOK’s work. She identifies the greatest opportunities within the existing buildings and communities fields and was integral in forging a partnership with the Biomimicry guild.

www.hok.com/sustainable



Rachel Botsman, Founder - Collaborative Consumption

Rachel Botsman is a social innovator who writes, consults and speaks on the power of collaboration and sharing through current and emerging network technologies; including how it will transform the way we live, work and play. She is the author of the influential book ‘What’s Mine is Yours: The Rise of Collaborative Consumption’. Rachel was named by Monocle as one of the top 20 speakers in the world to have at your conference. She has given speeches to a wide range of audiences across the private and public sector including Microsoft, Google, No. 10 Downing Street, TED, Harvard University and Clinton Global Initiative.

www.rachelbotsman.com



Dr Nils Kok, Visiting Scholar Haas School of Business, US Berkeley; Assistant Professor at Maastricht University, the Netherlands

Nils Kok has received numerous awards from organisations such as the United Nations Principles for Responsible Investment, Investment & Pensions Europe, the European Social Investment Forum, and the Aareal Bank/European Business School for his research. Besides being active as an executive teacher at the Luxembourg School of Finance, the Amsterdam Institute of Finance, and the Amsterdam School of Real Estate, Nils Kok is founder of the Global Real Estate Sustainability Benchmark (GRESB) Foundation; an investor-led initiative to assess the environmental performance of the global real estate investment industry. ‘Doing Well by Doing Good? Green Office buildings’ provides credible market evidence on the increased economic value of certified green buildings from rental rates to selling prices.

www.nilskok.com



Technology

We strive to keep Green Cities at the cutting edge of corporate conferences; in 2012 we will be introducing the following innovations:²

- A Green Cities mobile site ("app") to provide information to delegates, promote paper independence and profile our sponsors
- A Green Cities mobile feedback platform to stimulate audience participation
- Live and on-demand streaming of selected sessions to engage with a broader audience both within Australia and around the world

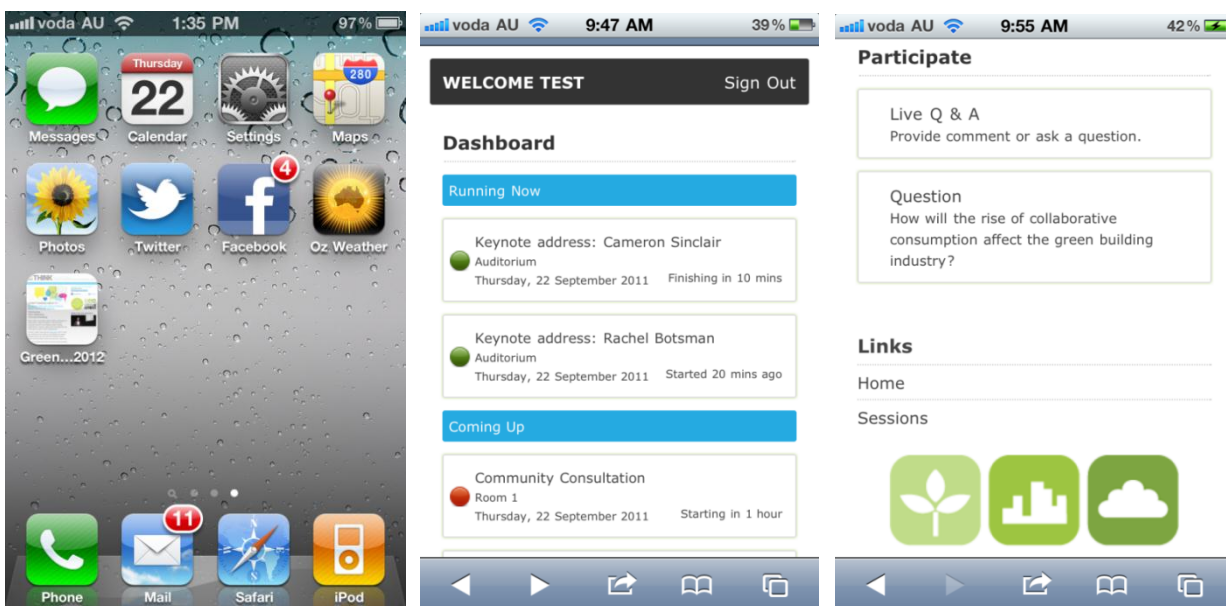
Green Cities mobile site

A mobile website is similar to an "app" as it allows delegates to access information at the touch of a button (see image below). This technology enables users to access information in a more dynamic and engaging way and improves the conferences sustainability credentials by eliminating the need for paper-based products. Sponsorship allows organisations to align themselves with these emerging technologies and the benefits associated with their use.

Mobile Feedback Platform

A mobile feedback platform is a web-based system that can be accessed from any smart phone (e.g. iPhone, Android, Blackberry), tablet (e.g. iPad, Galaxy, Zoom) or laptop/desktop computer. Delegates can choose to digitally participate in a session through live Q & A, Surveys or Polls.

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² These initiatives are currently being refined and may be subject to change.



Live and on-demand streaming

Live and on-demand video streaming of the conference will be provided through a sophisticated platform imbedded within the Green Cities website and includes synchronised Power Point presentations and live Twitter feed. Using this technology will allow us to engaging with a broader audience within Australia and around the world. Digitalising the conference content not only provides sponsors with profile during the event but it also provides ongoing promotion as the on-demand content is made available in the weeks following the conference.

The screenshot displays the 'Telework Forum' website interface. At the top left, it features the Australian Government logo and the text 'Australian Government Department of Broadband, Communications and the Digital Economy'. The main header includes the 'Telework Forum' title and the tagline 'Bringing home the benefits of telework using the NBN', accompanied by a network icon. Navigation tabs for 'Slides', 'Twitter', 'Resources', 'Speaker Bios', 'Survey', and 'Fullscreen' are visible. The central content area is divided into three sections: a video player on the left showing a speaker at a podium, a 'Ask a question' form with a 'Submit Question' button below it, and a Twitter feed on the right displaying tweets with the hashtag #teleworkforum. The bottom of the page includes a copyright notice for Viocorp International Pty Ltd. and the 'powered by viostream' logo.



Marketing Campaign

Green Cities 2012 will be promoted using the following communication methods and profiling opportunities:

Websites

- Prominently featured on the Property Council's home page, www.propertyoz.com.au
- Prominently featured on GBCA's home page www.gbca.org.au
- A unique and separate website dedicated to Green Cities 2012 www.greencities.org.au

State campaigns

- Promotion in state and territory division electronic and hard copy newsletters, distributed to all members of the Property Council and GBCA.

At other events

- Profiled at Property Council and GBCA events nationwide.

Electronic campaigns

A dedicated *monthly* Green Cities e-newsletter will be distributed to all GBCA and Property Council members and subscribers.

Green Cities 2012 will be promoted to all members of the Property Council and GBCA through each organisation's e-newsletters and e-burst campaigns.

Advertising campaign

Green Cities will be advertised in the following print publications:

- Property Australia
- Greensmart magazine (HIA)
- Local Government Focus
- Architectural Review
- FM Magazine
- Monument magazine
- Ecolibrium (AIRAH)



Green Cities Website

www.greencities.org.au is the home of Green Cities 2012. The website is a comprehensive marketing and information vehicle which provides the following information:

- program
- speakers
- sponsors
- registration
- expo

Green Cities e-newsletter

The Green Cities e-newsletter is dedicated to updating members of the Property Council, GBCA and subscribers with recent news and updates of Green Cities 2012.

The electronic newsletter is distributed *monthly* to provide up-to-the-minute details on speakers, exhibitors, registration details, program updates and anything else you need to know about Green Cities 2012. A segmented approach to the email campaigns will ensure Green Cities is targeting the right people with the right information.

Online Banner advertisements

Banner advertisements will be created and distributed to all members and subscribers of the Property Council and GBCA for inclusion in divisional e-newsletters, email signatures and each company's website.

Sponsor and exhibitor specific logos will be developed for organisations to promote their support of Green Cities 2012.

Banner advertisements will also appear on the following websites:

- www.thefifthestate.com.au
- www.monumentmagazine.com.au
- www.fmonline.com.au
- www.architecturalreview.com.au
- www.sustainableengineering.com.au

And in the following e-newsletters:

- Urbanicity
- Australian Design Review
- BRW Today
- Green magazine eNews



Social Media Marketing

Social media is the largest, most rapid change in media and marketing since the launch of TV 50 years ago, however unlike TV social media is cost effective and faster. This new media will expand the Green Cities 2012 marketing and communications campaign even further via social hubs such as LinkedIn, Twitter, Facebook and YouTube. Regular updates will be blasted to followers, friends, groups and connections.

Social media marketing will enable us to listen to what's happening in the market, build stronger relationships within the industry and beyond, focus attention on the strength of the Green Cities brand, achieve more searches through online searches and generate more leads and opportunities.

facebook Search

Green Cities
Non-profit organisation · Sydney, Australia · Edit info

REEN Design Like You Give a Damn WHAT'S MINE IS YOURS 4-7 MARCH 2012 SYDNEY CONVENTION CENTRE

Wall Green Cities · Everyone (Most recent)

Share: Status Photo Link Video Question

Write something...

Green Cities
quote from an EOJ received today: "I can't wait till Green Cities 2012 - its proved to be the gold standard for Green building conferences. I come to be inspired, to be educated and to debate the latest thinking on what Green Cities can be". Awwwww.... feel the ♥
Unlike · Comment · Share · 15 September at 11:22
You and Sally Dominguez like this.
Write a comment...

Green Cities
closes COB this Friday!
Green Cities 2012 - Think.
www.greencities.org.au
Do you have a vision for Australia's sustainable future? Can your research address market or sector deficiencies? If you can contribute to the Green Cities 2012 conversation, we want to hear from you!
Like · Comment · Share · 14 September at 14:30
SAUDI GREEN BUILDING COUNCIL likes this.

THINK GREEN CITIES 2012

Wall
Hidden posts
Info
Friend activity (1+)
Photos
Discussions



Sponsorship Benefits

Conference (4 – 6 March 2012)	Major	Associate	Supporting
Principal Partnership of Green Cities 2012 is DEXUS Property Group			
Opportunity to host a briefing with a keynote speaker***	✓		
Complimentary full conference registrations	x 3	x 2	x 1
Discount off early bird rate for additional full delegate registrations	15%	10%	5%
Reserved seating within the auditorium dress circle for sponsors/complimentary registrations	✓	✓	✓

Exhibition (4 – 6 March 2012)	Major	Associate	Supporting
Option to have an exhibition stand within the exhibition	50% off	30% off	10% off
Option to have own display space within the exhibition	FREE	50% off	20% off
Option to have signage within the exhibition (at own cost)	✓		

Branding & Profile	Major	Associate	Supporting
Logo and hyperlink on every page of Green Cities website			
Logo and hyperlink displayed on dedicated sponsor page of Green Cities website (denoting sponsorship level)	✓	✓	✓
Organisational profile and hyperlink on Green Cities sponsor page of website	250 words	100 words	50 words
Logo on Green Cities electronic promotional material including: - Green Cities e-newsletter - Direct email campaigns - Program and registration brochure (downloadable PDF) - PowerPoint promotional slide presented at Property Council and GBCA events nationwide in the lead up to Green Cities 2012	✓	✓	✓



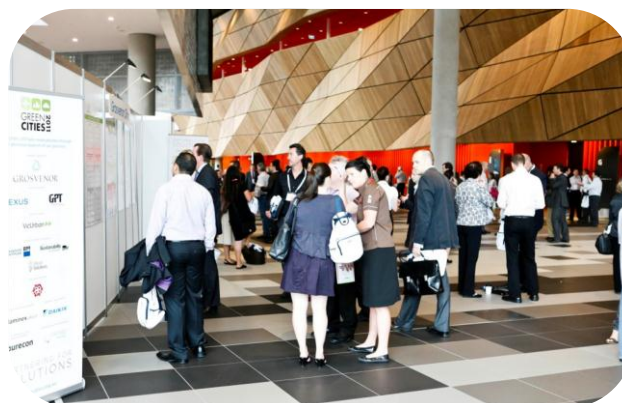
Branding & Profile	Major	Associate	Supporting
Logo on all Green Cities hard copy promotional material ³ <ul style="list-style-type: none"> Promotional brochure 	✓	✓	✓
Logo as a sponsor on specifically produced conference signage in main auditorium and expo.	✓	✓	✓
Logo as a sponsor within audio visual presentations in all sessions	✓	✓	✓
Verbal acknowledgement as a sponsor during the conference by the Master of Ceremonies	✓	✓	✓
Logo included on all live and on-demand video streaming (2x sessions per day). *	✓		
Regular updates from the Chief Operating Officers of the Green Building Council of Australia and the Property Council of Australia	✓		
Green Cities sponsor logo designed specifically for your own promotional and communication activities.	✓	✓	✓

Events & Networking	Major	Associate	Supporting
Opportunity to have company executives attend the VIP cocktail reception on Sunday 4 March.	x 3	x 2	x 1
Opportunity to have priority seating for your allocated tables or seats for company executives and guests at the gala dinner .	x 1 table	x 4 seats	x 2 seats

* Subject to approval by Green Cities editorial team and Program Director.

** Subject to availability of concurrent session.

*** Subject to availability of keynote speaker. All additional costs (such as taxi travel and domestic flights) associated with this activity will be at the expense of the sponsor.



³ Pending date of sponsorship agreement



Contact

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For the first time Green Cities will also be opened to trade delegates – we anticipate over 1000 attendees will visit the trade show over two days.