



## EVENT SPONSORSHIP PROSPECTUS

**MARCH 3-4, 2025 | ORLANDO, FL**

Join us in Orlando, a LEED Gold city, to share your sustainability story, network and connect with 700+ attendees and fellow industry leaders who care deeply about achieving healthy, equitable, sustainable buildings, communities, and schools!

**New in 2025, USGBC's ADAPT Southeast Regional Conference and the Green Schools Conference will co-locate for a can't-miss experience!**

**The Green Schools Conference (GSC):** This annual conference, which celebrates 15 years in 2025, is a unique event that gathers 600+ diverse attendees from around the country involved in creating and advocating for green schools with a focus on those leading change toward whole-school sustainability.

**USGBC ADAPT Southeast Regional Conference (ADAPT):** USGBC will launch the new ADAPT Regional Conference in the Southeast, gathering several hundred green building professionals from various sectors across the industry. The co-location with GSC will provide attendees with a more diverse, interdisciplinary experience complete with networking, resource showcases, interactive tours, workshops and more.

### WHO ATTENDS?

Attendees include those who play a role in designing, operating, and constructing green buildings and schools.

#### Green Schools Conference

- School district facilities, sustainability, and capital planning staff
- Green school design and manufacturing professionals
- Sustainability and LEED consultants
- Educators and school leaders
- National non-profits and government partners

#### ADAPT

- Architects /Engineers / Contractors
- Developers
- Facility managers
- Building owners and users
- Lenders
- Suppliers, service providers
- Local and regional non-profits and government partners



## SCHEDULE AT A GLANCE

Attendees of the co-located events will be together for most meals, Speed Greening, the Exchange Showcase, the Joint Closing Plenary and Closing Reception. However, ADAPT and the GSC offer educational programming tailored to each audience. Below is a schedule at a glance for both events.

Monday, March 3		
	Green Schools Conference	ADAPT
<b>Morning</b>	Opening Plenary, breakfast, 2-hour interactive workshops	(4) half-day workshops
<b>Lunch</b>	Best of Green Schools Award Luncheon	Networking Luncheon
<b>Afternoon</b>	Education Sessions, Speed Greening	Workshops, Speed Greening
<b>Evening</b>	Women in Green Panel and reception Friends & Family event hosted by Green Schools National Network	Women in Green Panel & Reception

Tuesday, March 4		
	Green Schools Conference	ADAPT
<b>Morning</b>	Breakfast, Opening Circles, Exchange Showcase opens, education sessions	Opening Plenary, Exchange Showcase opens, education sessions
<b>Lunch</b>	Networking lunch, Exchange Showcase, "Future is Green" Speed Mentoring	Networking lunch, Exchange Showcase, "Future is Green" Speed Mentoring
<b>Afternoon</b>	Education sessions, sponsored education sessions, Exchange Showcase, Closing Circles, joint closing plenary	Education sessions, sponsored education sessions, Exchange Showcase, joint closing plenary
<b>Evening</b>	Joint closing reception	Joint closing reception

Wednesday, March 5 / Thursday, March 6		
	Green Schools Conference	ADAPT
<b>All Day</b>	Offsite green school building tours and workshops (1/2 day, full day), School District Facilities Leadership Summit & Dinner hosted by the Center for Green Schools (March 5-6, invite only)	Offsite green building tours and workshops (1/2 day, full day)



## ADAPT BY THE NUMBERS

ADAPT IS A MUST-ATTEND EVENT FOR ANYONE IN THE SOUTHEAST INTERESTED IN HEALTHY, SUSTAINABLE DESIGN, CONSTRUCTION, AND OPERATIONS

USGBC is thrilled to bring a regional conference to the Southeast Region in 2025. Here's a snapshot of our 2024 conference in the Midwest:



## GSC BY THE NUMBERS

GSC IS THE GO-TO CONFERENCE FOR THE GREEN SCHOOLS MOVEMENT

Here's a snapshot of the 2024 GSC event in Santa Fe, NM:



## SPONSOR OPPORTUNITY OVERVIEW

Co-locating ADAPT and the GSC allows organizations to build brand awareness among a larger audience of green building and sustainability leaders. Continue on to review detailed benefits for all sponsorship opportunities, including attendee reach, event access and branding.

### Demonstrate Expertise

- **Sponsored Education Sessions:** Curate and host a 45-minute education session with subject matter experts on trending topics as part of the conference program. These sessions are embedded in the core program and serve as an opportunity for your organization to position itself as a thought leader (\$7,000) | 4 available GSC + 1 available ADAPT
- **Post-Conference Educational Tours & Excursions:** Support attendees as they explore Orlando and experience sustainable buildings, schools, and technologies in action (\$3,000) | 4 available
- **Workshops (GSC):** Align with a specific topic of interest by introducing an interactive skill-building workshop (\$3,000) | 4 available GSC + 4 available ADAPT
- **Education Sessions:** Demonstrate thought leadership and expertise on a specific topic (e.g., decarbonization, healthy materials, zero waste, green schoolyards) by introducing a 60-min core education session (\$2,500) | 20 available GSC + 8 available ADAPT
- **Sponsored Email:** Promote a success story, case study or product solution to all attendees of GSC or ADAPT in an email before or after the targeted event (\$1,500) | 3 available GSC + 2 available ADAPT

### Showcase Thought Leadership

- **Opening Plenary (GSC):** Offer remarks as part of an inspiring main stage moment with local youth to kick off the GSC event (\$10,000) | 1 available
- **Opening Plenary (ADAPT):** Offer inspirational remarks on the main stage, kicking off the ADAPT event (\$7,500) | 1 available
- **Best of Green Schools (BOGS) Award Lunch (GSC):** Position your company among leaders in the green schools movement and honor their achievements during the BOGS luncheon (\$10,000) | 1 available
- **Joint Closing Plenary (GSC & ADAPT):** Provide remarks to GSC and ADAPT attendees during the closing session as everyone reflects on their conference experience (\$10,000) | 1 available
- **Women in Green Reception:** Provide remarks to kick off the inspirational Women in Green panel and reception open to ADAPT and GSC attendees. (\$5,000) | 2 available
- **GSC School District Sponsored Dinner (March 5-6):** Support a special networking dinner for 70+ sustainability-minded school district decision-makers on the evening of March 5. Participation in the School District Summit and Dinner is by invitation only and is not included in the GSC. However, sponsors of this event are recognized as GSC sponsors (\$25,000 exclusive sponsorship or \$5,000 - \$9,000) | 4 available

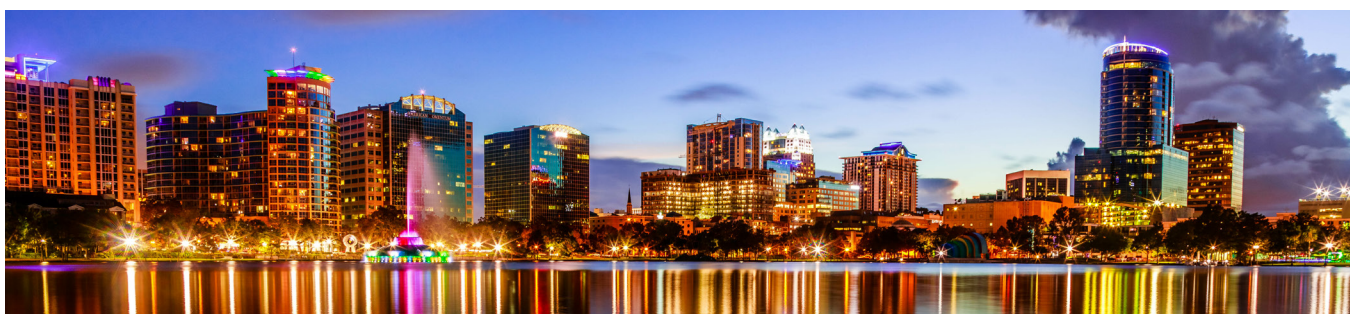


## Network And Elevate Your Brand

- **Technology:** Choice of exclusive branding opportunity in advance and onsite, including the ADAPT & GSC registration platforms, conference mobile apps, and onsite Wi-Fi networks (\$8,000) | 1 available
- **Wellness:** Provide conference-goers with a wellness activity or onsite element that encourages attendees to engage with your brand. Opportunities include yoga, fun run, massage, hydration stations, ergonomic furniture, biophilic decorations, IAQ monitoring (\$2,000 - \$4,000 depending on the offering)
- **Signature Beverage:** Help ADAPT and GSC attendees toast to the new professional connections made in Disney Springs during the closing reception with a signature beverage (\$5,000) | 1 available
- **Future is Green:** Provide high school students the opportunity to attend GSCxADAPT for free for a curated half day experience to include a speed mentoring lunch, visit to the Exchange, two afternoon education sessions and the joint closing plenary (\$5,000) | 3 available
- **Sustainable Swag:** Position your company as a leader in ESG by providing attendees with a conference gift that reinforces the events' commitment to sustainability (E.g., conference bag, notebook, water bottle made from recycled or sustainable materials). Note: in the event an interested sponsor does not manufacture a product that can be given to attendees, USGBC will provide a list of approved items for the sponsor to select from (\$3,000) | 3 available
- **Networking Lunch (ADAPT):** Offer ADAPT attendees the opportunity to engage in discussion during lunch on March 3. Receive name recognition in the conference mobile app and on printed signage (\$3,000) | 1 available
- **Exchange Showcase:** Host a tabletop that spotlights your company's products, services, or solutions in the dedicated Showcase area on March 4 (\$2,000) | 20 -25 available
- **Speed Greening:** Connect with ADAPT and GSC attendees in focused small-group conversation during this fun and fast-paced networking event (\$2,000 for-profit, \$1,500 as an add-on, \$500 for non-profits) | 30 available
- **Equity Scholarship:** Expand access to high-quality, in-person learning and networking for three attendees from underserved communities (\$1,500) | 5 available



**USGBC members will receive a 10% discount on all sponsored opportunities.**



*"I feel the event provided great ways to organically network with everyone and share ideas without having attendees feel like they are constantly being 'sold to.' We really appreciated the balance and very much enjoyed our time there as a sponsor and as attendees."*

**—2024 GSC Sponsor**

## SPONSOR BENEFITS

Sponsors will receive complimentary conference passes and branding benefits based on the total sponsorship package. Sponsor full-conference pass holders will have the flexibility to attend both GSC and ADAPT programming and special events. Refer to the schedule-at-a-glance above for details on the timing of various programming elements.

Level	Complimentary Conference Passes	General Benefits
<b>Platinum:</b> +\$10,000	3 complimentary passes, 2 Women in Green (WIG) passes	VIP benefits, featured social post, 100-word spotlight in pre-event email, full conference branding*
<b>Gold:</b> \$6,000–\$9,999	2 complimentary passes, 1 WIG pass	Full conference branding
<b>Silver:</b> \$4,000–\$5,999	1 complimentary pass, 1 WIG pass	Full conference branding
<b>Green:</b> \$1,000–\$3,999	1 complimentary pass	Full conference branding

\*Full conference branding includes sponsor company logo in the following places: event website, conference mobile app, one pre-event email, conference main stage slides, and onsite signage.

Sponsorship Opportunity	Price	Sponsor Benefits	Approximate Audience Reach
<b>EXCLUSIVE School District Dinner</b>	\$25,000	15-minute remarks at the School District Leadership Dinner on 3/5 or another prominent moment at the School District Leadership Summit (3/5-3/6), attendance for 3 people at summit & dinner, branding on dinner signage	75
<b>Opening Plenary (GSC)</b>	\$10,000	5-minute main stage remarks to kick off the GSC opening plenary	600
<b>Best of Green Schools Awards Ceremony (GSC)</b>	\$10,000	5-minute main stage remarks to introduce BOGS award program	600
<b>Joint Closing Plenary (GSC &amp; ADAPT)</b>	\$10,000	5-minute main stage remarks to kick off joint closing plenary	700
<b>School District Dinner: Headliner</b>	\$9,000	5-minute remarks at the School District Leadership Dinner on 3/5 or another prominent moment at the School District Leadership Summit (3/5-3/6), attendance for 2 people at summit & dinner, logo on dinner signage	75
<b>Technology</b>	\$8,000	Company selects Wi-Fi password, logo on Wi-Fi signage & conference mobile app	700
<b>Opening Plenary (ADAPT)</b>	\$7,500	5-minute main stage remarks to kick off ADAPT Opening Plenary	150
<b>Sponsored Education Session</b>	\$7,000	With guidance from USGBC, develop and deliver a 45-minute educational session, 50% GSC or ADAPT conference pass discount for panel speakers	60-120

Sponsorship Opportunity	Price	Sponsor Benefits	Approximate Audience Reach
<b>School District Dinner: Supporter</b>	\$5,000	3-minute remarks at the School District Leadership Dinner on 3/5 or another prominent moment at the School District Leadership Summit (3/5-3/6), attendance for 1 person at summit & dinner, logo on dinner signage	75
<b>Future Is Green</b>	\$5,000	This sponsorship supports our student engagement efforts. Future is Green is an opportunity for high school students to attend GSCxADAPT for free for a half day. Students will attend a speed mentoring lunch, visit the exchange, two afternoon sessions and the closing plenary. 2-minute company introduction at Future is Green Speed Mentoring including student and industry professional audience, networking and mentorship with students	75
<b>Women in Green Panel &amp; Reception</b>	\$5,000	3-minute main stage remarks to kick off WIG event, 4 complimentary WIG passes, logo on room signage	100
<b>Closing Reception Signature Beverage</b>	\$5,000	Choice of signature drink to be served at reception, main stage acknowledgment of sponsor at closing keynote, 3 reception-only passes, logo on reception table tents	700
<b>Workshops</b>	\$4,000	3-minute remarks to kick off workshop of choice, logo on room signage	60-120
<b>Wellness Experience: Headliner</b>	\$4,000	Logo on wellness area signage, specific branding or messaging depending on experience funded	700
<b>Networking Luncheon (ADAPT)</b>	\$3,000	Logo on table tents, logo on room signage	150
<b>Tours</b>	\$3,000	3-minute remarks to kick off the tour of choice, 2 complimentary tour passes	30
<b>Sustainable Swag</b>	\$3,000	Opportunity to provide branded materials for GSC, ADAPT or all attendees	200 - 800
<b>Education Sessions</b>	\$2,500	3-minute remarks to kick off a session of choice, logo on room signage	60-120
<b>Wellness Experience: Supporter</b>	\$2,000	Logo on wellness area signage, specific branding or messaging depending on experience funded	700
<b>Exchange Showcase</b>	\$2,000 / \$1,500 add on	One 6-foot table with linens & 2 chairs, Wi-Fi provided, 2 Exchange only passes, logo on Exchange signage	700
<b>Speed Greening Resource Showcase (for-profit)</b>	\$2,000	1 round table with 10 chairs, Wi-Fi provided, network with attendees during three 15-minute networking rotations, logo included in mobile app on the Speed Greening section	40
<b>Sponsored Email</b>	\$ 1,500 GSC / \$750 ADAPT	With guidance from USGBC, draft a 200-word email to be sent to conference attendees	500
<b>Equity Scholarship</b>	\$1,500	Participate in a meet & greet with scholars onsite	500
<b>Speed Greening Resource Showcase (non-profit)</b>	\$500	1 round table with 10 chairs, Wi-Fi provided, network with attendees during three 15-minute networking rotations, logo included in mobile app on the Speed Greening section	40

## NETWORK | BUILD RELATIONSHIPS | SHARE KNOWLEDGE

Engage with ADAPT and GSC attendees through two different opportunities designed to help you generate business and make lasting connections.

### Exchange Showcase

Reach a large cross-section of the champions for healthy, resilient and sustainable buildings with your spot on the Exchange floor. Limited to 20 organizations, these high-profile showcases allow you to connect with attendees during dedicated breaks on March 4. Attendees seek out the Exchange to find service providers, product manufacturers, and resources to help them achieve their green building and sustainability goals.

Lead Capture is available exclusively to our Exchange Showcase partners! Purchase Lead Capture to capture, rate, and take notes on each lead and import their information into your CRM. You can customize questions, follow up promptly, and have a real-time understanding of your participation's ROI. Purchase directly from our vendor through the exhibitor portal starting at \$249.00. No hidden fees or markup. [Watch a demo video of LeadCapture.](#)

### Speed Greening

This interactive and fun 90-minute networking event offers a platform for attendees to directly connect with trusted resource and solution providers. From climate change curriculum creators and indoor air quality experts to education and training specialists and more, attendees can casually visit representatives of for-profit and non-profit organizations to learn about sustainability solutions!

	Speed Greening March 3	Exchange Showcase March 4
<b>Furniture/Supplies Provided</b>	One (1) round table with linens, seating for 10 people, one (1) table tent with company logo	One (1) 6-foot table with linens, two (2) chairs
<b>Additional Passes</b>	None	Two (2) Exchange only passes
<b>Listing in Mobile App</b>	Yes, company profile page on mobile app, room layout included in app to orient attendees to your table	Yes, company profile page on mobile app, room layout included in app to orient attendees to your table
<b>Electric Power and Wi-Fi</b>	Wi-Fi provided	Wi-Fi provided, power available for purchase
<b>Price</b>	\$500 non-profit \$2,000 for-profit \$1,500 add-on for sponsors	\$2,000

To learn more about the Green Schools Conference, visit [greenschoolsconference.org](https://greenschoolsconference.org). To learn more about the ADAPT Conference, contact [mtd\\_site@usgbc.org](mailto:mtd_site@usgbc.org). To inquire about sponsorship opportunities for one or both of these events, contact us at [schools@usgbc.org](mailto:schools@usgbc.org).