

***Reach Over 400 Professionals***

**from the recycling, waste reduction and organics industries  
representing the public, private and nonprofit sectors**



***RE-THINK WASTE***

**FOR A SUSTAINABLE MASSACHUSETTS**

***MASSRECYCLE's 2012 Recycling & Organics  
Conference & Trade Show***

**Sponsor & Exhibitor Prospectus**

**Tuesday, March 27<sup>th</sup>, 2012**

Holiday Inn Conference Center  
Boxborough, MA



# Sponsor **MASSRECYCLE**'s 2012 Recycling & Organics Conference & Trade Show

## Move The Conversation Forward

MassRecycle is dedicated to increasing recycling, reuse and waste reduction in the Commonwealth. By supporting our Conference & Trade Show, you help push this agenda forward and keep the conversation at the forefront. The 2012 Conference in particular will offer opportunities to identify and then begin exploring ways of addressing particularly difficult obstacles to increasing waste reduction in our state. Join us in making this a success. Become a sponsor of MassRecycle's 2012 Recycling & Organics Conference & Trade Show.

## Highlight Your Company In Front Of Over 400 Industry Peers

In addition to moving our shared mission forward, sponsoring MassRecycle's annual Recycling & Organics Conference & Trade Show highlights your presence and support in front of over 350 participants and more than 50 exhibitors. Participants come from the recycling, waste reduction and organics industries and represent the public, private and nonprofit sectors.

## Meet Key Municipal Decision Makers

Many of these participants play key roles in the decision making and day-to-day operations at the state, municipal and institutional levels, including elected officials, town managers, facilities managers and staff, recycling program managers, public works administrators and employees, board of health members, and school administrators and faculty.

## Sponsorship Rates

|                 | Rate    |
|-----------------|---------|
| Event Sponsor   | \$5,000 |
| Keynote Sponsor | \$3,000 |
| Track Sponsor   | \$2,000 |
| Break Sponsor   | \$1,500 |
| Session Sponsor | \$1,000 |
| Supporter       | \$300   |

To become a sponsor,  
contact Edward Hsieh at  
[director@massrecycle.org](mailto:director@massrecycle.org).

## Sponsor Benefits

All sponsors receive numerous opportunities to market and network at the Conference & Trade Show. In addition to a free 6' x 2' skirted table and passes to the event, sponsors get their logos and company names on event materials and an ad in the program guide. Higher-level sponsors also enjoy prime banner placement, opportunities to speak and present, as well as year-round recognition as a Green Ribbon Friend.\*

## Supporter-Level Great For Companies Not Available In Person On March 27th

If your representatives cannot be present on the 27<sup>th</sup> or prior arrangements cannot be made to have your materials displayed on your behalf as a higher-level sponsor, consider still supporting the event as a Supporter.

**\*Refer to the attached table for a full breakdown of sponsorship benefits at each level.**

| Supporter                           | Session Sponsor | Break Sponsor | Track Sponsor | Keynote Sponsor | Event Sponsor |                                       |
|-------------------------------------|-----------------|---------------|---------------|-----------------|---------------|---------------------------------------|
| <b>CORPORATE LOGO AND NAME</b>      |                 |               |               |                 |               |                                       |
|                                     |                 |               | ●             | ●               | ●             | On all event materials                |
|                                     |                 | ●             |               |                 |               | On break area sign                    |
| ●                                   | ●               |               |               |                 |               | On select materials                   |
|                                     |                 |               | ●             |                 |               | On track room door                    |
| <b>BANNER</b>                       |                 |               |               |                 |               |                                       |
|                                     |                 |               |               | ●               | ●             | In General session room               |
|                                     |                 |               | ●             |                 |               | In track room                         |
| <b>EXHIBIT TABLE</b>                |                 |               |               |                 |               |                                       |
|                                     | ●               | ●             | ●             | ●               | ●             | 6'x2' Table                           |
| <b>PRESENTATION/HOSTING</b>         |                 |               |               |                 |               |                                       |
|                                     |                 |               |               |                 | ●             | Welcome at opening general session    |
|                                     |                 |               |               | ●               |               | Introduce Keynote speaker             |
|                                     | ●               |               | ●             |                 |               | Host 1 session – welcome and moderate |
| <b>AD IN PROGRAM GUIDE</b>          |                 |               |               |                 |               |                                       |
|                                     |                 |               |               |                 | ●             | Full page outside cover               |
|                                     |                 |               |               | ●               |               | Full page inside cover                |
|                                     |                 | ●             | ●             |                 |               | Half page                             |
| ●                                   | ●               |               |               |                 |               | Quarter page                          |
| <b>LIST OF CONFERENCE ATTENDEES</b> |                 |               |               |                 |               |                                       |
|                                     |                 | ●             | ●             | ●               | ●             | Electronic                            |
| <b>TICKETS</b>                      |                 |               |               |                 |               |                                       |
|                                     | 2               | 2             | 3             | 4               | 6             | Number of Passes                      |
| <b>1 YEAR MEMBERSHIP</b>            |                 |               |               |                 |               |                                       |
|                                     |                 |               |               |                 | ●             | GRF Benefactor (\$2,500)              |
|                                     |                 |               |               | ●               |               | GRF Sponsor (\$1,000)                 |
|                                     |                 |               | ●             |                 |               | GRF Friend (\$500)                    |
|                                     |                 | ●             |               |                 |               | Business Membership (\$300)           |
| <b>MISCELLANEOUS</b>                |                 |               |               |                 |               |                                       |
| ●                                   |                 |               |               |                 |               | Literature on "Supporter" Table       |

# Exhibit at *MASSRECYCLE*'s 2012 Recycling & Organics Conference & Trade Show

## Take Part In The State's Premier Recycling And Organics Conference

MassRecycle's annual Recycling & Organics Conference & Trade Show draws over 350 participants and more than 50 exhibitors each year.

## Reach Over 400 Industry Professionals

Participants come from the recycling, waste reduction and organics industries and represent the public, private and nonprofit sectors.

## Meet Key Municipal Decision Makers And Promote Your Company/Organization

Exhibitors have more than three programmed, non-workshop hours to interact with participants and other exhibitors. Many participants play key roles in the decision making and day-to-day operations at municipalities and institutions, including elected officials, town managers, facilities managers and staff, recycling program managers, public works administrators and employees, board of health members, and school administrators and faculty.

## Discounted Room Rates Available

Room rates at \$85 per night per room are available. For reservations contact the Holiday Inn, Boxborough, at 978-263-8701. Be sure to mention MassRecycle when making your reservation to receive the special rate.

**To reserve your exhibit table, contact Amory Sivertson at [amory@massrecycle.org](mailto:amory@massrecycle.org).**

## Exhibitor Rates

|                      | MassRecycle Members | Non-Members |
|----------------------|---------------------|-------------|
| Trade Show Exhibitor | \$450               | \$500       |
| Nonprofit Exhibitor  | \$100               | \$125       |

Early Bird registrants (prior to January 9<sup>th</sup>) receive a 10% discount on listed prices.

## Exhibitor Rates Include

- One 6' x 2' skirted table and 2 chairs
- Free wireless Internet access
- Promotional opportunity via company name, description, contact information and logo in the program guide (50 words max)

## Trade Show Exhibitor Rates Include

*In addition to standard exhibitor benefits*

- Printed list of conference attendees
- Exhibit hall pass and lunch for 2
- Additional hall pass and lunch - \$75 each
- Additional table - \$350 each for members, \$400 for non-members

## Nonprofit Exhibitor Rates Include

*In addition to standard exhibitor benefits; rate only available to nonprofit organizations*

- Electronic list of conference attendees
- Exhibit hall pass and lunch for 1
- Additional hall pass and lunch - \$50 each

## Exhibitor Setup Schedule

- Monday, March 26, 12 noon – 9:00 PM
- Tuesday, March 27, 6:00 AM – 8:00 AM

## Additional Promotional Opportunities

In addition to the included 50-word write-up, additional ad space in the program booklet can be purchased.

|               |       |
|---------------|-------|
| Half page     | \$150 |
| Quarter page  | \$100 |
| Business card | \$75  |

**Sponsor & Exhibitor Registration Form**  
 MassRecycle's 2012 Recycling & Organics Conference & Trade Show

**Deadline  
 February 13<sup>th</sup>**

**Company Information**

Company/Organization Name \_\_\_\_\_ Member ID \_\_\_\_\_  
 Focus Industry:  Waste  Reuse  Recycling  Organics  Other  
 Primary Contact \_\_\_\_\_ Title \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_  
 Website \_\_\_\_\_

**Fee Schedule**

| Item   | Cost    | Quantity | Total |
|--|---------|----------|-------|
| <b>Sponsor</b>   |         |          |       |
| Event Sponsor (includes 6 attendees)                         | \$5,000 |          |       |
| Keynote Sponsor (includes 4 attendees)                       | \$3,000 |          |       |
| Track Sponsor (includes 3 attendees)                         | \$2,000 |          |       |
| Coffee Break Sponsor (Includes 2 attendees)                  | \$1,500 |          |       |
| Session Sponsor (includes 2 attendees)                       | \$1,000 |          |       |
| Supporter  | \$300   |          |       |
| <b>Join MassRecycle</b>                                      |         |          |       |
| Institution/Nonprofit  | \$125   |          |       |
| Small Business (less than 15 employees)                      | \$175   |          |       |
| Large Business (15 or more employees)                        | \$300   |          |       |
| <b>Trade Show Exhibitor Table (includes 2 attendees)</b>     |         |          |       |
| Member   | \$450   |          |       |
| Non-member   | \$500   |          |       |
| <b>Nonprofit Exhibitor Table (includes 1 attendee)</b>       |         |          |       |
| Member   | \$100   |          |       |
| Non-member   | \$125   |          |       |
| Additional hall pass and lunch                               | \$75    |          |       |
| Additional table   | \$300   |          |       |
| <b>Additional Advertising Space</b>                          |         |          |       |
| Half page  | \$150   |          |       |
| Quarter page   | \$100   |          |       |
| Business card  | \$75    |          |       |
| Additional hall pass and lunch                               | \$50    |          |       |
| Electrical Drops (Refer to Attached Form for Advance Orders) | \$75+   |          |       |
| <b>Grand Total:</b>  |         |          |       |

**Additional Instructions**

Please attach a 50-word description of your company/organization. Logos and ad copy is accepted as high-res JPEG or PDF files. If electricity is required, please fill out the electrical drop request form and return, along with the fee. Please list additional representatives on the following page.

**Terms and Conditions**

**Exhibit fees include** 6'x2' skirted table and 2 chairs, free wireless Internet access, and 50 word max write-up in the program guide. **Electricity is by request** and generally only available via electrical drops requiring prior setup by the venue; please fill out the request form and include the fee to arrange for electrical drops if needed. **Liability** due to damage or loss of property of the exhibitor or injury to representatives of the exhibitor is solely the responsibility of the exhibitor; the exhibitor releases MassRecycle, its representatives, as well as the conference venue from any such liability or similar claims arising from such damage, loss or injury, unless MassRecycle or the venue fail to provide reasonable care to protect the property and representatives of the exhibitors. **Cancellation** of reserved space will be accepted up to thirty days following receipt of registration with a 25% penalty fee, except in the cases of extraordinary circumstances.

By signing below, I am reserving my space to exhibit at MassRecycle's 2012 Recycling & Organics Conference & Trade Show, and I agree to adhere to the terms and conditions listed.

Signed \_\_\_\_\_ Printed Name \_\_\_\_\_ Date \_\_\_\_\_

Return by email to [amory@massrecycle.org](mailto:amory@massrecycle.org) or fax to 978-233-7708.

**Company Write-Up (50 words or less)**

**Additional Attendees**

|                 |       |       |       |
|-----------------|-------|-------|-------|
| Second Attendee | _____ | Title | _____ |
| Phone           | _____ | Fax   | _____ |
|                 |       | Email | _____ |
| Third Attendee  | _____ | Title | _____ |
| Phone           | _____ | Fax   | _____ |
|                 |       | Email | _____ |
| Fourth Attendee | _____ | Title | _____ |
| Phone           | _____ | Fax   | _____ |
|                 |       | Email | _____ |
| Fifth Attendee  | _____ | Title | _____ |
| Phone           | _____ | Fax   | _____ |
|                 |       | Email | _____ |