

# THE 1<sup>ST</sup> ANNUAL SUSTAINABLE DETROIT FORUM



## REQUEST FOR PROPOSALS AND SPONSORSHIPS 1<sup>st</sup> Annual Sustainable Detroit Forum

*Showcasing our Healthy High-Performance City*

*McGregor Memorial Conference Center*

*Wayne State University*

**October 25<sup>th</sup>, 2017 9:00 am – 3:30 pm**

### 1.0 OVERVIEW

In the fall of 2017, the U.S. Green Building Council Detroit Region is organizing an event designed to connect and cross-fertilize the sustainability communities of Detroit. The 1-day event is titled - The Sustainable Detroit Forum, *Showcasing our Healthy High-Performance City* - and is being organized in partnership with a number of other non-profits with green and sustainable missions, including:

- American Institute of Architects – Detroit Chapter
- Sierra Club
- Southeast Michigan Sustainable Business Forum
- EcoWorks / Youth Energy Squad
- Elevate Energy
- Michigan Interfaith Power and Light

The event envisions a day of interactive learning with morning and lunch keynotes followed by a series of short presentation of sustainable projects. These 10-15 minute Lightning Rapid Fire presentations of completed/ongoing/future projects form the bulk of the sessions, allowing as many people as possible to share their sustainability actions and visions. Acoustic musicians will also be a part of the program, providing interludes and inspirational breaks.

Detroit has many exciting sustainability initiatives from the neighborhoods to Midtown and downtown, and this event will bring them all together for a day of sharing, learning and connecting. **Let's bring the sustainability conversation forward in Detroit together!**

**This document contains the following:**

**SECTION 2.0 - REQUEST for PROPOSALS for PRESENTATIONS**

- Sustainable Projects
- Personal Green Stories
- Lessons Learned / Greatest failures

**SECTION 3.0 - REQUEST for PROPOSALS for MUSICAL INTERLUDES**

- Acoustic Musicians to play between presentations and during other interludes

**SECTION 4.0 - SPONSORSHIP OPPORTUNITIES**

- Platinum Sponsorships (2)
- Gold Sponsorships (3)
- Silver Sponsorships (4)
- Opening Plenary Sponsorship (1)
- Lunch Sponsorship (1)
- Coffee Sponsorship (1)

**SECTION 5.0 – EXHIBITOR OPPORTUNITIES - GREEN MALL**

- Exhibit Spaces – Small, medium, Large, and X-Large (46 Total)

**2.0 REQUEST for PROPOSALS for PRESENTATIONS**

There are so many amazing sustainable/green stories in Detroit and we want to hear about as many as possible for this event. The format is for Lightning Rapid Fire Presentations and slots are 10 minutes with 5 minutes for Q&A. Networking time will be available for people to learn more about your project and for you to connect with others as well. All accepted presenters will receive 1 free admission ticket for the day.

Please follow the links below to submit your Presentation Proposals in the following areas:

- **Sustainable Projects** (<https://www.surveymonkey.com/r/HHHMMWM>)
  - Do you have a completed, ongoing, or planned sustainable/green project in Detroit? We want to hear about it! No project is too small or too big. Possible projects include: Commercial Green Building, Residential Green Building, Food Systems, Recycling, Sustainable Materials, Sustainable Businesses, Net-Zero, Smart High-Performance Building, Urban Agriculture, and more.
- **Personal Green Stories** (<https://www.surveymonkey.com/r/H6Y9GLK>)
  - We want to hear your personal story of going green. What got you started? What challenges have you overcome? What inspires you to keep going? Was there an individual or group that really helped you on your journey?
- **Lessons Learned / Greatest Failures** (<https://www.surveymonkey.com/r/H5MR5WF>)
  - Sometimes it takes making a mistake to get something right. Failure is a big part of learning and growing. What has been your greatest going green failure? What did you learn? How did it make you successful later?

**PROPOSALS for PRESENTATIONS ARE DUE July 14<sup>th</sup>, 2017**

### **3.0 REQUEST for PROPOSALS for MUSICAL INTERLUDES**

***“Where words fail, music speaks” – Hans Christian Andersen***

Are you a musician or musical act with a passion for going green? Do you have music to share with your fellow green enthusiasts? We want to hear from you!

We are seeking proposals for acoustic musicians to play interludes between presentations and to provide ambiance for the Opening Plenary and during Lunch. Acts must be able to set up and play without assistance or special accommodations. Amplification will not be provided. All types of artists/genres are encouraged to submit proposals. Submissions must include a link to online examples of your work. Musical groups will receive free admission to the Forum for up to 4 people and a stipend of \$200.

Follow this link to submit your Proposal for Musical Interludes:

**(<https://www.surveymonkey.com/r/PVPB3JR>)**

**PROPOSALS for MUSICAL INTERLUDES ARE DUE July 14<sup>th</sup>, 2017**

## 4.0 SPONSORSHIP OPPORTUNITIES

Detroit's green and sustainable community will be out for the 1<sup>st</sup> Annual Sustainable Detroit Forum. Do you have a product or service you want to share with these attendees? A limited number of Sponsorships are available. Sponsors will be recognized on social media, in program materials, emails, and at the general sessions of the event. Specific sponsor and exhibitor benefits are listed below.

	Silver	Gold	Platinum	Opening Plenary	Lunch	Parking	Coffee
Cost	\$ 1,000	\$ 2,500	\$ 5,000	\$ 2,500	\$ 2,500	\$ 2,500	Coffee All Day
Number Available	4	3	2	1	1	1	1
Full Event Passes	2	4	6	4	4	4	2
Exhibit Space	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Company Logo on Event Materials and Emails	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Social Media Mentions - Facebook and Twitter	1/site	2/site	4/site	2/site	2/site	2/site	2/site
Mention at Opening Plenary or Lunch Session	1	1	2	1	1	1	1
Remarks at Opening Plenary or Lunch Session			1				
Named as either Opening Plenary or Lunch Sponsor				1	1	1	
Emails to List of Attendees		1	2	1	1	1	

### ***Sponsorship benefits include:***

- Recognition as a leader in sustainability in Detroit to our audience of sustainability professionals and practitioners
- Opportunities to network and cultivate industry contacts
- Opportunity to participate in Forum planning (Silver Sponsors and above)
- Special marketing recognition with hyperlinked logo in communications and logo in event materials (Silver Sponsorship and above)
- Social Media recognition
- Event passes and exhibit space
- Recognition at Opening Plenary and Lunch Session (varies by sponsorship level)

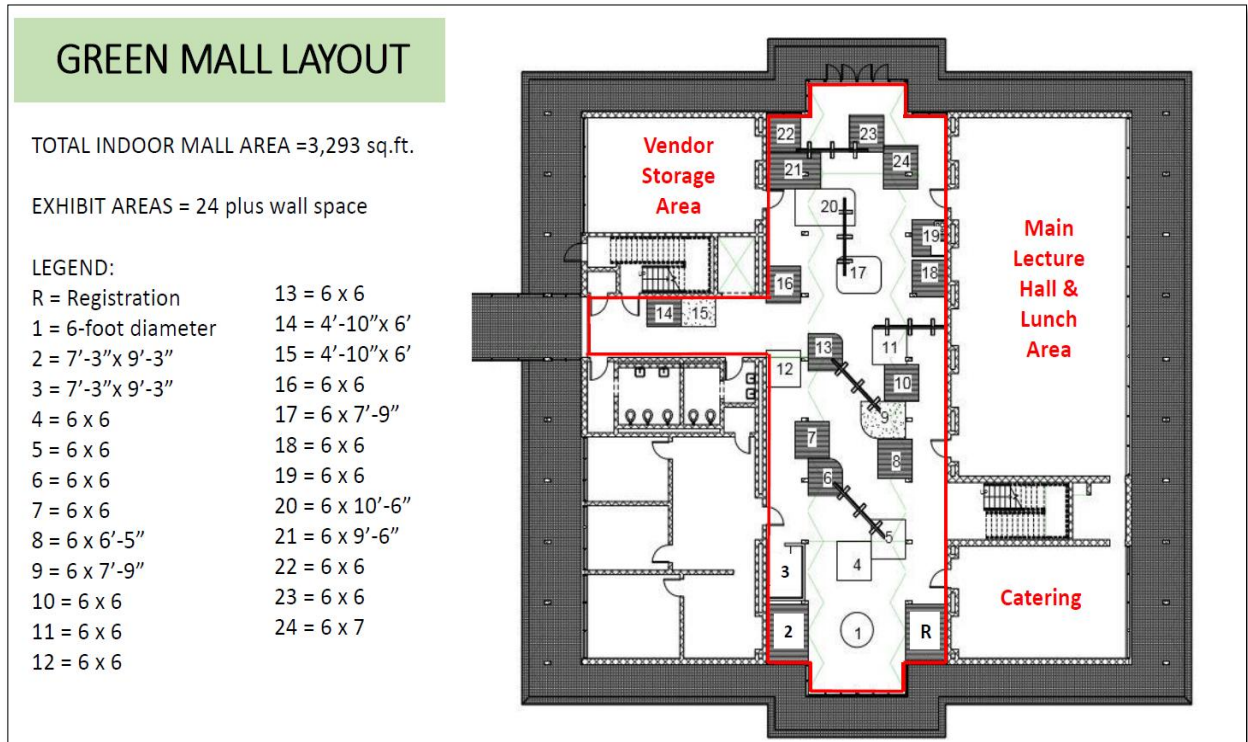
To sign up to be a sponsor, please complete the form at this link:

<https://www.surveymonkey.com/r/PX2S6JR>

**SPONSORSHIP and EXHIBITOR OPPORTUNITIES ARE AVAILABLE ON A FIRST-COME FIRST-SERVE BASIS**

## 5.0 EXHIBITOR OPPORTUNITIES – GREEN MALL

The 1<sup>st</sup> Annual Sustainable Detroit Forum will feature an innovative Green Mall for the exhibition spaces. The objective of the Green Mall is to provide a more vibrant street fair atmosphere and infuse the exhibits with innovation and energy. With the incredible indoor gallery space and exterior Fountain Plaza of the McGregor Memorial Conference Center, the event will showcase a wide variety of sustainable, smart, healthy, high performance products, technologies, and services.



## GREEN MALL INTERIOR RENDERING EXAMPLES



The GREEN MALL will showcase a variety of products and technologies in a 'street fair' environment.

- Eco-Furniture
- Water Sense Fixtures
- Energy Star DC appliances
- Grey-water Toilets
- Pervious Surfaces
- FSC-certified woods
- Recycled Carpeting
- LED Circadian Lighting
- Autonomous Vehicle
- Electric Bikes & Scooters
- Smart Cane

- Solar PV
- Flooring
- Drone
- Wind Turbine
- Flexible PV panels
- TESLA solar shingles
- TESLA PowerWall
- Augmented Reality Holographics
- Green Wall
- Hydroponic Vertical Garden
- Edible Products:
  - Flowers
  - Wild Plants
  - Insects
  - Dinnerware

The outdoor Fountain Plaza features larger spaces for the exhibition of technologies and systems such as electric transportation vehicles and others that require additional space to display.

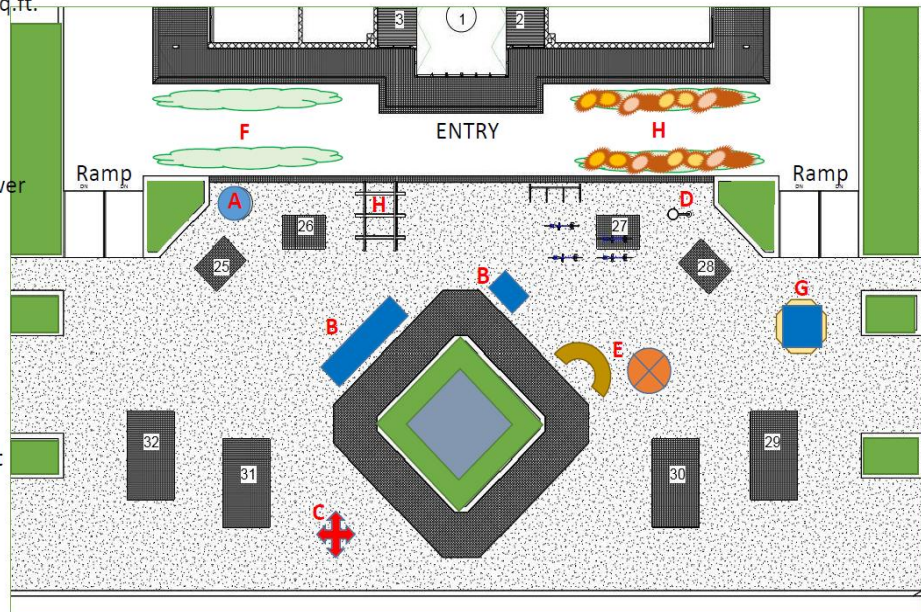
## GREEN MALL EXTERIOR LAYOUT

TOTAL EXTERIOR AREA = 800 sq.ft.

### LEGEND

- 25 = 6 x 8 = Electric Scooter
- 26 = 6 x 8 = Electric Scooter
- 27 = 6 x 8 = Electric Bike
- 28 = 6 x 8 = Electric Lawn Mower
- 29 = 9 x 16 = NEV
- 30 = 9 x 16 = Solar Golf Cart
- 31 = 9 x 16 = Autonomous Car
- 32 = 9 x 16 = Hybrid Electric

- A = Rainwater Harvesting
- B = Solar Array
- C = Wind Turbine
- D = Solar-Powered Street Light
- E = Electric Playground/Gym
- F = Green Wall/Green Roof
- G = Solar Canopy
- H = Vertical Garden



## GREEN MALL – EXTERIOR: 18 – 20 Featured Areas



### EXAMPLES

- Autonomous Vehicle
- EV Hybrid
- Natural Gas Vehicle
- NEV
- Solar-powered Golf Cart
- Eco-Playground Equipment (produce electricity)
- Wind Turbine
- Solar-Powered Street Light
- Tiny Home
- Electric Bikes & Scooters
- PV Arrays
- Green Wall
- Vertical Gardens
- Rainwater Harvesting
- Street Furniture

The Green Mall at the 1<sup>st</sup> Annual Sustainable Detroit Forum will feature a wide variety of innovations including:

- **Electric-Producing Playgrounds**
- **Electric Bikes and Scooters**
- **Lighting, Green Walls, Rainwater Harvesting, Vertical Gardens**
- **3D Augmented Reality Technologies**
- **Augmented Reality Design**
- **Green/Blue Infrastructure**
- **Green Roof and Green Wall Systems**
- **Transportation Examples (EV, Hybrid, Bio-Fuel)**
- **Renewable Energy Technologies**
- **Green Materials**
- **Food Security / Urban Agriculture**
- **Innovations and Other Technologies**

## HOW TO BE PART OF THE 'GREEN MALL'

1. Send email to: [Paul.Bierman-Lytle@Ohm-Advisors.com](mailto:Paul.Bierman-Lytle@Ohm-Advisors.com) with the following information:

- Product or Technology Description
- Photos of Item
- Size requirement
- Location of Preference (list Top 3 choices)
- Indoor or Outdoor

2. FEE:

• Small	25 to 39 sq.ft.	= \$ 150	18 available
• Medium	42 to 48	= \$ 300	11
• Large	58 to 68	= \$ 500	9
• X-Large (outdoors only)	80 to 144	= \$ 1,000	8

## CONTACT

### 1<sup>ST</sup> ANNUAL SUSTAINABLE DETROIT FORUM Team:

- DIRECTOR: Emile Lauzzana, [elauzzana@usgbc.org](mailto:elauzzana@usgbc.org), 734.769.5513 (office)
- GREEN MALL: Paul Bierman-Lytle, [paul.bierman-lytle@ohm-advisors.com](mailto:paul.bierman-lytle@ohm-advisors.com), 313-481-1258 (office); 303-619-7478 (mobile)
- LOGISTICS: Charlie Klecha, Anna Balzer, David Popp, Stephanie Newell
- MARKETING: Vito Rosolino, Danielle Cotton, Jennifer Young, Ben Dueweke, Dan Gallagher
- SPEAKERS: Laura Long, Kimberly Hill Knott, Betsy Palazzola
- SPONSORS: Kendal Kuneman, Erma Leaphart, Justin Schott
- PROGRAM: Terrence German, Tim Skrotzki, Patrick Judd



# DETROIT REGION

***BROUGHT TO YOU BY THE U.S. GREEN BUILDING COUNCIL***

***DETROIT REGION IN PARTNERSHIP WITH:***



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