



GREEN GOVERNMENT NETWORK

Partner with CEIL to Access the Government Market All Year Long

The federal government buys green products and services all year long and the CEIL Green Government Network connects you to the decision-makers in person and online.



CEIL'S GOVgreen

- 2nd annual Conference and Exposition
- Walter E. Washington Convention Center (Nov. 30 – Dec. 1, 2011)
- Two days of education specific to the mandates of Executive Order 13514
- Action-packed exhibit floor

ATTENDEES: Federal, state and local government, consultants, contractors



GOVgreen West

- Conference and Exposition
- June 2012
- West Coast-based
- Two days of education specific to Western issues
- Action-packed exhibit floor

ATTENDEES: Federal, state and local government, consultants, contractors



CEIL FOCUS SERIES

- One day/one topic
- 200 – 500 attendees
- Tabletop exhibits

ATTENDEES: Federal government and military professionals, consultants, contractors



CEIL eNEWSLETTER

- Focused content on green solutions
- Delivered to 40,000 government and military professionals each week
- eNewsletter ads

AUDIENCE: Federal government and military professionals



CEIL WEB SITE

- Focused content on green solutions
- Podcasts with federal experts
- 2,000 visitors/month
- Web ads, sponsored content, custom newsletters

AUDIENCE: Federal government and military professionals

Make CEIL's Green Government Network
the Cornerstone of Your 2011 Marketing Strategy



CENTER FOR ENVIRONMENTAL
INNOVATION AND LEADERSHIP

GREEN GOVERNMENT NETWORK

Reach the Buyers You Need Through the Green Network They Trust

VISIBILITY

Reaching federal buyers is challenging, and green specifying and buying crosses all agencies and most programs—so there is no one procurement process. The CEIL Network connects green decision-makers throughout the government through web sites, eNewsletters and in-person events. We're always connected. The CEIL Network is ALL government.

REACH

The CEIL Network is a one-stop solution to federal government and military professionals looking for up-to-date information and green solutions. Through our CEIL news site, eNewsletters and events we're providing education and information all year long. The CEIL Network is ALL the time.

SALES

It's an unparalleled green market—55 agencies, 500,000 buildings, 600,000 vehicles, \$1/2 trillion products each year—all mandated by Executive Order 13514 to go green. Let us help you deliver your message to this critical audience in the media that works best for you. The CEIL Network is ALL green.

**Stay Connected to
Federal Decision-Makers.
Call Today: 800-687-7469**

PARTICIPATION

The CEIL Green Government Network gives you the opportunity to talk with federal decision-makers any time and in the media best suited to your message.

GOVgreen (Nov. 30 – Dec. 1, 2011)

- \$30 sf/\$32 sf
- 3,000 attendees
- 300 booths plus sponsorships

GOVgreen West (June 2012)

- \$29 sf/\$30 sf
- 1,500 attendees
- 100 booths plus sponsorships

CEIL Focus Series

- Sponsorships
- 200–500 attendees
- 10–20 tabletop exhibits

CEIL Weekly eNewsletter

- Ads
- Sponsored content

CEILLeadership.org

- Ads
- Podcasts
- Product listings
- Sponsored content

SPONSORSHIPS

Take advantage of the entire network with sponsorship opportunities. Levels are:

- \$25,000
- \$15,000
- \$10,000