



SUSTAINABLE  
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SB'18 Vancouver Exhibitor Webinar

# INTROS

WELCOME + Meet the Sponsorship Fulfillment Team

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# OPEN to Q+ A



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**Ask any questions you may have in the sidebar.**

We'll be answering in real time and/or will be able to respond to offline questions post-webinar



# AGENDA

- Resource Microsite
- Reminders & Deadlines
- Press & Media Calendar
- Community Passes
- Activation Hub Overview
- Best Tips & Tricks
- Q&A



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# RESOURCE MICROSITE

Look no further than our One-Stop Shop: [Resource Microsite](#)  
Find these items updated in real time!

- **Exhibitor Kit** - NOW AVAILABLE
  - **Online Ordering** - **HERE**
- **Vendors**
- **Floorplans**
- **Latest Announcements**
- **Deadlines**
- **Schedules**
- **Tips for Success**
  - To be reviewed in the Activation Hub Overview



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# REMINDERS + DEADLINES



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## Friendly Reminders:

- **Register**
- **Book Hotel: Deadline = May 15th**
  - [housing@sustainablebrands.com](mailto:housing@sustainablebrands.com) or call +1 704.419.8431
- **Onboarding Call**
- **Print deadline = May 4th**

# CUSTOMS BROKER - DNS

**DEADLINE: MAY 4th**

- *Want to confirm the items you want to ship Internationally will get past customs?*
  - Contact our Customs Broker - DNS to help guide you in the do's and don'ts of what you can ship prior to arriving onsite.
- **NOTE:** Contact in advance!

**OFFICIAL SUPPLIER**



**SHIPPING & CUSTOMS BROKERAGE SERVICES**



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Telephone: 604-681-5132

Fax: 604-681-2601

E-mail:

events@davidsonandsons.com

# MARKETING + PRESS CALENDAR



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## Press + Media Calendar Available On Microsite

- **Editorial Interview**
  - *Deadline: April 30th*
- **Upcoming Press Release - Event Highlights**
  - *Deadline: May 5*
  - Have you sent a finalized 20-30 words on what you will be discussing in your space, to be used in marketing materials?
- **Print Deadline**
  - *Deadline: May 4th*
  - Sponsors with advertising any updated logos (vector, eps file)



# MARKETING + PRESS CALENDAR



- **Blog Post**
  - *Deadline: May 14th*
- **Launches for Opening Day Release**
  - *Deadline: May 25*
- **Press + Media Partners List**
  - *Released May 28*
- Q's to [media@sustainablebrands.com](mailto:media@sustainablebrands.com)



# COMMUNITY PASSES

- Invite Key Stakeholders to Join You in Vancouver!!
- Community Pass Info & Share Page
- \$395 value to share complimentary with your customers, prospects, partners, and other key people in your network!
- Custom html upon request



Collaborate with the largest global aggregate of brand innovation leaders.

We have a strong belief in showing our partners, suppliers, providers, customers and agencies just how much they mean to us. Please join us as our guest at **SB'18 Vancouver** this June 4-7th, and share in the insight, inspiration and new ideas coming from the Sustainable Brands community. Over **3,000 attendees** from 30+ countries will be there representing brands and organizations that are shaping the future of business. We are honored to offer you a **complimentary Community Pass** to participate alongside our team.

Your complimentary Community Pass connects you to the incredible network of brand innovation leaders and entitles you to:

- Full participation in the Activation Hub
- Collaboration during Innovation Labs
- Opening Night keynote sessions
- Opening Night reception in the Activation Hub
- Sponsored networking opportunities

Please register using complimentary code **'Community'** and join as our personal guest.

[CLAIM YOUR PASS](#)

#### Event Details:

Sustainable Brands 2018 Vancouver  
June 4-7, 2018  
Vancouver Convention Centre  
Vancouver, British Columbia, Canada

*"We make a living by what we get, we make a life by what we give."*  
- Sir Winston Churchill



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# ACTIVATION HUB REVIEW



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- Pavilions
- Floorplan
- Schedule of Program
- Schedule for Activation Hub (AH)
- Tips for Success
  - Do's and Don'ts
  - Sustainable Guidelines

# ACTIVATION HUB PAVILIONS

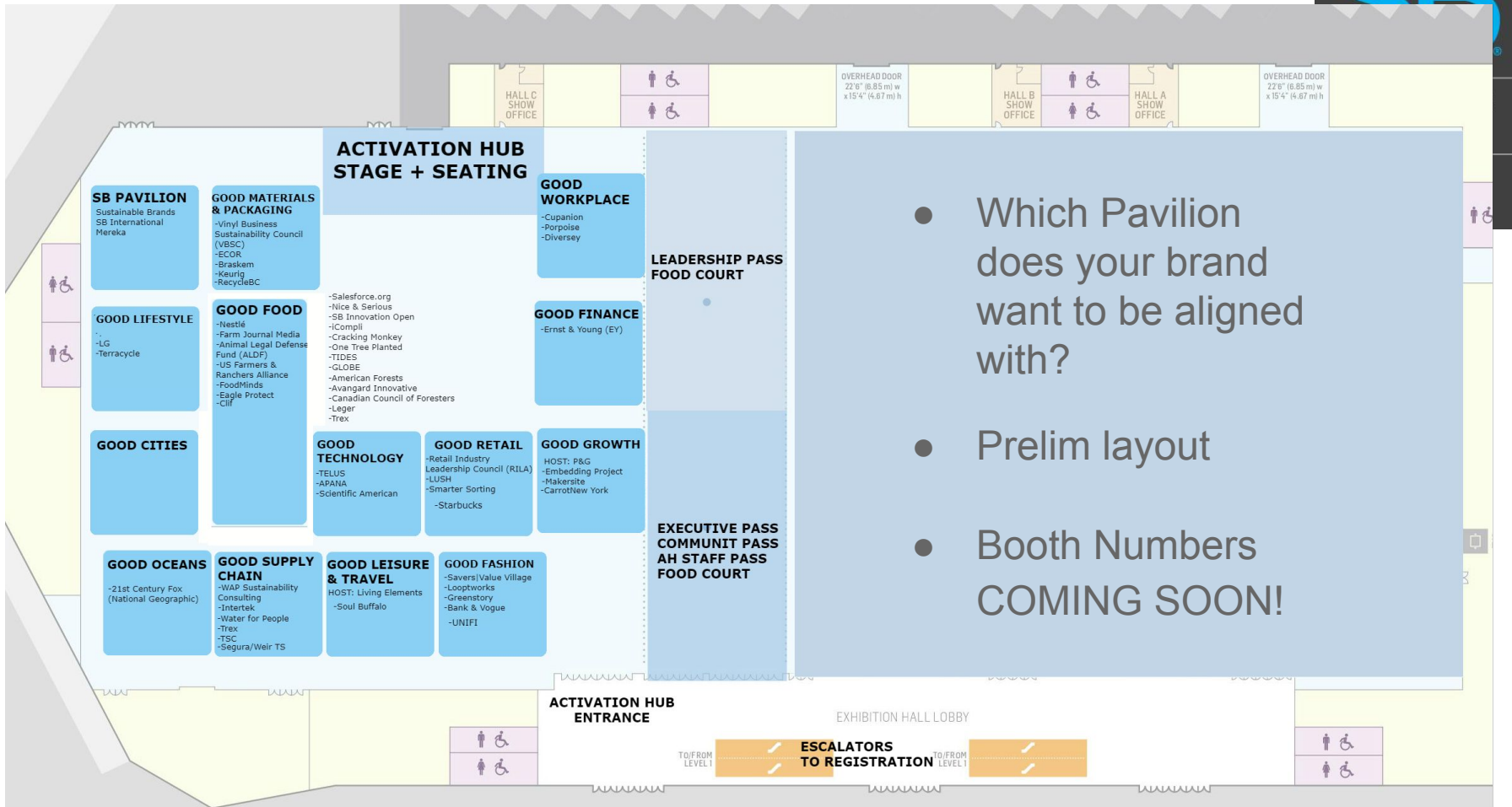


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- *Good Workplace*
- *SB International Pavilion*
- *Good Lifestyle*
- *Good Food & Agriculture*
- *Good Travel, Leisure, & Entertainment*
- *Good Technology*
- *Good Finance*
- *Good Retail*
- *Good Cities*
- *Good Fashion & Apparel*
- *Good Materials & Packaging*
- *Good Oceans*
- *Good Growth*
- *Good Supply Chain*

# AH FLOORPLAN CONCEPT



- Which Pavilion does your brand want to be aligned with?
- Prelim layout
- Booth Numbers COMING SOON!

# SB'18 VANCOUVER SCHEDULE



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Time	Sunday, June 3		Monday, June 4	Tuesday, June 5		Wednesday, June 6		Thursday, June 7		Friday, June 8
6:30 AM			Morning Activity	Morning Activity		Morning Activity		Morning Activity		
7:00 AM										
7:30 AM										
8:00 AM			Coffee/Reg	Coffee Reg		Coffee Reg		Coffee Reg		
8:30 AM				Plenary		Plenary		BO (8) (60 mins)		Advisory Board Meeting
9:00 AM								Networking Break (30 mins)		
9:30 AM				Cohorts/ICW (8)		Networking Break (30 mins)		Plenary		
10:00 AM			BO (8) (60 mins)			BO (8) (60 mins)				
10:30 AM										
11:00 AM										
11:30 AM	Staff Lunch/Meeting									
12:00 PM			Lunch (on own)	Lunch in AH (SB/O Semis)	Corporate Member Lunch (12:15 - 1:15p)	Lunch in AH		Lunch in AH		
12:30 PM										
1:00 PM	Venue Tour	Board Prep								
1:30 PM	INTL Meeting?		Deep-Dives (8)	Bo (8) (90 mins)	Labs (6) (75 mins)	Bo (8) (90 mins)	Labs (6) (75 mins)	Bo (8) (90 mins)	Sponsored Sessions (6)	
2:00 PM				Networking Break (30 mins)		Networking Break (30 mins)		Final Plenary		
2:30 PM										
3:00 PM										
3:30 PM										
4:00 PM										
4:30 PM										
5:00 PM			Opening Plenary		BO (8) (75 min)		Labs (6) (75 mins)			
5:30 PM					Plenary		Plenary + SBIO Finals			
6:00 PM										
6:30 PM			Opening Night Welcome Reception		AH Happy Hour		AH Happy Hour			
7:00 PM										
7:30 PM	Board/Staff Dinner		Sponsored Dinners	Birds of a Feather	Sponsored Dinners	Birds of a Feather	SB Gather		Board & Staff Party	
8:00 PM										
8:30 PM										
9:00 PM										
9:30 PM	Board/CEO Reception		After Glow		After Glow					
10:00 PM										
10:30 PM										
11:00 PM							After Glow			
11:30 PM										
12:00 AM										

# ACTIVATION HUB SCHEDULE



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<b>ACTIVATION HUB OPEN MONDAY (6:00 - 7:30pm)</b>	<b>TUESDAY (12:00 - 7:00pm)</b>	<b>WEDNESDAY (12:00 - 7:00pm)</b>	<b>THURSDAY (12:00 - 3:00pm)</b>
8:00am - 6:00pm Activation Hub exhibitor setup	12:00 - 1:30pm Lunch Standard AH	12:00 - 1:30pm Lunch Standard AH	12:00 - 1:30pm Lunch Standard AH
	INNOVATION LABS PT 1 1:30 - 2:00pm Subj matter expert  2:00 - 3:00pm Part 1 Facilitated Innovation Lab 're-defining good life' in each pavilion	INNOVATION LABS PT 1 1:30 - 2:00pm Subj matter expert  2:00 - 3:00pm Part 2 Facilitated Innovation Lab 're-defining good life' in each pavilion	1:30 - 2:45pm Activation Hub Open & Sponsored Content
	INNOVATION LABS PT 2 3:30 - 4:00pm Subj matter expert  4:00 - 4:45pm Part 1 Facilitated Innovation Lab 're-designing the good life' in each pavilion	INNOVATION LABS PT 2 3:30 - 4:00pm Subj matter expert  4:00 - 4:45pm Part 2 Facilitated Innovation Lab 're-designing the good life' in each pavilion	
	4:45 - 6:00pm Activation Hub Open Sponsored Sessions	4:45 - 6:00pm Activation Hub Open Sponsored Sessions	
6:00 - 7:30pm Activation Hub Opening Night Reception <ul style="list-style-type: none"> <li>Standard AH, Lounge/pavilion sponsors host content, connecting with exhibitors in AH</li> </ul>	6:00 - 7:00pm Activation Hub Cocktail Happy Hour <ul style="list-style-type: none"> <li>Standard AH</li> <li>Cash Bar</li> </ul>	6:00 - 7:00pm Activation Hub Cocktail Happy Hour <ul style="list-style-type: none"> <li>Standard AH</li> <li>Cash Bar</li> </ul>	3:00pm - onward Activation Hub exhibitor tear-down

# WHAT MAKES UP A PAVILION



- Anchor Host
  - 15'x15' space
  - (4) 6'x6' tabletops for anchor partners
  - Education space (room for 50+ seated)
- 15'x15' lounges
- 10'x10' booths
- 6'x6' tabletops
- Find an overview of sponsorship levels and exhibition levels [HERE](#):



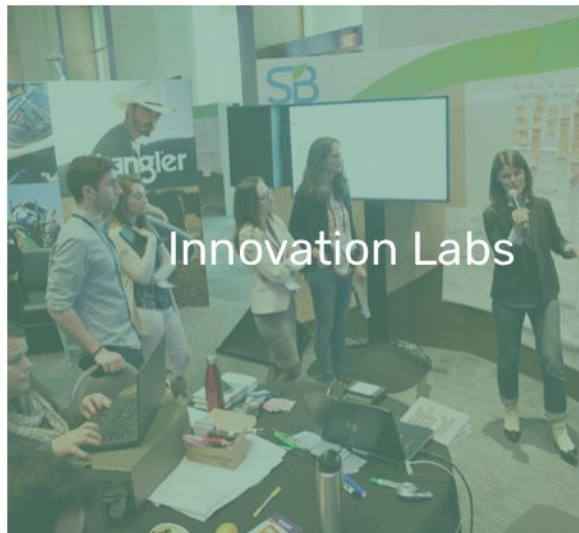


# INNOVATION LABS



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Innovation Labs

75 mins each

June 5

Part 1 (a): 1:30 - 2:45

Part 1 (b): 3:30 - 4:45

June 6

Part 2 (a): 1:30 - 2:45

Part 2 (b): 3:30 - 4:45

- **Innovation Labs** = workshops taking place in the Activation Hub
- **Participants:**
  - **SB Facilitators:** BBMG, SustainAbility, Forum for the Future, Futerra
  - **Note takers:** to produce reports from each lab post-event (see 2017 [here](#))
  - **Exhibitors/Sponsors:** in specific pavilion
  - **Attendees:** interested in collaborating on challenge questions and participating in the workshop
  - **Designers:** design-thinking students
- Tap the collective knowledge and wisdom of nearly 3,000 sustainability professionals through a facilitated and moderated Design Thinking process.
- Attendees will have a choice between sitting in a breakout (panel speaking to audience) and collaborating in a workshop (innovation labs)
- Goal: how the SB audience is addressing redesigning the good life in different product sectors by collaborating/scrummying on different challenge questions

# INNOVATION LABS



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White Board option  
(white board area = 96" x 48")



# INNOVATION LABS



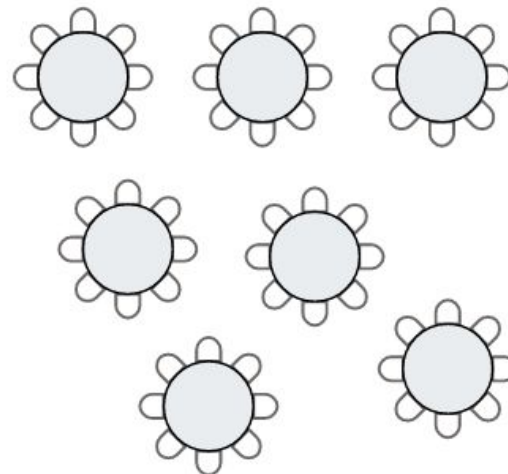
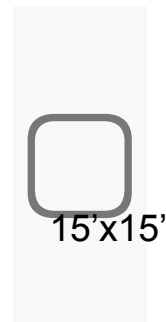
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# ANCHOR HOST PAVILION

- **Anchor Sponsor space**

- 15'x15' sponsor space
- (4) 6x6 tabletops to provide to sponsor's partners
  - innovators/changemakers/non-profits
- Educational space = innovation lab (final tbd)
  - Room for 30 seated (rounds of 8, etc.)
    - Other option = benches/picnic tables, etc.
  - 1-2 flat screens + laptop hookup
  - 2 speakers + 1 handheld OR 'silent disco headsets'
- No-Carpet



- **Anchor Host visibility:**

- Opportunity to use innovation lab space during lunch/reception times
- Opportunity to be involved in facilitated innovation lab



# EXAMPLES OF LOUNGES



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# 15'x15' GOOD LIFE LOUNGES



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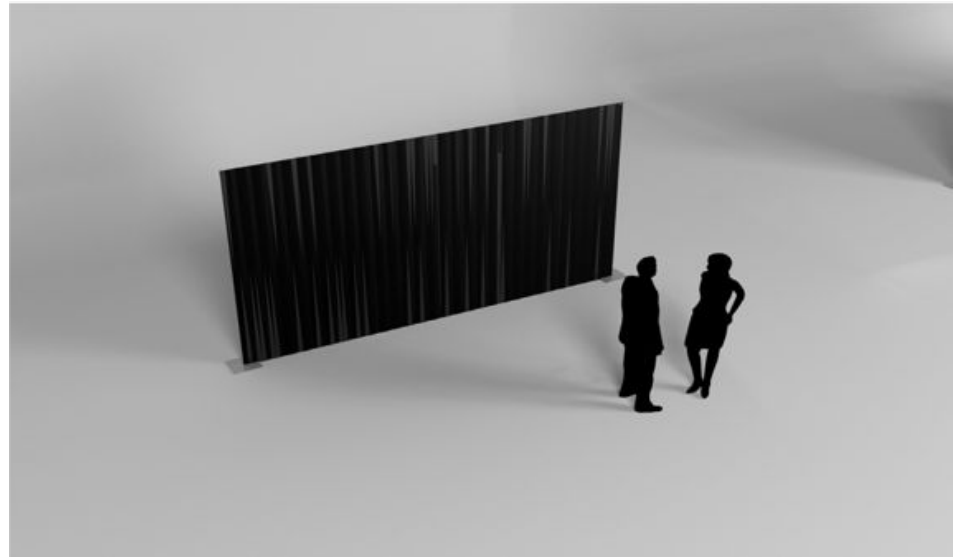
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## 15x15 lounge space:

- 15'x15' footprint
- 2, 6' skirted tables available upon request
- 4 chairs available upon request
- No carpet

## 15x15 lounge visibility:

- Schedule sessions in pavilion in standard AH times
- Sessions marketed in event mobile app, microsite + printed program



# EXAMPLES OF LOUNGES



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# 10'x10' GOOD LIFE BOOTH EXHIBIT



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## 10x10 space:

- 8' back, black drape
- 3' black side drape
- 6' skirted table
- 2 chairs

## 10x10 visibility:

- Logo visibility on pre-event and onsite materials
- Bio in app
- **NOTE: no scheduled sessions in printed program etc.**





# EXAMPLES OF 10'X10' BOOTHS



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# EXAMPLES OF 10'X10' BOOTHS



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# EXAMPLES OF 10'X10' BOOTHS



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# 6'x6' TABLETOP BOOTH



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## 6x6 space:

- 8' back, black drape
- no side drape
- 4' skirted table
- 2 chairs

## 6x6 visibility:

- Logo visibility on pre-event and onsite materials
- Bio in app
- **NOTE: no scheduled sessions in printed program etc.**



# EXAMPLES OF 6'X6' BOOTHS



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# EXAMPLES OF 6'X6' BOOTHS



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# TIPS FOR SUCCESS

## Do's & Don'ts

- **Do** Rent Carpet
- **Do** Rent Power/Electrical
- **Do** you know which Pass types + lunches are available to you + your team?
- **Do** you know if you're admissible to Canada?
- **Do** engage attendees with purposeful giveaways or activities
- **Do** have signage that is clean, easy to read, and speaks to 1) who you are 2) how attendees & brands can partner with you
- **Don't** wait: Contact Customs Broker - DNS for shipping
- **Don't** forget: CUSTOM SIGNAGE



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# SECURITY

- **Do** keep an eye on your items!
  - **BE AWARE OF THEFT!**
  - Please be aware to keep belongings securely stored and keep a sharp eye.
  - If you do need to report a theft or issue, please contact the Sponsorship Fulfillment team *immediately* via phone or text
  - The Activation Hub will be closed and doors monitored by security after hours - if you require additional security, you can find how to purchase in our exhibitor kit



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# EVENT MOBILE APP



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Complimentary Attendee lead mobile scanning avail with export abilities to all attendees + sponsors via '**Mesh**' in our event mobile app!

- Post Activities (similar to facebook)!
- Connect with Attendees (access to full attendee list and in app messaging)!
- Schedule Sessions
- **AVAILABLE:** 2 weeks prior to the conference\*\*

# SCHEDULE SESSIONS



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## Examples from 2017

MON, JUNE 6TH

TUE, JUNE 7TH

WED, JUNE 8TH

THU, JUNE 9TH

TIME	COMPANY	SESSION NAME
7:00pm – 8:30pm	Sustainable Brands / SB Lounge, Lounge A	Celebrate SB's 10 Year Anniversary: Our community is 10 years old, and we want to hear from you! Get your thoughts captured on video – tell us about your journey, what you're most proud of, how the SB community has been a part of it, and what you see for the next 10 years of sustainability in your space
7:00pm – 9:00pm	Hosted by Nestlé in the Activation Hub	Activation Hub Opening Night Reception
Various (see app for details)	Toyota / Paradise Terrace	Toyota Ride & Drive: Toyota is offering test drives of its hydrogen fuel cell Mirai and Prius Hybrid at the Ride & Drive Lounge, and while you're there, check out a demo of the new i-ROAD. Consult the SD16 app for details.
7:00pm – 9:00pm	BASF / BASF Lounge, Lounge D	Let's talk: How can we work together to innovate for tomorrow? BASF creates chemistry for a sustainable future. We invite you to join us as we reimagine what is possible. Together, let's reimagine human mobility, rethink the city and urban development, innovate for sustainable homes and offices of the future and work to meet the food and nutrition needs of growing populations. At the BASF conversation hub, you will learn more about how BASF is activating our purpose by minimizing the impacts of our own production and product use, enhancing product and process safety and innovating for the products of the future. We encourage you to bring us your key challenges and we will explore how we can create chemistry to solve them together.

\*\*15'x15' or major level and above receive programming

# ACTIVITIES & GIVEAWAYS



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## - Examples/ Activities:

- Poet, custom jewelry stamp/bag stamp, corn hole, raffle off services, photo booth with fave UN SDG, VR, pop-up shop
- Appetizers/catering/drinks in booth
- Meet & greet with innovators/CEO etc.
- Go Big - masseuse, service dogs, etc!
- 

## - Giveaways:

- Glass water bottles, wooden bookmarks, lightly branded notebooks, USB sticks with content uploaded, power chargers, stress balls,
- flashlights, bottle opener, map of local hikes, travel bags/pouches
  - Eco promo is a good fit for basic essentials

\*\*Serving product restrictions: RE: Food/beverage/snack

- Must be related to a product or service you provide.
- Please contact us with q's



# SUSTAINABILITY GUIDELINES



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## 2018 Sustainable Brands Vancouver Vendor Guidelines for Acceptable Materials & Zero Waste Participation Agreement

Find out if your items are susty approved

REVIEW + SIGN

More Q's: Contact Lindsey Arrell at [larell@denverconvention.com](mailto:larell@denverconvention.com)