

Sponsorship Prospectus



2024

FLOORING SUSTAINABILITY SUMMIT

ENVIRONMENT • HEALTH & SAFETY • EMBODIED CARBON

July 17-18, 2024
Westin Washington
Washington, DC
www.FlooringSummit.com



July 17-18, 2024
Washington, DC

A **first of its kind**, this groundbreaking event will bring together the “**who’s who**” of sustainability in the flooring industry, all **united by a common goal**: to advance the flooring industry’s leadership in green building.

**The
right
AUDIENCE
for you.**

Uniting the **flooring industry** for a more sustainable **future**

**250
Industry
Leaders
Expected!**

Join us for where innovation, collaboration, standardization, and regulation converge to **shape the future of flooring sustainability.**

We recognize that the key to building **a community of action** begins with attracting leaders and innovators with information addressing their **goals** and the **challenges** they encounter, along with robust discussion of potential **solutions**.

The Summit will bring together attendees with an outreach plan that:

- Forges partnerships with associations throughout the flooring industry, allowing Summit messaging and sponsorship recognition to be amplified throughout each association’s membership and their broader communities.
- Promotes Summit participation through benefits-focused messaging on multiple platforms to reach the widest audience possible.
- Focuses on key aspects and opportunities of the event as a one-of-its-kind program with access to experts and thought leaders attendees wouldn’t be able to engage with anywhere else.



Make history! Sponsor the inaugural Flooring Sustainability Summit: call 571-483-8737 or email alawler@taffyevents.com



Initiatives that drive the flooring industry forward

What the Summit program will cover:

The Summit will provide participants with a unique platform to outline sustainability objectives and prioritize standards, certifications, and initiatives that drive the flooring industry forward. Attendees will engage in dynamic panel and working group discussions that present learning opportunities and foster direct lines of communication among key sustainability decision makers.

Who will attend:

- Policymakers
- Advocacy Groups
- Standards Organizations
- Manufacturers
- Distributors
- Installers
- Architects & Designers
- Procurement Officers

Alignment on Embodied Carbon: Delve into the concept of carbon emissions and push for alignment on a clearer definition of embodied carbon. Participants will learn and discuss embodied carbon standardization, transparency, accountability, and reduction.

Topics include:

- Incentivizing low-carbon procurement
- Embodied carbon policy and how it impacts the flooring industry
- Embodied carbon calculations and what they mean

Health and Material Reporting: Learn how to navigate the complex landscape of material ingredient information and discuss new strategies for efficiently communicating this information throughout the supply chain. Topics include:

- Improvement of health & wellness through sustainable procurement
- Unintended health and material consequences from the push for low-carbon products
- The future of material ingredient reporting, including embodied chemicals

Education on Green Building Standardization: Receive updates on green building standards, rating systems, and regulations in order to stay ahead of the curve. Topics include:

- The role of green building standards in state and federal policy
- An update on what's coming next from leading green building standardization groups
- How changes in green building certifications will impact flooring choices, installation practices, and overall project compliance



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Take-Aways for Attendees

Architects and Designers:

Alignment on calculating and reporting embodied carbon, up-to-date information on green building standards, impact of current and upcoming regulations, and navigation of health and material information.

Procurement Officers:

Increased understanding of sustainable procurement, the importance of proper reporting of embodied carbon, and strategies for efficiently analyzing health and material information.

Distributors:

Increased ability to evaluate and clearly communicate available health and material information, increased awareness of sustainability criteria for product selection and sales, and a better understanding of embodied carbon reporting.

Manufacturers:

Clarity and understanding of health and material ingredient reporting criteria, insights into the relevance of environmental impacts throughout the product life cycle, and proper ways to calculate and report embodied carbon.

Installers:

Understanding of the sustainability impact of flooring materials, the direct relevance of health and material information, and a better understanding of the carbon footprint of an installation using supplier-reported embodied carbon data.

Policy Makers, Advocacy Groups & Standards Organizations:

Direct interaction and feedback from constituents in the flooring and construction community on green building standards, health and material ingredient information, and embodied carbon.



Environment • Health & Safety • Embodied Carbon: Learn more at www.FlooringSummit.com



“The Summit provides the **information our target attendees need** to make educated business decisions and help their organizations **enter the next chapter of sustainability.**”

BILL GRIESE
SUMMIT CHAIRMAN



2024 Sponsorship Packages

HEADLINE SPONSOR \$30,000

This sponsorship will establish your company as a **founding supporter of the Flooring Sustainability Summit.**

Your company, and your sustainability efforts, will be front and center as we deploy our extensive marketing campaign leading up to the Summit and onsite.

Benefits of the Headline Sponsorship include:

- Your company **recognized as headline sponsor:**
Flooring Sustainability Summit supported by YOUR COMPANY
- Extensive **branding recognition** onsite and pre-event
- Opportunity to **make remarks or show a video** before a major program segment, such as the Keynote
- **10 complimentary registrations** to the event for your team or clients
- **Premier tabletop** space
- Dedicated **press release** to announce the Headline sponsors

See the sponsorship benefits table on page 7 for more details.



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As a sponsor of the
Flooring Sustainability
Summit, you are
showing your
**commitment to
advancing
sustainable
practices**
within the flooring
industry.

2024 Sponsorship Packages

continued

Diamond Sponsorship Package

\$20,000

The Diamond Sponsorship package is built to **establish your company as a leader in the sustainable flooring market**. This comprehensive package includes a tabletop exhibit, ample branding before, during and after the show, plus six complimentary registrations to the event for your team or your clients. This package also allows for recognition in a workshop of your choice.

Platinum Sponsorship Package

\$15,000

The Platinum Sponsorship package allows for brand recognition, an email sent before or during the event, and four complimentary registrations to the event for your team or your clients.

Gold Sponsorship Package

\$8,500

The Gold Sponsorship package is our option for the company that wants to be aligned with the inaugural Flooring Sustainability Summit and is looking for amplified marketing and brand recognition.



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2024 Sponsorship Packages

continued

Sponsorship Benefits	Headline	Diamond	Platinum	Gold
	\$30,000	\$20,000	\$15,000	\$8,500
Complimentary registrations to the Summit	10	6	4	2
Email sent before or after the Summit	Two emails	❖	❖	
Logo added to slides during Opening General Session	❖	❖	❖	❖
Naming rights: Flooring Sustainability Summit supported by YOUR COMPANY NAME	❖			
Opportunity to provide 300 branded gifts to attendees	❖	❖		
Social Media Post(s) recognizing your sponsorship of the event	Three	Two	One	One
Sponsor designation and logo on homepage of web site	❖	❖	❖	❖
Sponsor designation and logo on Thank You to our Sponsors signage	❖	❖	❖	❖
Sponsor recognition in the "Know Before You Go" attendee email	❖	❖	❖	❖
Sponsor recognition in dedicated press release announcing Headline sponsors	❖			
Sponsor recognition in post event press release	❖	❖	❖	❖
Sponsor recognition in workshop of your choice (shared opportunity)	❖	❖		
Tabletop exhibit display (optional)	Premium location	❖	❖	
Recognition of sponsorship in Opening Remarks for the Summit	❖	❖	❖	❖
Recognition before a major program segment — Opportunity to provide opening remarks or a video about your company to be played before a major program segment, such as the Keynote	❖			
Web site recognition amplified through banner ad on home page of FlooringSummit.com linked to your web site	❖	❖		

Sign up today! Contact Anna Lawler at 571-483-8737 or alawler@taffyevents.com



Interactive Sponsorships



All interactive sponsorship opportunities include ample onsite signage and recognition on the Summit web site.

Welcome Party Sponsor

Tuesday, July 16

\$9,500 (*exclusive*)

This exclusive opportunity kicks off the 2024 Flooring Sustainability Summit for all participants. This sponsorship package is highly customizable and provides a lasting first impression.

Networking Reception Sponsor

Wednesday, July 17

\$17,000 (*exclusive*)

The first day of the Summit will close with a networking reception featuring an open bar, heavy hors d'oeuvres, and entertainment. Your brand will be front and center throughout the event and in all promotion for the reception.

Shuttle Bus to Capitol Hill Sponsor

\$7,500 (*exclusive*)

Leave a lasting impression on the Summit attendees by sponsoring the shuttle bus transportation to and from Capitol Hill on July 18. Your company's promotional video can play during the ride to the Capitol and you can provide a promotional item or flier on every seat. This sponsorship will include ample signage and your company will be highlighted in the schedule of events and promotion of the programming for Day Two of the Flooring Sustainability Summit.



Refreshment Break Sponsors

\$5,000 (*two available*)

Sponsor the morning or afternoon refreshment breaks on Wednesday, July 17. Your company representative will be on stage to direct attendees to your sponsored break, which will feature ample signage and branded napkins to reinforce the hospitality you are providing.



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Brand Recognition Sponsors



WiFi Sponsor

\$5,000 (exclusive)

Be the brand everyone sees when they log in to the Wi-Fi available in all meeting rooms during the Flooring Sustainability Summit.

- Sponsor can create unique network SSID
- Sponsor can create a unique password that attendees enter for access
- Branded standard Wi-Fi splash page
- Sponsor recognition in the Know Before You Go email all attendees will receive
- Sponsor recognition anywhere Wi-Fi instructions are provided
- Sponsor recognition and Wi-Fi information included in presentations during keynote and panel presentations.



Reusable Water Bottle Sponsor

\$5,500 (exclusive)

Keep attendees hydrated at the Flooring Sustainability Summit by sponsoring reusable water bottles and water stations strategically placed around key areas of the Summit. Water bottles will be distributed at registration and ample branding will be placed by the water stations.



Reusable Show Bag Sponsor

\$3,500 (exclusive)

Attendees love a reusable bag! Be the brand that everyone carries throughout the Summit. Sponsor will be able to select from a menu of bags made from recycled material that will be custom printed with your logo and distributed at registration.

Lanyards Sponsor

\$2,500 (exclusive)

Let attendees advertise your brand across the Flooring Sustainability Summit. Lanyards will be made of recycled materials and can be a great take home item for attendees.



Custom
Sponsorship
Opportunities
are available.

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