



# CONSERVATION CONFERENCE

Sponsorship and Exhibit Opportunities

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**JUN 14-15**  
**2022**  
WESTIN BOOK CADILLAC  
**DETROIT**



# Partner with us

at the world's leading conference  
for corporate conservation



*The team from Waste Management accepting the 2019 WHC Employee Engagement Award.*

Only ten to fifteen percent of the world's land surface is protected. Private lands, most of which are owned by corporations, provide an essential opportunity for restoring and protecting biodiversity.

## **Business and industry must take action for biodiversity.**

As the only international conservation NGO focused exclusively on the private sector, WHC provides a framework for voluntary conservation action on a wide variety of corporate lands. WHC's corporate members represent some of the leading national and multinational corporations seeking to support sustainable ecosystems and the communities that surround them. These efforts have resulted in more than 1,000 certified programs across 48 states and 25 countries.

At the 2022 WHC Conservation Conference, corporate conservation professionals will convene to share strategies and inspiration to drive the success of biodiversity programs around the world.



# Welcome to Detroit!



For the first time in our 33-year history, we're hosting the WHC Conservation Conference in Detroit, Michigan.

Innovation is in Detroit's DNA. It's what turned it into one of America's most iconic cities, known the world over as the heart of both the nation's automobile industry and the birthplace of Motown.

Detroit and its neighboring regions are also home to 32% of WHC members, accounting for 31% of WHC Certified programs, making "Motor City" the perfect venue to host our "comeback" event in 2022. We look forward to hosting you in Detroit, June 14-15, 2022.





# Interact with leaders in corporate conservation

WHC Conservation Conference offers you the opportunity to interact with more than 400 conservation-minded professionals and decision-makers from corporations, non-profit organizations, federal agencies, civic groups and more.

Benefit from exposure to a targeted audience, networking opportunities, and a show of support to the mission of WHC.

## Our attendees are decision makers

**75%**

Are presidents, VPs, directors or managers with leadership roles and decision-making powers

**20%**

Are managers and executives from non-profit organizations and federal agencies

**48%**

Represent Fortune 500 companies

*“Exhibiting at the WHC Conference provides us a great platform for sharing information about our environmental education programs, networking with industry partners and cultivating new relationships.”*

*Roberto “Bob” Nelson, Head of Site Communications & Community Relations, BASF Corporation*



# Our attendees represent the following companies

3M Company  
Abbott Laboratories  
Albemarle  
American Synthetic Rubber Company  
ArcelorMittal  
ArcelorMittal Tailored Blanks  
Argos  
Ariens Co  
Aristeo Construction Company  
Ascend Performance Materials  
Ashland  
AstraZeneca  
ATLANTIC COPPER  
Atlantic Richfield  
Atura Power  
Bacardi  
BASF  
Bayer  
BG&E, an Exelon Company  
Boeing  
BP America  
Bridgestone Americas  
Bruce Power  
Buzzi Unicem USA  
California Resources Corporation  
CalPortland  
Cargill

CBRE  
CEMEX  
Chemours  
Chemours  
Chevron  
ComEd, an Exelon Company  
Cornejo & Sons  
Covia  
Crestwood Midstream  
CRH Americas  
CRH Canada Group Inc  
DTE  
DuPont  
Eastman  
EMD Serono  
Encirc  
Enercon Services  
Ernst Conservation Seeds  
Exelon  
ExxonMobil  
Fidelity Investments  
Flint Hills Resources  
Florim USA Inc  
FMC Corporation  
FMI  
Freeport McMoRan  
General Motors

Georgia-Pacific  
Google  
GSK  
Hamm Companies  
HeidelbergCement  
Hershey Company  
IBM  
Imperial Oil  
Indorama Ventures Xylenes & PTA  
Irish Cement  
ITC Holdings  
Kinder Morgan  
Koch Industries  
Lafarge Canada  
Lannon Stone Products  
Lehigh Hanson  
Lhoist North America  
Marathon Petroleum  
Matador Cattle Company  
MEG Energy  
Michelin  
Michigan Paving & Materials  
Mojave Precious Metals  
New York Power Authority  
Niagara Bottling  
NISOURCE  
Occidental Oil and Gas

Ontario Power Generation  
Oshkosh Corporation  
P. Flanigan & Sons  
Peckham Industries  
PECO, An Exelon Company  
Pepco Holdings, an Exelon Company  
Phillips 66  
PPG  
Preferred Materials  
Primary Energy  
Ready Mix USA  
Ricoh USA  
Roanoke Cement Co.  
Shell  
Sibelco  
Solvay  
Southern Nuclear  
Stellantis  
Summit Materials  
Tetra Tech  
Texas Materials  
Titan America  
Toyota Motor North America  
United Companies  
Vulcan Materials  
Waste Management  
Xerox

*"This event attracts the forward-thinking environmentally conscious corporations we hope to be able to do business with. Making connections with good corporate citizens is why we love coming to the WHC Conservation Conference."*

*Dr. Michael Liptak, EnviroScience*



# Exhibits

## Exhibit Booth Package

- 8'x6' exhibit space with 6'x3' table and 2 chairs
- One full Conference registration, which provides access to all meals, networking and learning sessions
- Complimentary list of attendees (names and organizations only)
- Listed as an exhibitor on all marketing communications, incl. website, social media and Conference App

## Pricing

	MEMBER	NON-MEMBER	NONPROFIT/GOVT
Before Jan. 15	\$1,000	\$1,799	\$700
Before May 1	\$1,500	\$2,900	\$800
After May 1	\$2,000	\$3,400	\$900

## Important Dates/Times

- Installation | Monday, June 13, 3pm-6pm and Tuesday, June 14, 6am-8am
- Exhibit Hall Operating Hours
  - Tuesday, June 14, 9am-5pm, incl. a Happy Hour in the Exhibit Hall, 4pm-5pm
  - Wednesday, June 15, 9am-3pm
- Dismantle | Wednesday, June 15, 3pm-4pm

## Terms and Conditions

- Exhibit space assignments and included registrations are not final until payment has been received.
- Substitutions will be allowed.
- An exhibitor may cancel their space by May 1 for a 50% refund. No refunds will be provided after May 1. All cancellations must be made in writing to Daniel Litow at [dlitow@wildlifehc.org](mailto:dlitow@wildlifehc.org).

## INCREASE YOUR VISIBILITY WITH A SPONSORED SESSION

\$10,000 NEW!

Limited Availability

Host a 45-minute session on the topic of your choosing (content subject to approval by WHC) with your own presenters. WHC will provide a room for 50-100 people, and basic presentation A/V. The session will include your company's name in all marketing, e.g. "Name of Session Sponsored by Acme Company."

Sponsorship of a session includes a free Exhibit Booth Package.

# Sponsorships



## Celebrate the 2022 WHC Awards

All sponsorships are promoted via event marketing, WHC websites and on social media.

### WHC Awards Dinner \$16,000

The WHC Awards Dinner is the most anticipated event of the Conference, culminating in the presentation of our top awards. Company name included in the title of the event, e.g. "2022 WHC Awards Dinner Presented by Acme Company." Your brand will be represented in print and digital signage on-site.

### Pre-Dinner Cocktail Hour \$13,000

This full bar reception takes place immediately prior to the WHC Awards Dinner and is a highlight of the Conference. Your brand will be represented in print and digital signage, and included in the title of the event, e.g. "Acme Company Cocktail Hour."

### Tables

Platinum: \$8,800 (includes 10 registrations)

Gold: \$8,250 (includes 10 registrations)

Silver: \$7,425 (includes 8 registrations)

Bronze: \$6,875 (includes 8 registrations)

Honor your colleagues with a designated company table and share in the celebration together. Sponsored tables are positioned in prime areas of the ballroom and include full registrations.

### Centerpieces \$10,000

Elegant centerpieces are branded with your logo and placed on every table at the WHC Awards Dinner.





## Enrich the Attendee Experience

### Lounge \$20,000

Located in a high traffic area, your company can be the exclusive host of this highly visible lounge area. This sponsorship includes your logo on large format on-site signage in the form of column wraps and window clings, and the opportunity to display your organization's promotional materials. Your company name will be a part of the Lounge name, i.e. "Toyota Lounge."

### Conference App and App Help Desk \$15,000

Our App usage increases every year and this year we are striving for full adoption and use by all attendees! The Conference App delivers schedules, networking, messaging capabilities and much more. Benefit not only from a substantial presence on the App, but also with your company's sponsorship on display at the App Help Desk.





### **Mainstage Sessions** \$12,500 each

Stand out to attendees with a sponsorship of one of these highly attended events. Your brand will be represented with on-stage signage and on presentation screens. The session will include your company's name in all marketing, e.g. "Name of Session Presented by Acme Company." The WHC Mainstage replaces sessions previously known as "General Sessions."

### **Wi-Fi** \$10,000

Wi-Fi is used by attendees multiple times a day. Get exposure for your organization with signage promoting Wi-Fi access, as well as a custom password that includes your company name.

### **Digital Wall** \$10,000 NEW!

Showcase your brand at the main entrance of the Conference on our high impact video wall. Sponsor may present a promotional video what will be looped throughout the Conference. This dynamic visual display is seen by all attendees multiple times a day.

### **Sponsored Sessions** \$10,000 NEW!

Host a 45-minute session on the topic of your choosing (content subject to approval by WHC) with your own presenters. WHC will provide a room for up to 75 people, and typical presentation A/V. The session will include your company's name in all marketing, e.g. "Name of Session Sponsored by Acme Company." Sponsorship of a session includes a free Exhibit Hall table and two full registrations.

### **Happy Hour in the Exhibit Hall** \$10,000 NEW!

Host the opening night Happy Hour and offer attendees and exhibitors a great opportunity for networking and relaxing before going out for dinner. This informal beer and wine event will take place in the Exhibit Hall. Sponsor will be promoted in the name of the event, "Acme Company Happy Hour in the Exhibit Hall."

### **Breakfast Briefings** \$7,500 NEW!

Help attendees start off the day right with the first sessions of the day held during a continental breakfast. Sponsor will be promoted in the name of the sessions, "Breakfast Briefing Sponsored by Acme Company."

### **Networking Break** \$5,500

The Networking Break is a great way to engage your brand with attendees. Signage with your logo will be placed around the food and beverage areas, and your company name will also be included in the title of the event, e.g. "Networking Break Presented by Acme Co."

### **Hand Sanitizer Stations** \$4,750 NEW!

These floor-standing sanitizing stations are essential for a germ-free environment. Your logo will be displayed on each stand on 11"x17" signage.

### **Quiet Room** \$2,500 NEW!

Provide attendees with an area to meditate and relax between sessions. Sponsor logo and signage will be prominently displayed in and outside of the room.

# Showcase Your Brand

## Online & On-Site Registration \$15,000

This sponsorship offers your brand a high-profile position at online registration as well as on-site registrations stations. Your company will be included in the marketing of the event, e.g. "Conservation Conference Registration sponsored by Acme Company."

## Conference Tote Bags \$12,500

These popular bags are always a hit with attendees. Featuring your logo amid a modern design, this item is used throughout the event and long after the Conference ends, providing maximum branding impact.

## Lanyards \$12,500

These colorful lanyards are your chance to be on display throughout the Conservation Conference. We'll handle the production; your company gets the exposure with each attendee.

## Hotel Key Cards \$7,500

Hotel guests actively look at their keycard 8-12 times per day. This represents repeat impressions to all Conference participants! We'll work with you to create an eye-catching and keepsake design that includes your

logo and a URL or QR Code linked to a landing page of your choice.

## Electronic Agenda Reader Boards

\$5,000 for 4 **NEW!**

Attendees will view the daily agenda on these four Electronic Reader Boards on the Conference floor. Your logo and tagline or URL will be presented on each Reader Board.

## Certification Photo Studio \$4,500

Each year, teams come together for a professional group photo to celebrate their certification. Your logo will be used in promotion of the studio before and during the Conference, and we'll name the studio after your company, e.g. "ACME Company Photo Studio."

## Floor Clings \$4,000 (6 clings), \$2,500 (3 clings)

Your brand won't be missed with these large floor clings displayed along the main walkways of the event floor.

## Conference Bag Insert \$495

Get your company's message in the hands of all registrants by including your marketing materials (item subject to WHC approval) in each Conference bag.





All sponsorships are promoted via event marketing, WHC websites and on social media.

## Give Back

### **Student Scholarships** \$5,000

Each year, WHC offers college students full access to the Conference. This sponsorship underwrites hotel, travel and registration costs, and gives the next generation of conservationists an exceptional learning and networking opportunity. This year, special attention will be given to students in the Detroit Metro area.

### **Conservation Partners Exhibits** \$5,000

WHC will donate 4 exhibit spaces to our NGO partners so that they may promote their important conservation missions to our attendees. Your sponsorship helps underwrite this program and is a great way to support our non-profit partners.

### **Conservation Partners Registration** \$5,000

Yet another way to support our non-profit partners! WHC offers 8 free registrations to selected NGOs. This sponsorship helps underwrite these registration fees and supports the missions of these non-profits.

*Availability, structure and format of sponsorships are subject to change.*



## Summary List of Opportunities

Lounge	\$20,000
WHC Awards Dinner	\$16,000
Online and On-Site Registration	\$15,000
Conference App and App Help Desk	\$15,000
Pre-Dinner Cocktail Hour	\$13,000
Mainstage Session	\$12,500
Conference Tote Bags	\$12,500
Lanyards	\$12,500
Wi-Fi	\$10,000
Digital Wall	\$10,000
Sponsored Sessions	\$10,000
Centerpieces	\$10,000
Happy Hour in the Exhibit Hall	\$10,000
WHC Awards Dinner Platinum Table	\$8,800
WHC Awards Dinner Gold Table	\$8,250
Hotel Key Cards	\$7,500
WHC Awards Dinner Silver Table	\$7,425
Breakfast Briefings	\$7,500
WHC Awards Dinner Bronze Table	\$6,875
Networking Break	\$5,500
Student Scholarships	\$5,000
Conservation Partners Exhibits	\$5,000
Conservation Partners Registration	\$5,000
Electronic Reader Boards	\$5,000
Hand Sanitizer Stations	\$4,750
Certification Photo Studio	\$4,500
Floor Clings – 6	\$4,000
Quiet Room	\$2,500
Floor Clings – 3	\$2,500
Conference Bag Insert	\$495

We can work with you to create a customized sponsorship package that will fit your current marketing goals and objectives, and effectively market your brand to our audience.

Contact:  
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