

# Mayors' GREEN INITIATIVES FOR ECONOMIC GROWTH



Mayor Matti  
Herrera Bower

## GREENING HOTELS AND BUSINESSES

Wednesday, August 25, 2010  
8am to 1pm

## WORKSHOPS & GREEN TRADE SHOW

'Revised Florida Green Lodging Program Training'

Guest Instructor FL- DEP's Brad Stombeck

&

'New Green Business Initiatives'

This event is complimentary and geared to hotels and businesses.



Mayor  
Carlos Alvarez



Miami Beach Convention Center  
(Hall C, Ground Floor)



MIAMI BEACH



## Mayors' Green Initiatives for Economic Growth

August 25, 2010 • Miami Beach Convention Center

### EVENT INFORMATION FOR SPONSORS & VENDORS

This event is inspired by the Mayor of Miami-Dade County and the Mayor of the City of Miami Beach's commitment to supporting a prosperous economy while conserving South Florida's resources and unique eco-system. Also the expertise and dedication of County and City staff has helped establish our community as a leader in sustainability planning and green business initiatives. These Initiatives are the focus of this event.

The half-day educational program, with workshops and a trade show, is geared to hotels and businesses. Hotels will receive training in the revised *Florida Green Lodging Program*, by special guest instructor, FL-DEP's Brad Stombeck, FGLP Program Coordinator. The training is for hotels seeking FGLP certification and also for hotels, seeking to renew their FGLP certification.

Concurrent workshops for businesses will be held where attendees will learn specific strategies for lowering overhead costs through energy and water conservation, waste reduction and recycling. Businesses will hear about the latest green incentives for resource-efficient retrofits, as well as Miami-Dade County's new *Online Self-Audit* for greening businesses, and the County's proposed *Green Business Certification*.

Panels with speakers from Miami-Dade County, the City of Miami Beach and relevant businesses will provide usable tools for businesses to reduce costs while enhancing financial sustainability, as well as workplace and environmental health. Businesses will also learn the guidelines for conducting business with government and the many incentive programs available to small businesses.

For businesses that sell products, Miami-Dade Building Code Compliance staff will explain a service currently being offered to certify green products. In addition, Miami-Dade County's new *Restaurant Certification Program* will also be presented.

Trade show exhibitors can set up their tables from 7AM-8AM. Event registration, networking and the trade show begin at 8AM. The workshops will take place from 9:30AM to 12:30PM with a half-hour break. Trade show vendors will be available for the event's duration to educate attendees about green products and services until the event closes at 1:00PM.

The event is complimentary and will provide attendees with cutting-edge information on the financial and environmental benefits of greening operations. Event attendance is anticipated at 300 hotel and business executives, general managers and decision makers.

Becoming a Sponsor of the *Mayors' Green Initiatives for Economic Growth*, will establish your company as a leader in the greening of South Florida. The event will be publicized throughout South Florida on strategic partner websites, trade and community publications, on social and civic calendars, and through email blasts to over 4,000 professionals.



# SPONSORSHIP BY LEVEL

## Four Palms \$2,500

- Company name and logo on invitations, press releases, media and all collateral materials
- 2-minute speaking opportunity at the opening, acknowledgment at workshop break & closing
- 2 complimentary 8 ft. tables, preferred location, in our trade show. Reserved seating at workshop.

## Three Palms \$1,500

- Company name and logo on invitations, press releases, media and all collateral materials
- Introduction and acknowledgement at the opening, workshop break & closing
- 2 complimentary 8 ft. tables, preferred location, in our trade show. Reserved workshop seating.

## Two Palms \$1,000

- Company name and logo on invitations, press releases, media and all collateral materials
- Acknowledgement at the opening, workshop break & closing
- 1 complimentary 8 ft. table, preferred location in our trade show. Reserved workshop seating.

## One Palm \$500

- Company name and logo on invitations, press releases, media and all collateral materials
- 1 complimentary 8 ft. table in our trade show

## VENDOR PACKAGE

- \$150 GMBHA, GMCVB, MBCC, MBLCC, MDGLCC Members
- \$200 non-members
- 1 8ft table in our trade show

FOR SPONSOR AND VENDOR INFORMATION EMAIL

[gabriole@ecomb.org](mailto:gabriole@ecomb.org) or [luiz@ecomb.org](mailto:luiz@ecomb.org)



## Workshop Schedule

7 AM – 8 AM	EXHIBITOR MOVE -IN
8 AM – 9 AM	EXHIBIT HALL OPENS: ATTENDEE REGISTRATION, CONTINENTAL BREAKFAST AND VENDOR TRADE SHOW
9 AM – 9:30 AM	WELCOME & OPENING REMARKS BY MAYORS & SPECIAL GUESTS
9:30 AM – 10:45 AM	FLORIDA GREEN LODGING AND GREEN BUSINESS WORKSHOPS (FIRST HALF)
10:45 AM – 11:15 AM	BREAK
11:15 AM – 12:30 PM	FLORIDA GREEN LODGING AND GREEN BUSINESS WORKSHOPS (SECOND HALF)
12:30 PM – 1 PM	VENDOR TRADE SHOW
1 PM – 2 PM	EXHIBITOR MOVE -OUT