



Ecosystem Services: Marketing Environmental Solutions

March 12-13, 2009 ■ Charlottesville, Virginia

Dear Potential Sponsor:

The Ecosystem Services: Marketing Environmental Solutions conference will bring together the leading thinkers, policymakers (local, state, and federal), businesses, NGOs, land managers, and service providers concerned with ecosystem services from across the mid-Atlantic and southern U.S. region. This is a fantastic opportunity to showcase your organization and gain excellent networking opportunities with consultants, service providers, legislators, regulators, county supervisors, and landowners. This topic is timely given the great surge of interest and mandates across the country for tackling environmental issues through market-based methods.

In addition to reaching this impressive group of attendees, sponsorship offers brand recognition through widely distributed promotional campaign via electronic (websites and email) and traditional (printed brochures, flyers, news releases, newsletters, etc.) means. In the pages following you will see the array of sponsor and exhibitor possibilities available. You may also access this information at the conference website at <http://www.cpe.vt.edu/esmes/>

I would urge you to act quickly before December 15, 2008 as exhibit space is limited and timely communications will allow maximum exposure of your organization as print media must be assembled with some lead time. We would also invite you to assist in publicizing this event to other interested individuals and organizations within your network.

We stand ready to help you find the sponsorship opportunity that meets your needs, so please feel free to contact one of our planning committee members.

Sincerely,

The Ecosystem Services Conference Planning Committee

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Director of Forestland Conservation

Virginia Department of Forestry

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Balancing economic and environmental sustainability is the challenge of our generation. Everyday we hear how mankind impacts the natural environment. How we manage our natural capital greatly influences our quality of life. New mechanisms, such as ecosystem service markets, are emerging as a pragmatic, market-based option for managing growth and yet mitigate the environmental impacts of such growth in a cost-effective manner.

This two-day conference will explore the design and implementation of ecosystem service markets and the development of tools to enhance landowner participation in these markets. The first day will feature a series of speakers giving a broad, national-level overview of ecosystem service market considerations and initiatives. The second day will feature a series of three panels: Carbon; Water Quality (nutrient trading), and Mitigation Banking. An interactive question and answer session will follow the panel presentations.

Industry, government, non-governmental organizations, academia, and landowners will all benefit from the information presented. Attending this conference will ensure a better understanding of how ecosystem service markets function and what opportunities exist for landowners.

On March 12, Leaders in Ecosystem Services including:

[James Salzman](#)

Samuel Fox Mordecai Professor of Law
~ Nicholas Institute Professor of
Environmental Policy
Duke University

[J.B. Ruhl](#)

Matthews & Hawkins Professor of Property
~ Florida State University College of Law

[Rob Doudrick](#)

National Ecosystem Services Coordinator
~ U.S. Forest Service

[David Shoch](#)

Vice President of Forestry and Technical Services
~ TerraCarbon LLC

[Michael Bean](#)

Attorney, Chair of the Wildlife Program
~ Environmental Defense Fund

[Dan Spethmann](#)

Managing Partner

~ Working Lands Investment Partners, LLC

[Will Ferretti](#)

Vice President

~ Chicago Climate Exchange

[Sandra Brown](#)

Senior Program Officer for Ecosystem Services
~ Winrock International

[Pamela Faggert](#)

Vice President & Chief Environmental Officer
~ Dominion

[Randy Wynne](#)

Professor of Forestry
~ Virginia Tech

March 13th Panel members include: Carbon Panel

[David Shoch](#), carbon market specialist with TerraCarbon LLC, will facilitate this panel. Speakers include: [Janice McMahon](#), forest management division director with Environmental Services, Inc.; [Matt Smith](#), FORECON Inc., and [Will McDow](#), forestry specialist for Environmental Defense Fund. The presentations will cover how to participate in carbon markets, types of eligible projects, and protocols.

Water Quality (Nutrient) Panel

[Vijay Satyal](#), policy and planning specialist with VDEQ, will facilitate the panel. Speakers are [Chris Pomeroy](#), president of AquaLaw; [Allan Brockenbrough](#), environmental engineer with VDEQ, and [Brent Fuels](#) of the Chesapeake Bay Land Trust. The presentations will cover the various aspects associated with nutrient credit trading and types of eligible projects.

Wetlands and Conservation Mitigation Banking Panel

[David Slack](#), regional forester with VDOF, will facilitate this panel. Speakers on this panel will include [Dave Davis](#), manager of wetlands and water protection with VDEQ, and [Dr. Steve Jones](#), wetlands mitigation specialist with Environmental Services Inc. Topics covered include wetlands and conservation mitigation banking details, market access, and landowner case studies.

After hearing from the speakers, conference attendees will have the opportunity to participate in an interactive question and answer session.

SPONSORSHIP OPPORTUNITIES

Platinum - \$5,000

- ⊕ Corporate name and logo prominently displayed on all promotional materials and press releases
- ⊕ Announced sponsor of social reception
- ⊕ Corporate logo and link on the conference website
- ⊕ Corporate logo in on-site signage
- ⊕ Conference package insert
- ⊕ One promotional item included in registration packets
- ⊕ Exhibit space
- ⊕ 6 complimentary registrations

Gold - \$2,500

- ⊕ Corporate logo and link on the conference website
- ⊕ Corporate logo in on-site signage
- ⊕ Conference package insert
- ⊕ Exhibit space
- ⊕ 4 complimentary registrations

Silver - \$1,000

- ⊕ Corporate logo and link on the conference website
- ⊕ Corporate logo in on-site signage
- ⊕ Conference package insert
- ⊕ Exhibit space
- ⊕ 2 complimentary registrations

Bronze - \$500

- ⊕ Corporate logo in on-site signage
- ⊕ Conference package insert
- ⊕ Exhibit space
- ⊕ 1 complimentary registration

Exhibitor - \$350

- ⊕ Exhibit space
- ⊕ Does NOT include registration or meals

Contact

Contact:
Neil Clark
(757) 657-6450 ext. 406
southeast@vt.edu

If you have your own sponsorship ideas – we'll be glad to customize something that fits the needs of your organization.



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Sponsorship Application

Can also apply online at: <http://www.cpe.vt.edu/esmes/>

Organization / Business Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone (day): _____ Phone (evening): _____

Fax: _____ Email: _____

Website Address (if applicable): _____

Program Ad Attached (if applicable): Yes No

SPONSORSHIP LEVEL (Check One):

- Platinum \$5,000
 - Gold \$2,500
 - Silver \$1,000
 - Bronze \$500
 - Exhibitor* \$350
- * (meals / registration not included)

Names of complimentary registrants (if applicable)

- High-resolution logos should be sent to southeast@vt.edu by December 15
- Sponsorship ads for the program must be received by February 1, 2009
- Promotional materials to be included in the packet should be received by February 15, 2009, or by arrangement with Neil Clark at (757) 657-6450 x 406 – southeast@vt.edu

Signature: _____ Date: _____

Please make checks payable to "Treasurer, Virginia Tech" denoted with "Ecosystem Services: Marketing Environmental Solutions" and mailed to:

Conference Registrar
Continuing & Professional Education
ATT: Dawn McCoy
Virginia Tech, Mail Code 0272
702 University City Boulevard
Blacksburg, VA 24061

Method of payment: Payment of registration fees is required prior to program attendance. Registration will be processed when payment is received.

- Check enclosed (Make payable to: Treasurer, Virginia Tech)
- Credit Card: Visa MC AmEx

Card No. _____ Exp. Date _____

Cardholder name _____

Cardholder signature _____ Date _____

Email: dawnmc@vt.edu (540) 231-1779 phone (540) 231-3306 fax