



West Coast Green Co-Branded Partner Marketing

Interested in accessing the top industry thought leaders in green? For the first time ever, West Coast Green is making our high caliber attendees available for a co-branded promotion! Through a co-branded mailing with West Coast Green, you will receive the endorsement of West Coast Green for your product or service and will have access to this uniquely targeted and highly responsive audience of professionals that have attended West Coast Green since its inception in 2006.

How it works!

West Coast Green offers three unique packages that allow you to select and target your audience within our Attendee, Exhibitor and Faculty base. We will work with you to select your target audience based on the packages listed below. Next, you'll craft your perfect email message and template to be sent to this list, complete with West Coast Green branding in the subject line and within the body of the email! West Coast Green emails have a 21% open rate against an industry average of 10-15%. We require that you create an exclusive offer for our audience, positioned as a benefit to our customer base so that they are rewarded because of their relationship with West Coast Green. Together, we work with a bonded third party mail house to send your custom email to the target audience. Next you'll enjoy the high response rate from West Coast Green participants. You can track open rates and click throughs from our third party provider! You also have the option to purchase a re-send of the mailing to those who did not open on the first send. Our list is never mailed to more than twice per month, so you know your message will stand out!

Package Options

1. **Full Database:** 24,000 Individuals
2. **2009 Hotline:** 6,400 Individuals - West Coast Green 2009 participants only
3. **Custom Selection:** List Size Varies - you choose from the following
 - A. Profession:
 - o Public Service Professionals: Government, Education, Non-Profit and Trade Association (2,000 Individuals)
 - o Green Business Professionals: Marketing, Advertising, Financial Services, Consultation and Standards (5,900 Individuals)
 - o Green Tech Professionals: CleanTech, Energy and Engineering (1,100 Individuals)
 - o Building Professionals: Construction, Transportation, Infrastructure, Urban Planning and Development (3,300 Individuals)
 - o Design Professional: Architecture, Design, Landscape Architecture and Interior Design (4,000 Individuals)
 - o Real Estate Professionals: Facility Operations, Facilities Management, Building Inspection and Real Estate (800 Individuals)
 - o Product Professionals: Product Development and Manufacturing (150 Individuals)
 - B. Position
 - o President / CEO / Business Owner (4,800 Individuals)
 - o VP / CFO / COO (630 Individuals)
 - o Director / Manager (2800 Individuals)
 - o Decision Maker (4300 Individuals)
 - o Non-management (2400 Individuals)
 - C. State of residence

What's Needed to Get Started

- You must create an exclusive offer for the West Coast Green audience that will provide value to them (i.e. A discount on products or services or unique offering)
- You must provide the email creative and all logos in at least 300 dpi resolution

Pricing

- Set Up Fee: \$250/ mailing
- Full Database Price: \$400.00/thousand (Total Cost \$9,600)
- Custom Selection Price: \$500.00/thousand
 - o Additional selections add \$75/thousand
- Option to re-send to unopened recipients 1X within 1 month of original mail at: \$200/thousand
- Pricing subject to change in months immediately preceding the conference

