

PRO CONNECT SUSTAINABILITY | 2021



AIA 2030 Commitment

ASHRAE 189.1
BOMA 360
BREEAM US
CALgreen
CHPS

Cradle to Cradle

Declare
Energy Star
EPA WaterSense

EPD

Fitwel
FSC

Green Apple

Green Globes GREENGUARD

Green Seal
GreenScreen
HERS
HPD
IECC

Living Building Challenge

Living Product Challenge
NAHB National Green Building
Standard

NZEB PHIUS+

RESNET

SFI

SCS Environmentally Preferable

Product

SPIRE
TRUE Zero Waste
Parksmart
PEER

RELi

RESET
UL Verified Healthy Building

WELL BUILDING STANDARD

PRO CONNECT

Sustainability | Wellness | Resilience

PROCONNECT SUSTAINABILITY | WELLNESS | RESILIENCE (November 2-3, 11am to 4:25pm ET) places your sales and marketing team directly in front of prescreened "green building" Specifiers – Chief Sustainability Officers, LEED Fellows, "net zero" specialists, health and wellness experts, and resilience pros – at the top architecture, engineering, construction, and real estate development firms in the U.S. and Canada.

These are the professionals who have firmwide responsibility for evaluating and specifying products for LEED and other environmental, health/wellness, and durability/resilience certifications across numerous building types – notably Multifamily, Healthcare, Office/Workplace, Hospitality, Retail, Cultural, Government, and Sports/Recreation.

You'll have 14-16 in-depth, one-on-one meetings (25 minutes each) to describe the benefits of your products, services, and technologies – especially how they can produce energy and water savings, improve building occupier health and wellness, and enhance structural resilience and durability.

For more information, contact: Dan Gardner • dgardner@sgcmail.com • 989.860.7930

WHY SPONSORS LIKE THE PROCONNECT FORMAT

1. ONE-ON-ONE MEETINGS WITH TOP-LEVEL "GREEN BUILDING" SPECIFIERS. The ProCONNECT staff spend 3-4 months to research and prequalify the most high-performing environmental, wellness, and resilience experts for you to meet with. Platinum Sponsors get 16 meetings; Gold Sponsors, 14 meetings – with the leading Architects, Engineers, Contractors, and Developers from the top green building firms in North America.

2. HIGH RETURN ON YOUR INVESTMENT. No trade show or conference can give you the ROI that **ProCONNECT Sustainability | Wellness | Resilience** delivers. There's no standing around waiting for prospects to come to your booth. All meetings are scheduled well ahead, so you have plenty of time to plan for them. We deliver prequalified "green building" Product Specifiers who have the authority to recommend and specify your products to their entire company, across the firm's entire building portfolio.

3. SPONSORSHIPS LIMITED BY CATEGORY. To maximize the opportunity for your sales team, we limit the number of Sponsors in any single product category (first come, first served) — unlike a trade show, where all your competitors are present.

At ProCONNECT, your brand stands out.

WHAT YOU GET FOR YOUR INVESTMENT

Benefits/ Sponsor Fee	Virtual ProCONNECT	
	Platinum (Limit: 5) \$8,500	Gold \$6,000
Guaranteed One-on-One Meetings*	16	14
Company Representatives	4	2
Logo on Event Signage	X	X
AIA Continuing Education credits	X	X
60-Second Commercial	X	
5-minute Presentation to Full Audience	X	
Complete Contact List of All Attendees	X	X

* Meetings are 25 minutes each.

PROCONNECT'S PROVEN RECORD OF SUCCESS

In the past three years, SGC Horizon has produced 19 highly successful ProCONNECT events – including 7 "virtual" ones – for a total of 8,631 meetings between Attendees and Sponsors!



'BEST ROI IN THE INDUSTRY'
"ProCONNECT is the premier event in our industry — the best ROI that we've found."

– Vice President, National Sales (11-time Sponsor)



'STREAMLINES' THE SALES PROCESS
 "We spend enormous amounts of time just figuring out who the decision makers are and working our way toward them. The ProCONNECT format really streamlines that process for us."

– Channel Sales Leader (First-time Sponsor)



'A LOT OF GOOD LEADS' "The meetings were fantastic. Well worth it."

– National Sales Manager (First-time Sponsor)



SURPRISE! NEW PROSPECTS!
 "I was surprised by the number of Attendees who were meeting our company for the first time. This was definitely a positive aspect of the event."

– Sales Manager (2-time Sponsor)