SUSTAINABILITY & HEALTH PRODUCT TRANSPARENCY LIBRARY
CREATED BY INDUSTRY, FOR INDUSTRY.

mindful MATERIALS (mM) grew out of manufacturers and practitioners across the building industry taking initiative to address a shared challenge. Through your collective investment, mM is providing the industry with the consolidated, impartial, comprehensive sustainability, health and transparency product data that has been consistently demanded for two decades.

The mM Library continues to gain consistent annual growth.

By Q4 2019 | 7000+ individual mM Practitioner Users and 100 mM companies with 5+ Users.

INDUSTRY VOLUNTEERS, BACKBONE PARTNERS & FUNDRAISING
SUPPORT mM GROWTH.

• mM industry engagement, events, user support and administrative needs are funded by sponsorship.
• mM collaborative initiatives, resource creation, mM Library criteria & search filters and industry activities are driven by dedicated volunteers from 40+ companies, nation wide.
• mM technology and product submission review is supported by backbone and knowledge partners.

SPONSOR INDUSTRY EVENTS. LEARN. ENGAGE. DIALOGUE.

• 20% average increase in mM User registration surrounds every mM industry event.
• mM Library connects PEOPLE with PRODUCTS.
• mM dynamic Annual Industry Event Series connects PEOPLE with PEOPLE.
• Celebrate your brand as an industry leader in health & sustainability at all mM Industry events.
• Industry sponsorship funds ensure the continued growth and success of the mM Library.

The mindful MATERIALS L3C, incorporated in April 2019, is a purpose-driven LLC owned and operated by participants of the mindful MATERIALS Collaborative; the inclusive network of building industry professionals and companies behind the mindful MATERIALS Library (mM)

SPONSOR CONTACT: JOAN KAUFMAN | mM Market Development | jkaufman@mindfulmaterials.com | 630-293-0618
2020 EVENT SPONSORSHIP MANUFACTURERS

ANNUAL SPONSORSHIP

<table>
<thead>
<tr>
<th>VISIBILITY + RECOGNITION</th>
<th>PROGRAM SPONSOR</th>
<th>BUILDING LEADER</th>
<th>TREND SETTER</th>
<th>MINDFUL FRIEND</th>
</tr>
</thead>
<tbody>
<tr>
<td>$25,000</td>
<td>$15,000</td>
<td>$7,500</td>
<td>$3,500</td>
<td></td>
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</tbody>
</table>

PUBLIC RECOGNITION

- mM Program Sponsor
- Up to TWO brands recognized as mM sponsors

DISCOUNTS

- Origin Enhanced Analytics* ($2500 for one brand)
- GREENBUILD mM Pavilion booth ($1000 for one brand)

EVENT VISIBILITY

- New! Invite + Event:: Sector specific mM event*
- Invite + Event:: mM 2020 AIA Nat’l conference expo floor event
- GREENBUILD 2020 mM Pavilion Booth included (value $8000 for one brand)
- Invite + Event:: Sector Specific mM event OR
  mM 2020 AIA Nat’l conference expo floor event
- mM Core Event Series speaking opportunity
- Invite + Event:: mM Core Industry Event Series*
- Post Event: mM Core Event Series follow-up communication

RECOGNITION

- Social media: Sponsor announcement
- mM website: Company logo

SOFTWARE TOOLS

- Origin Enhanced Account (value $1500 for one brand)

FOOTNOTES

- 2020 Sector Specific mM Event - ONE mM event @ a major sector conference (Healthcare, Facility Management, Retail, Workplace, Education, etc.)
- 2020 AIA National Conference expo floor event (Los Angeles, May)
- 2020 mM Core Event Series: FOUR mM events @ ILFI Un Conference (May, Seattle), NeoCon (June, Chicago), ILFI LPE (Fall), TBD/CaGBC Conference (June, Toronto).
- GREENBUILD 2020 3rd annual mM Pavilion Booth - turn key booth solution available to mM manufacturers.
- Origin Enhanced Analytics discount valid on annual subscriptions.

MANAGEMENT OF SPONSORSHIP FUNDS

- Event execution, industry engagement, marketing technology support, administrative and development staff.
- Propeller Industries: provides financial management for mindful MATERIALS, L3C with oversight by the mM Financial Oversight Committee.
- Sponsors may display mM logo in corporate marketing materials in accordance with mM logo guidelines.

2020 GOALS

<table>
<thead>
<tr>
<th>2020 GOALS</th>
<th>$300,000</th>
<th>30 Manufacturers</th>
<th>10,000 Users</th>
<th>20,000 materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>$180,000</td>
<td>14 manufacturers</td>
<td>7,000</td>
<td>10,000</td>
</tr>
<tr>
<td>2018</td>
<td>$95,000</td>
<td>14 manufacturers</td>
<td>3,000</td>
<td>5,600</td>
</tr>
<tr>
<td>2017</td>
<td>$55,000</td>
<td>13 manufacturers</td>
<td>-</td>
<td>1,800</td>
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SPONSORED EVENTS SERIES OVERVIEW
RAISE AWARENESS AND SHOWCASE LEADERSHIP

- mM event sponsorship provides a vehicle to showcase a commitment to health & sustainability product information and mM Library growth.
- mM events goals: Raise awareness & engagement of mM with new & existing users.
- ALL mM hosted events are FREE & open to EVERYONE.
  - mM events are completely inclusive for all Users - manufacturers & practitioners
- All mM events are promoted via mM newsletters, social media and mM website.
  - Sponsors are encourage to promote all mM events and highlight their sponsorship.
- mM events are typically hosted at a local A&D, Contractor or Owner mM supporter office
- mM Sponsors receive targeted emails regarding events details and are encouraged to invite their local sales staff & clients.
- Sponsor Event recognition:
  - Sponsor logo on a sponsor slide presented during the event.
  - Verbal “thank you” to all sponsors and the role they play in the growth of mM
- Sponsor Invite recognition:
  - Sponsor company name is included in the event invitation.
- mM CORE events series has increased in 2020 from three (in previous 3 years) to four events
  - No event substitutions can be given on sponsorship packages.
- Greenbuild 2020 mM will maintain a strong presence on the expo floor with a growing mM pavilion and participation in the MATERIALIZE series of curated expo floor education.