



# BRIGHTFIELDS 2019 NEW ENGLAND

*A SOLAR ENERGY DEVELOPMENT EVENT  
POWERING UP GREENFIELDS, GREYFIELDS  
BROWNFIELDS & LANDFILLS IN THE NORTHEAST*

## July 23

### Manchester, New Hampshire

At the Falls Event Center

IN COLLABORATION WITH:

## NEW HAMPSHIRE REGIONAL PLANNING COMMISSIONS





# **BRIGHTFIELDS 2019 - NEW ENGLAND**

## ***BRIGHTENING GREENFIELDS, LANDFILLS & BROWNFIELDS***

[BrownfieldListings.com](http://BrownfieldListings.com) (BL), the premier real estate redevelopment platform, is bringing another dynamic and interactive solar development event to beautiful Manchester, New Hampshire this summer! Taking place at the Falls Event Center in the heart of downtown on July 23, [Brightfields 2019 - New England](#) will bring together solar developers, real estate professionals, property owners, communities, policy makers and a very large diversity of other professionals for illuminating educational sessions, active networking and live market-making!

Anyone may attend this power-packed brightfield marketplace event to hear the freshest industry insights from public and private sector experts, to ask technical questions to trained professionals, and to make direct connections via the opt-in [SOLAR MARKET MIXER](#)—a dynamic face-to-face networking program connecting [SOLAR DEVELOPERS](#) and [LANDOWNERS & COMMUNITIES](#) as well as other [SOLAR PROFESSIONALS](#). Anyone with a greenfield, greyfield, brownfield or landfill can add their potential solar development site(s) to the mix and attend the entire free!

Focusing on non-rooftop solar development in the Northeast, [Brightfields 2019 - New England](#) will cultivate the region's brightfield potential with compelling programming that provides attendees with both the basic, need-to-know info required to boot up a brightfield project as well as the tips and best practices able to overcome development obstacles and advance projects on more difficult sites through to success. The elite speaker lineup features some of today's foremost practitioners, including representatives from regulating and permitting agencies.

The region's brighter future will begin anew in Manchester on July 23 when hundreds convene at the year's must-attend event for:

- (1) landowners, communities, property managers and anyone seriously interested in the development of solar energy on land (rather than rooftops), especially marginal lands, either in rural or urban areas;
- (2) solar developers seeking land for purchase or lease;
- (3) public and private sector professionals working in the solar space;
- (4) anyone motivated towards utilizing greenfields, greyfields, brownfields, landfills, Superfund sites and any other unproductive parcel to generate solar power; or
- (5) anyone wanting to learn more about the application of solar energy on the land (as opposed to rooftops), particularly brownfield, landfill and other contaminated real estate.

Attendees to this limited-seat solar development event can connect to other landowners & communities, solar pros & practitioners, real estate experts, public officials, solar developers, site selectors, investors and dealmakers in a series of both formal and informal networking activities, including the dynamic [SOLAR MARKET MIXER](#) and on site technical assistance consultations.

## ***LANDOWNERS & COMMUNITIES WITH POTENTIAL SITES ATTEND FREE!***

### **ABOUT BROWNFIELD LISTINGS**

[BrownfieldListings.com](http://BrownfieldListings.com) (BL) is a multipurpose online real estate marketplace and project platform. The BL ecosystem includes over 25,000 property owners, real estate developers, renewable energy developers, vendors, law firms, consulting practices, public and private sector professionals, private corporations, economic development corporations, nonprofits, land banks, cities, towns, state governments and federal agencies who connect on BL to list properties, post projects, publish profiles and share information. Since BL's launch in support of the National Brownfields Training Conference in Chicago (Brownfields 2015) by organizing and operating the "Economic Redevelopment Forum Marketplace," BL's been actively engaged in stimulating real world connections at physical conferences around the U.S.



**Brightfields 2019 - New England** will assemble all the stakeholders essential to a successful solar development in one place at one time. Attendees will benefit from its high caliber need-to-know educational sessions, which are scheduled along 2 separate tracks. The 'landowners track' will focus on owner-side issues developing land ~1+ acre in size for solar power production, while the 'solar developers' track will focus on navigating the ins & outs of solar development itself, with both tracks paying specific respect to transacting & developing on greyfield, brownfield, landfill, Superfund and other previously developed land. On site technical assistance will also be available courtesy of U.S. EPA's TAB program.

## DUAL TRACK EDUCATIONAL PROGRAMMING

Anyone may attend any session on either track at any time. Please attend your preferred session:

### LANDOWNERS & COMMUNITIES

Topics will include:

- Municipal solar development
- How-to and success stories
- Leases, RFPs/RFQs, risk, insurance and deal structure
- Feasibility & financial viability
- Brownfield grants & other public brightfield financing
- Zoning, permits and land use considerations
- \* Technology updates & exhibits
- \* Fresh solar market update & forecast
- \* National policy update AND select state specific briefs

## TWO INTERACTIVE NETWORKING FORMATS

### SOLAR MARKET MIXER

Landowners/managers and solar developers may opt-in to participate in a preferenced-matched round robin meeting forum in the afternoon to get face-to-face in short, timed conversations. In this dynamic format:

- Participants will receive info sheets on mixer counterparts in advance to prime conversations, including a briefing book for your use during the event.
- Participants may bring any (small) table-top displays, marketing brochures, info sheets or takeaway items.
- Participating property owners will also be featured in an exclusive site map showcasing sites at each event.
- Property owners will also receive complimentary upgrades on BrownfieldListings.com and preparatory technical support from BL in advance of the event.
- Property owners/managers may also receive additional technical assistance in advance from BL's nonprofit partners (if eligible).
- Solar Developers & Professionals can receive complementary profiles featured on BrownfieldListings.com
- \*Pre-event registration required. NO SAME-DAY EXCEPTIONS.
- \*\*Property owners/managers who register properties in the mixer attend the entire event free of charge.

### SOLAR DEVELOPERS & PROFESSIONALS

Topics will include:

- Brightfields & Brownfields 101: Development basics
- Brightfields 300: Landfills & Superfund
- Acquiring and developing contaminated properties
- Risk mitigation and insurance
- State & federal regulatory regime reviews
- \* Market forecast and technology update
- \* Fresh solar market update
- \* National policy update AND select state specific briefs

\*Shared topics. \*Shared topics.

### OFFICE HOURS & TECHNICAL ASSISTANCE

EPA's Technical Assistance to Brownfield (TAB) experts will be available at the event to field questions and provide guidance to attendees, including the Center for Creative Land Recycling. TAB expert "office hours" will accommodate walk-in consultations, and reservations will also be available to book dedicated meetings with the most appropriate TAB provider and expert.

Types of Q&A TAB assistance available include:

- Guidance on state and federal funding opportunities.
- Explaining laws and navigating regulatory programs.
- Tips for contract & consultant procurement (RFP/Qs, evaluation criteria, consultant selection, etc.).
- Community visioning and planning best practices.
- Brownfield basics and troubleshooting.

\* EPA's TABs provide robust technical assistance, including detailed grant application review & critique, developing Strategic Plans and developing Community Specific Site Evaluations, but only to eligible entities.

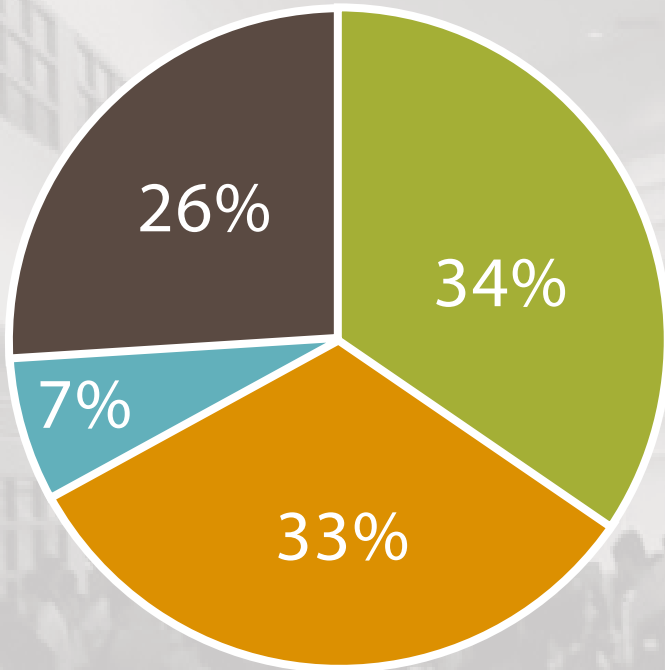
\*\*Property owners taking advantage of this technical assistance can also receive free upgrades of their digital content on BL.



## AUDIENCE AT THE LAST BL SOLAR DEVELOPMENT EVENT

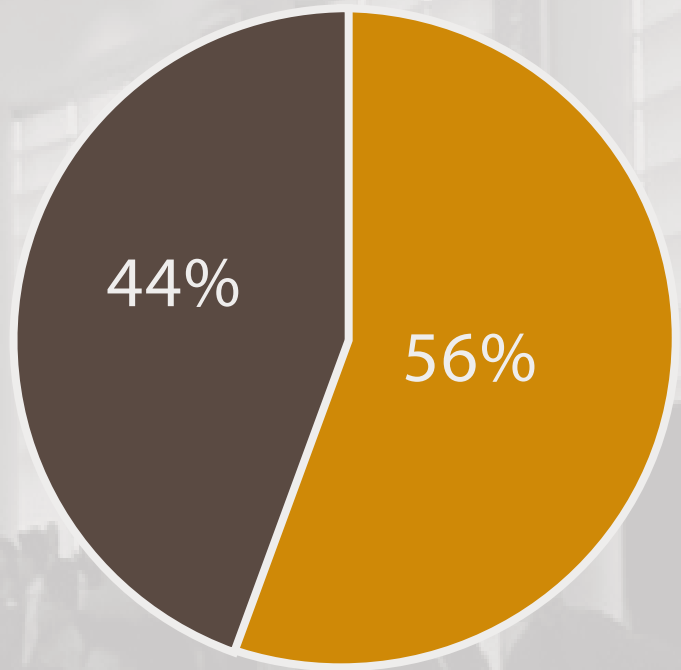
BL's brightfield series typically draws ~200 attendees, although we expect many more attendees for this incredibly illuminating, timely and substantive event in Manchester. An attendee breakdown from previous events is provided below, including a specific breakdown of participants in the last **SOLAR MARKET MIXER**:

**TOTAL ATTENDEE BREAKDOWN**



- Public/private pros and members of the public
- Developers
- Landowners / Communities
- Nonprofits

**MIXER PARTICIPANT BREAKDOWN**



- Solar Developers
- Landowners / Communities

## TESTIMONIALS FROM PROPERTY OWNERS - WHO CAN ATTEND FREE!

**Tom Barrasso**  
Director of Energy & Env. Affairs  
City of Amesbury, MA

"Thank you for the exposure at the conference. We had an excellent response [Amesbury's solar on landfill project] RFP achieved the highest amount of interest (of any project) in Amesbury history. And I've had a lot of positive feedback from the event."

**Emily Fultz, AICP**  
Director of Community Development  
City of Columbia, IL

"Attending the conference left me with a much better understanding of not only wide-ranging scope of solar projects, but the incentives available for financing such projects. I listed the City's RFQ on BL and received a great response from developers across the country. Had it not been for the networking and education provided at the conference, the City would be far behind in the race to develop solar on brownfields in Illinois."

**Scott Tess**  
Environmental Sustainability Manager  
City of Urbana, IL

"The event was a great opportunity to inform our procurement process and meet relevant developers eager to respond to our procurement offering."

**Bob Ellis**  
Fulton County Commissioner  
Fulton County, IL

"Our experience at the conference was invaluable; especially the helping Fulton County better understanding brownfield development."



## INDIVIDUAL REGISTRATION FEES BY CLASS

### Landowners and Communities

<h1>\$0*</h1>	<p><b>Agenda</b></p> <ul style="list-style-type: none"> <li>- Breakfast with coffee, eggs &amp; bacon</li> <li>- Educational program</li> <li>- Lunch</li> <li>- Solar Market Mixer (optional)</li> <li>- Technical assistance Q&amp;A (optional)</li> <li>- Afternoon tea &amp; refreshments</li> <li>- Exhibitor meet &amp; greet</li> <li>- Networking events</li> </ul>	<p><b>Solar Market Mixer</b></p> <ul style="list-style-type: none"> <li>-No additional cost</li> <li>-Pre-event registration required</li> </ul> <p><b>Technical Assistance Q&amp;A</b></p> <ul style="list-style-type: none"> <li>-No additional cost</li> <li>-Pre-scheduled meetings available</li> </ul>
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**\*LANDOWNERS & COMMUNITIES ENTERING 1+ SITE INTO THE SOLAR MARKET MIXER MAY ATTEND FREE!**

### Solar Developers, Vendors and Professionals

<h1>\$200*</h1>	<p><b>Agenda</b></p> <ul style="list-style-type: none"> <li>- Breakfast with coffee, eggs &amp; bacon</li> <li>- Educational program</li> <li>- Lunch</li> <li>- Solar Market Mixer (optional)</li> <li>- Technical assistance Q&amp;A (optional)</li> <li>- Afternoon tea &amp; refreshments</li> <li>- Exhibitor meet &amp; greet</li> <li>- Networking events</li> </ul>	<p><b>Solar Market Mixer</b></p> <ul style="list-style-type: none"> <li>-No additional cost</li> <li>-Pre-event registration required</li> </ul> <p><b>Technical Assistance Q&amp;A</b></p> <ul style="list-style-type: none"> <li>-No additional cost</li> <li>-Pre-scheduled meetings available</li> </ul>
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**\*SPONSORS AND EXHIBITORS RECEIVE A NUMBER OF INCLUDED REGISTRATIONS**

### Nonprofits, Institutions and General Public

<h1>\$150*</h1>	<p><b>Agenda</b></p> <ul style="list-style-type: none"> <li>- Breakfast with coffee, eggs &amp; bacon</li> <li>- Educational program</li> <li>- Lunch</li> <li>- Technical assistance Q&amp;A</li> <li>- Afternoon tea</li> <li>- Exhibitor meet &amp; greet</li> <li>- Networking events (other than the Solar Market Mixer)</li> </ul>	<p><b>Technical Assistance Q&amp;A</b></p> <ul style="list-style-type: none"> <li>-No additional cost</li> <li>-Pre-scheduled meetings available</li> </ul>
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**\*ONLY LANDOWNERS/COMMUNITIES WITH SITES & SOLAR DEVELOPERS/VENDORS MAY SIT IN THE MIXER**

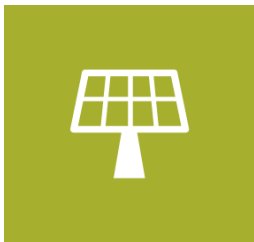
\*Registration for the event will be available on BrownfieldListings.com, including specific registration for the Solar Market Mixer that must be completed 48 hours prior to the day of the event. For questions about registration, exhibiting or sponsorship opportunities please email BL at [info@BrownfieldListings.com](mailto:info@BrownfieldListings.com)



## ONLINE MARKETPLACE PLACEMENT

Participants with sites and sponsors will receive highly visible placement embedded in the event’s online presence—including a web-based marketplace map. Attendees with potential opportunities can also post their site(s) at no additional cost on the online marketplace hosted on [BrownfieldListings.com](http://BrownfieldListings.com), which will serve as a focal point of the event’s marketplace activities and be referenced repeatedly by conference attendees prior to the event and afterwards by an even larger online audience.

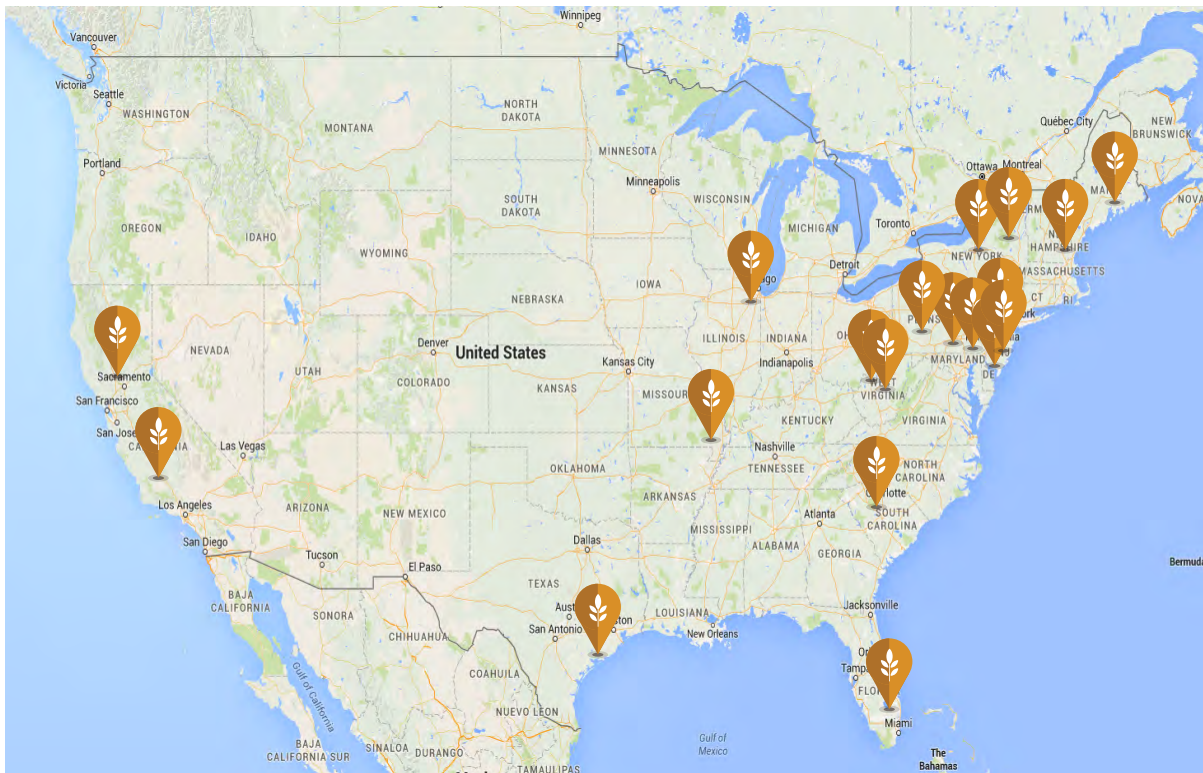
### EXAMPLE OF THE ONLINE BRIGHTFIELD MARKETPLACE MAP



#### PROPERTIES SEEKING SOLAR ENERGY DEVELOPMENT

This featured site map was used by attendees to the solar energy development event in Newark, New Jersey June 19, 2018 with greenfields, brownfields, pre- & post-closure landfills, farmland, old mine sites, surplus land and small parcels. Email your questions about [Brightfields 2019 - New England](http://Brightfields 2019 - New England) to [info@brownfieldlistings.com](mailto:info@brownfieldlistings.com).

This solar marketplace site map is brought to you by our generous brightfield sponsors:



Listing Type	Street Address	City	State	Primary Status	Acres	Price
Premium	Corner of South Mt. Shasta Blvd and Mountain View Dr.	Mt. Shasta	CA	Brownfield	127	Negotiable

1 2 3 4 5 12 Next



## SPONSORING BRIGHTFIELDS 2019 - NEW ENGLAND

**Brightfields 2019 - New England** sponsors join BL side-by-side as it activates and invigorates this live, in-person solar marketplace event that brings together hundreds of stakeholders and decision-makers from across North America. The event's powerful blended format of educational and market-making components create electric levels of interest and engagement. Attracted by both top caliber educational programming and live-fire marketplace activities, every attendee comes highly motivated to learn and/or make a deal—often bringing with them burning questions, specific interests and/or actionable projects.

No similar pop-up solar marketplace exists to power up live dealmaking and on-site technical assistance in the same place and time, nor anything backed up by BL's online marketplace and international economic development ecosystem 25,000 strong.

And you can join this unique campaign and build your brand in the same online space and physical place where **LANDOWNERS & COMMUNITIES** will bring sites for potential solar development and where **SOLAR DEVELOPERS & VENDORS** seek them out!

**Brightfields 2019 - New England** provides opportunities to actively and openly support the burgeoning brightfield market,

### LEAD SPONSOR - \$10,000 - LIMIT ONE PER INDUSTRY CLASS

- Event branded 'Brought to you by (YOU)' with a dedicated & exclusive full-audience speaking opportunity.
- Top logo placement in all event-related materials, blogs and e-blasts before and after event (incl. hyperlink).
- Up to 8 individual event registrations.
- 1 exhibit table during the event, 1st choices of location.
- 1 copy of the final ATTENDEE LIST, including contact info.
- 1 sponsor-authored article featured on BL's website and in the BL Newsletter.
- Profile populated and featured on BL for 6 months.
- Speaker nominations short-listed for placement on the agenda of the educational programming.
- Social media shout-outs, sharing and engagements leading up to the event and in follow through afterwards.

### SUPPORTING SPONSORS - \$5,000

- Logo & hyperlink placement in all event-related materials, blogs and e-blasts before and after event.
- Up to 3 individual event registrations included.
- 1 exhibit table during the event.
- 1 copy of the final ATTENDEE LIST, including contact info.
- Hyperlinked logo placement in online event materials.
- Profile populated and featured on BL for 3 months.
- Speaker nominations short-listed for placement on the agenda of the educational programming.
- Social media shout-outs, sharing and engagements leading up to the event and in follow through afterwards.

### BREAKFAST SPONSORS - \$1,500 (each)

### LUNCH SPONSORS - \$2,500 (each)

### BREAK SPONSORS - \$700 (each)

- Exclusive branding/placement during individual food services
- Hyperlinked or printed logo placement in event materials.
- 1-2 conference registrations.

\*Limit one featured food service sponsor per breakfast, lunch or break where food and/or beverages are shared.

### EXHIBITORS - \$1,000

- 1 conference registration.
- 1 exhibit table during the event.
- Logo placement in preceding online marketing materials.
- Logo placement in materials printed for use at the event.

### LEAD GENERATION & WARM INTRODUCTIONS

Sponsors will receive a list of every attendee's contact info following the event, including detailed participation from the **SOLAR MARKET MIXER** as well as a preliminary list of event registrants ~24-36 hours prior to the event. In the course of the **Brightfields 2019 - New England** campaign, BL may discover opportunities aligned with sponsor interests to pass through. BL will make direct introductions to potential opportunities that fit the criteria you provide, but BL cannot guarantee they will be successful. Any lead discovery BL provides is a courtesy extended in thanks to the commitment of brightfield event sponsors. BL is not a broker nor does it take a stake in any specific outcome of any transaction. It's in BL's general interest to make quality connections and develop momentum towards successful outcomes while it works to foster a robust, open & fair market.