



GREENBUILD 2010

Residential Summit

CHICAGO, NOVEMBER 18, 2010

SPONSOR OVERVIEW

The Greenbuild Residential Summit is a unique event that brings together leaders in the residential green building industry for two days of information sessions, networking and sharing of best practices.

This year's multi-day Summit will feature targeted educational tracks, an opening general session, as well as the exclusive USGBC Hanley Award Dinner. The Second Annual USGBC Hanley Award Dinner will feature the presentation of the Hanley Award for Vision and Leadership in Sustainable Housing to a visionary in green building. The award is a \$50,000 prize and represents the largest award ever established for advancing sustainable housing.

Companies have the option to sponsor the Residential Summit and the USGBC Hanley Award Dinner by choosing from one of the Residential Summit Sponsorship packages (see page 2). These items can go toward the levels which pertain to general Greenbuild sponsorship levels (see right). For example, a company can sponsor the Residential Summit Education Learning Session Track and become a Greenbuild Silver level sponsor (\$25,000). The Residential Summit items can also be combined with Greenbuild sponsorship items (see page 3) to reach the level and recognition you desire.

TO LEARN MORE, CONTACT:

Sponsorship Office
U.S. Green Building Council
sponsor@usgbc.org

www.greenbuildexpo.org/residential-summit



SPONSORSHIP OPPORTUNITIES & PRICING

GENERAL GREENBUILD SPONSORSHIP LEVELS APPLY:

PLATINUM (\$75,000+):

- Complimentary 10' x 10' exhibit hall space
- Logo recognition in registration brochures
- Use of Greenbuild logo for one year on outside advertising
- 8 complimentary registrations to conference
- Priority booth selection for Greenbuild 2011
- Recognition in conference program booklet (including website and company description)
- Advance recognition on Greenbuild sponsor web page with hyperlink to company website
- 10 invitations to USGBC VIP Reception
- Prominent logo on exhibition hall entrance sign(s)
- Sponsor sign for booth indicating sponsor level
- 10 VIP seats at all plenary sessions for full conference registrants
- VIP sponsor ribbons for your staff
- Recognition in Greenbuild newsletters

GOLD (\$50,000+):

- 5 complimentary registrations to conference
- Logo recognition in registration brochures
- Recognition in conference program booklet (including website and company description)
- Priority booth selection for Greenbuild 2011
- Advance recognition on Greenbuild sponsor web page with hyperlink to company website
- 8 invitations to USGBC VIP Reception
- Prominent logo on exhibition hall entrance sign(s)
- Sponsor sign for booth indicating sponsor level
- 8 VIP seats at all plenary sessions for full conference registrants
- VIP sponsor ribbons for your staff
- Recognition in Greenbuild newsletters

SILVER (\$25,000+):

- 1 complimentary registration to conference
- Logo recognition in registration brochures
- Recognition in conference program booklet (including website and company description)
- Priority booth selection for Greenbuild 2011
- Advance recognition on Greenbuild sponsor web page with hyperlink to company website
- 6 invitations to USGBC VIP Reception
- Logo on exhibition hall entrance sign(s)
- Sponsor sign for booth indicating sponsor level
- 6 VIP seats at all plenary sessions for full conference registrants
- VIP sponsor ribbons for your staff
- Recognition in Greenbuild newsletters

GREENLEADER (\$10,000+):

- Logo recognition in registration brochures
- Advance recognition on Greenbuild sponsor web page with hyperlink to company website
- Recognition in conference program booklet (including website and company description)
- 4 invitations to USGBC VIP Reception
- Logo on exhibition hall entrance sign(s)
- Sponsor sign for booth indicating sponsor level
- 4 VIP seats at all plenary sessions for full conference registrants
- VIP sponsor ribbons for your staff
- Recognition in Greenbuild newsletters

RESIDENTIAL SUMMIT SPONSORSHIP PACKAGES & PRICING

RESIDENTIAL SUMMIT PLENARY/KEYNOTE SESSION (1 AVAILABLE)

\$25,000

- Welcoming remarks of 3-5 minutes (800-1,000 attendees anticipated)
 - Company logo on podium/room signage and on slide at beginning and end of session
 - Prominent company logo on Residential Summit entrance signage
 - Company recognized verbally at the USGBC Hanley Award Dinner by USGBC leadership representative
 - Company logo on signage at the USGBC Hanley Award Dinner and on slide during presentation
 - One prominent/reserved table (8 seats) at the USGBC Hanley Award Dinner
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RESIDENTIAL SUMMIT EDUCATION LEARNING SESSION TRACKS (1 AVAILABLE)

\$25,000

- Company logo on podium/room signage for all Residential Summit educational sessions (1,000+ attendees anticipated) and exclusive slide at beginning and end of each session
 - Prominent company logo on Residential Summit entrance signage
 - Company recognized verbally at the USGBC Hanley Award Dinner by USGBC leadership representative
 - Company logo on signage at the USGBC Hanley Award Dinner and on slide during presentation
 - One prominent/reserved table (8 seats) at the USGBC Hanley Award Dinner
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USGBC HANLEY AWARD DINNER SUPPORTERS (6 AVAILABLE)

\$10,000

- Company logo on Residential Summit entrance signage
 - Company recognized verbally during the USGBC Hanley Award Dinner by USGBC leadership representative
 - Company logo on signage at the USGBC Hanley Award Dinner and on slide during presentation
 - One reserved table (8 seats) at the USGBC Hanley Award Dinner
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CYBER CAFE KIOSKS (5 AVAILABLE)

\$5,000

- Company logo on kick panels and screen savers at kiosk housing three computers

GENERAL GREENBUILD SPONSORSHIP OPPORTUNITIES AND PRICING

The opportunities listed below are designed to fit a variety of budgets and may be combined to meet the desired sponsorship level. For example, by sponsoring the Closing Plenary for \$50,000 and the Notepads for \$25,000, you will receive the benefits associated with those items as well as platinum sponsor benefits.

Title Sponsorship of Leadership Awards: As USGBC's co-host for the evening, the title sponsor will be featured in all promotional items and on the Greenbuild website. The title sponsor will also receive video advertising throughout the convention center leading up to the event, speaking and presentation opportunities during the awards ceremony, and recognition on all event signage and onsite handouts.	\$100,000	Pens: Your logo on thousands of pens in registrant tote bags	\$25,000
Opening Plenary/Keynote Session: Welcoming remarks, your logo on event signage, literature distribution opportunities	\$100,000	Conference Luncheon (2 Available): Your logo on signage/table tent cards, literature distribution opportunities	\$20,000
Conference Tote Bag: Your logo on thousands of registrant tote bags	\$75,000	Master Series (6 Available): Welcoming remarks, logo on room signage, distribution opportunities	\$20,000
Conference Foldout Map: Company logo, web address, booth number and 50-word description on printed conference foldout maps	\$75,000	USGBC VIP Reception: Welcoming remarks, your logo on event signage, literature distribution opportunities	\$20,000
Conference Registration: Your logo/hyperlink on all registration pages and confirmation e-mails sent to attendees	\$75,000	Press Room (3 Available): Your logo on signage, product/literature distribution opportunities	\$20,000
Lanyards: Your company's name printed on 20,000+ lanyards worn by all attendees	\$60,000	Green Building Job Fair: Your logo on signage and literature distribution opportunities	\$20,000
Closing Plenary/Keynote Session: Welcoming remarks, your logo on event signage, literature distribution opportunities	\$50,000	Assisted Registration Kiosk: Your logo on assisted registration kiosk panels	\$15,000
Exhibit Hall Opening Reception: Welcoming remarks, your logo on event signage, literature distribution opportunities	\$50,000	Conference CDs: Your logo and web address on the cover of the Greenbuild 2010 CD featuring keynote and session audio files and exhibitor collateral	\$10,000
Recycling Stations: Company logo on recycling stations throughout the convention center	\$50,000	Learning Session Track (16 Available): Your logo on room, podium signage and opening & closing slide of each session	\$10,000
Hotel Key Cards: Your logo on thousands of attendee hotel key cards	\$40,000	International Networking Lounge: Your logo on signage and literature distribution opportunities	\$10,000
Chapter Networking Garden: Your logo on signage, display/literature distribution opportunities located in the exhibit hall	\$40,000	Greenbuild Café: Your logo on signage, literature distribution opportunities	\$10,000
Hotel Shuttle Buses: Your logo on signage at the hotels, on shuttle buses, and convention center shuttle stops	\$40,000	Greenbuild Salons (2 Available): Welcoming remarks, logo on room signage, literature distribution opportunities	\$10,000
Registration Kiosks: Your logo on centrally located registration kiosk panels	\$30,000	Electronic Directionals: Your logo on the build-outs of 4-6 interactive signage screens relaying conference information	\$10,000
Wireless for All: Provide wireless internet for all attendees and develop a completely unique way to interact with attendees. Your logo on welcome page/signage throughout, hyperlink to company website, and recognition in conference program	\$30,000	Pre-Show Promotion E-mail (10 Available): Coupon sent twice electronically to all Greenbuild attendees promoting your exhibit offer	\$10,000
Executive Luncheon: Welcoming remarks, logo on room and podium signage, literature distribution opportunities	\$25,000	Cyber Café Kiosk (25 Available): Your logo on kiosk kick panels and screen savers at kiosk housing three computers	\$5,000
Film Festival: Welcoming remarks, logo on room signage, literature distribution opportunities, and the opportunity to place a short commercial before each film	\$25,000	Exhibit Hall Aisle Banner (25 Available): Your logo and booth number (or web address) on large visible banners	\$5,000
USGBC Board of Directors Session: Welcoming remarks, logo on room signage, literature distribution opportunities	\$25,000	Exhibitor E-Blast (5 Available): Company recognition and hyperlink on e-blasts sent to all exhibitors leading up to Greenbuild	\$5,000
Tote Bag Insert (3 Available): Unique item provided by sponsor for tote bag inclusion (this item must be pre-approved by USGBC)	\$25,000	Full-Day LEED Workshop (8 Available): Podium introduction, logo on room and podium signage and opening & closing slides	\$5,000
Volunteer T-Shirt: Your logo on t-shirts worn daily by 500+ conference volunteers	\$25,000	Full-Day Green Building Tours (10 Available): Your logo on signage and opening & closing slides; welcoming remarks	\$3,500
Notepads: Your logo on thousands of notepads in registrant tote bags	\$25,000	Half-Day LEED Workshop (10 Available): Podium introduction, logo on room and podium signage and opening & closing slides	\$2,500
Exhibit Hall Relaxation Area: Your logo on signage, literature distribution opportunities, recognition in conference program	\$25,000	Exhibit Hall Aisle Decal (50 Available): Your logo and booth number on a large floor decal within the expo hall floor	\$2,500
Networking Garden (3 Available): Your logo on signage, display/literature distribution opportunities	\$25,000	Coffee Break: Your logo on table tent cards and signage	\$2,500
Water Cooler Cups: Your logo on all corn cups used at water coolers stationed throughout the convention center	\$25,000	Exhibit Hall Pavilion Banner (4 Available): Your logo and booth number on a large visible banner. Available Pavilions include: Concrete, Wood, Residential and/or 500 mile	\$2,500
		Half-Day Green Building Tours (10 Available): Your logo on signage, welcoming remarks	\$2,500
		Passport to Prizes (36 Available): Your logo on exhibit hall "passport" used to enter prize drawings by attendees	\$2,000