

### SPONSOR OPPORTUNITIES

Set yourself apart in the green building community by investing in a sponsorship at the 2010 Greenbuild International Conference and Expo in Chicago. Attracting more than 27,000 attendees and 1,000 exhibiting companies in 2009, Greenbuild has set itself apart as an unrivaled industry event. As the green building movement continues to grow, a Greenbuild sponsorship demonstrates a commitment to a prosperous, sustainable future and offers incentives beyond name recognition. The continued support of our sponsors makes it possible for Greenbuild to continue to offer quality educational programming and new, exciting events each year.

The wide array of sponsorship opportunities Greenbuild offers (see back) allows us to help you find the most effective way to reach out to our attendees.

All sponsors are recognized prominently before, during and after the conference as leading supporters of Greenbuild and the green building movement. The opportunities listed on the prospectus are designed to fit a variety of budgets and may be combined to meet the desired levels (see right).

#### TO LEARN MORE, CONTACT:

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



[www.greenbuildexpo.org](http://www.greenbuildexpo.org)

## SPONSORSHIP LEVELS

### PLATINUM

\$75,000 AND ABOVE

- Complimentary 10' x 10' exhibit hall space
- Use of Greenbuild logo for one year on outside advertising
- 8 complimentary registrations to conference
- Priority booth selection for Greenbuild 2011
- Advance recognition on Greenbuild sponsor web page with hyperlink to company Web site
- Recognition in conference program booklet (including company description and web site)
- 10 invitations to USGBC VIP Reception
- Prominent logo on exhibition hall entrance sign
- 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 distributed to 30,000

### GOLD

\$50,000 AND ABOVE

- 5 complimentary registrations to conference
- Priority booth selection for Greenbuild 2011
- Advance recognition on Greenbuild sponsor web page with hyperlink to company web site
- Recognition in conference program booklet (including company description and web site)
- 8 invitations to USGBC VIP Reception
- Prominent logo on exhibition hall entrance sign
- 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 distributed to 30,000

### SILVER

\$25,000 AND ABOVE

- 1 complimentary registration to conference
- Priority booth selection for Greenbuild 2011
- Advance recognition on Greenbuild sponsor web page with hyperlink to company web site
- Recognition in conference program booklet (including company description and web site)
- 6 invitations to USGBC VIP Reception
- Logo on exhibition hall entrance sign
- 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 distributed to 30,000

### GREENLEEDer

\$10,000 AND ABOVE

- Advance recognition on Greenbuild sponsor web page with hyperlink to company web site
- Recognition in conference program booklet (including company description and web site)
- 4 invitations to USGBC VIP Reception
- Logo on exhibition hall entrance sign
- 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 distributed to 30,000

## 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.

<b>Title Sponsorship of Leadership Awards: SPONSORED</b>	<b>\$100,000</b>	<b>Pens: SPONSORED</b>	<b>\$25,000</b>
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.		Your logo on thousands of pens in registrant tote bags	
<b>Opening Plenary/Keynote Session:</b>	<b>\$100,000</b>	<b>Knowledge Bar: SPONSORED</b>	<b>\$25,000</b>
Welcoming remarks, your logo on event signage, literature distribution opportunities		Your logo on knowledge bar signage and one company representative to participate and answer attendee questions for up to two hours	
<b>Conference Tote Bag: SPONSORED</b>	<b>\$75,000</b>	<b>Greenbuild Salons (2 Available):</b>	<b>\$25,000</b>
Your logo on thousands of registrant tote bags		Welcoming remarks, logo on room signage, literature distribution opportunities	
<b>Conference Foldout Map:</b>	<b>\$75,000</b>	<b>Master Series (1 Available):</b>	<b>\$25,000</b>
Company logo, web address, booth number and 50-word description on printed conference foldout maps		Welcoming remarks, logo on room signage, distribution opportunities	
<b>Conference Registration:</b>	<b>\$75,000</b>	<b>Conference Luncheon (2 Available):</b>	<b>\$25,000</b>
Your logo/hyperlink on all registration pages and confirmation e-mails sent to attendees		Your logo on signage/table tent cards, literature distribution opportunities	
<b>Exhibit Hall Opening Reception:</b>	<b>\$75,000</b>	<b>USGBC VIP Reception: SPONSORED</b>	<b>\$20,000</b>
Welcoming remarks, your logo on event signage, literature distribution opportunities		Welcoming remarks, your logo on event signage, literature distribution opportunities	
<b>Lanyards: SPONSORED</b>	<b>\$60,000</b>	<b>Press Room (3 Available):</b>	<b>\$20,000</b>
Your company's name printed on 20,000+ lanyards worn by all attendees		Your logo on signage, product/literature distribution opportunities	
<b>Closing Plenary/Keynote Session: SPONSORED</b>	<b>\$50,000</b>	<b>Green Building Job Fair: SPONSORED</b>	<b>\$20,000</b>
Welcoming remarks, your logo on event signage, literature distribution opportunities		Your logo on signage and literature distribution opportunities	
<b>Recycling Stations: SPONSORED</b>	<b>\$50,000</b>	<b>Assisted Registration Kiosk: SPONSORED</b>	<b>\$15,000</b>
Company logo on recycling stations throughout the convention center		Your logo on assisted registration kiosk panels	
<b>Wireless for All:</b>	<b>\$50,000</b>	<b>Conference CDs: SPONSORED</b>	<b>\$10,000</b>
Provide wireless internet for all attendees. Your logo on welcome page/signage throughout, hyperlink to company website, and recognition in conference program		Your logo and web address on the cover of the Greenbuild 2010 CD featuring keynote and session audio files and exhibitor collateral	
<b>Volunteers T-Shirt: SPONSORED</b>	<b>\$50,000</b>	<b>Learning Session Track (8 Available):</b>	<b>\$10,000</b>
Your logo on t-shirts worn daily by conference volunteers and communications, room signage and giveaway opportunity		Your logo on room, podium signage and opening & closing slide of each session	
<b>Education Program and Expo Guide Back Covers:</b>	<b>\$50,000</b>	<b>Greenbuild Café: SPONSORED</b>	<b>\$10,000</b>
Company logo, web site, booth number and 50-word description on back covers		Your logo on signage, literature distribution opportunities	
<b>Concourse Banners:</b>	<b>\$50,000</b>	<b>Electronic Directionals: SPONSORED</b>	<b>\$10,000</b>
Company logo and booth number (or web site) on 3 highly visible banners in main concourse		Your logo on the build-outs of 4-6 interactive signage screens relaying conference info	
<b>Hotel Key Cards: SPONSORED</b>	<b>\$40,000</b>	<b>Pre-Show Promotion E-mail (3 Remaining):</b>	<b>\$10,000</b>
Your logo on thousands of attendee hotel key cards		Coupon sent twice electronically to all Greenbuild attendees promoting your exhibit offer	
<b>Chapter Networking Garden:</b>	<b>\$40,000</b>	<b>Two-Day LEED Workshop (1 remaining):</b>	<b>\$7,500</b>
Your logo on signage, display/literature distribution opportunities located outside of the exhibit hall		Podium introduction, logo on room and podium signage and opening & closing slides	
<b>Hotel Shuttle Buses: SPONSORED</b>	<b>\$40,000</b>	<b>Cyber Café Kiosk (12 Available):</b>	<b>\$5,000</b>
Your logo on signage at the hotels, on shuttle buses, and convention center shuttle stops		Your logo on kiosk kick panels and screen savers at kiosk housing three computers	
<b>Film Festival: SPONSORED</b>	<b>\$40,000</b>	<b>Exhibit Hall Aisle Banner : SPONSORED</b>	<b>\$5,000</b>
Welcoming remarks, logo on room signage, literature distribution opportunities, and the opportunity to place a short commercial before each film		Your logo and booth number (or web address) on large visible banners	
<b>Executive Luncheon: SPONSORED</b>	<b>\$25,000</b>	<b>Exhibitor E-Blast (1 Available):</b>	<b>\$5,000</b>
Welcoming remarks, logo on room and podium signage, literature distribution opportunities		Company recognition and hyperlink on e-blasts sent to all exhibitors leading up to Greenbuild	
<b>VIP Lounge:</b>	<b>\$25,000</b>	<b>Full-Day LEED Workshop (7 Available):</b>	<b>\$5,000</b>
Your logo on signage/flat screen TV, display/literature distribution opportunities in the lounge, recognition on invitation sent to all VIPs		Podium introduction, logo on room and podium signage and opening & closing slides	
<b>Tote Bag Insert (3 Available):</b>	<b>\$25,000</b>	<b>Full-Day Green Building Tours (4 Available):</b>	<b>\$3,500</b>
Unique item provided by sponsor for tote bag inclusion (must be pre-approved by USGBC)		Your logo on signage and opening & closing slides; welcoming remarks	
<b>Notepads: SPONSORED</b>	<b>\$25,000</b>	<b>Half-Day LEED Workshop (3 Available):</b>	<b>\$2,500</b>
Your logo on thousands of notepads in registrant tote bags		Podium introduction, logo on room and podium signage and opening & closing slides	
<b>Exhibit Hall Relaxation Area: SPONSORED</b>	<b>\$25,000</b>	<b>Coffee Break: SPONSORED</b>	<b>\$2,500</b>
Your logo on signage, literature distribution opportunities, recognition in conference program		Your logo on table tent cards and signage	
<b>Networking Garden (3 Available):</b>	<b>\$25,000</b>	<b>Exhibit Hall Pavilion Banner (1 Available):</b>	<b>\$2,500</b>
Your logo on signage, display/literature distribution opportunities		Your logo and booth number on a large visible banner. Available Pavilions include: Wood.	
		<b>Half-Day Green Building Tours (17 Available):</b>	<b>\$2,500</b>
		Your logo on signage, welcoming remarks	
		<b>Passport to Prizes (9 Available):</b>	<b>\$2,000</b>
		Your logo on exhibit hall "passport" used to enter prize drawings by attendees	