



SPONSOR OPPORTUNITIES

Set yourself apart in the green building community by investing in a sponsorship at the 2011 Greenbuild International Conference and Expo in Toronto. Attracting more than 28,000 attendees and 1,000 exhibiting companies in 2010, 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 and maximize your visibility at the conference.

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 OR PROPOSE A UNIQUE SPONSORSHIP OPPORTUNITY, CONTACT:

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



greenbuildexpo.org

SPONSORSHIP LEVELS

PLATINUM

\$75,000 AND ABOVE

- Complimentary 10' x 10' exhibit hall space (Value: \$2,900 - 3,600)
- Use of Greenbuild logo for one year on outside advertising
- 8 complimentary registrations to conference (Value: \$5,600 - 7,800)
- 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
- Sign for booth indicating sponsor level
- 10 VIP seats at all plenary sessions for full conference registrants
- Sponsor recognition ribbons for your staff

GOLD

\$50,000 AND ABOVE

- 5 complimentary registrations to conference (Value: \$3,500 - 4,875)
- 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
- Sign for booth indicating sponsor level
- 8 VIP seats at all plenary sessions for full conference registrants
- Sponsor recognition ribbons for your staff

SILVER

\$25,000 AND ABOVE

- 1 complimentary registration to conference (Value: \$700 - 975)
- Advance recognition on Greenbuild sponsor web page with hyperlink to company website
- 6 invitations to USGBC VIP Reception
- Logo on exhibition hall entrance sign
- Sign for booth indicating sponsor level
- 6 VIP seats at all plenary sessions for full conference registrants
- Sponsor recognition ribbons for your staff

GREENLEEDer

\$10,000 AND ABOVE

- Advance recognition on Greenbuild sponsor web page with hyperlink to company website
- 4 invitations to USGBC VIP Reception
- Logo on exhibition hall entrance sign
- Sign for booth indicating sponsor level
- 4 VIP seats at all plenary sessions for full conference registrants
- Sponsor recognition ribbons for your staff

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.

DISPLAY SPONSORSHIPS: Your logo on signage and other displays will leave a lasting impression on Greenbuild attendees

CONFERENCE FOLDOUT MAP: \$75,000

Raise your profile in the expo hall. Sponsorship includes your logo, web address, booth number and 50-word company description on thousands of conference maps.

CONFERENCE TOTE BAG: SPONSORED

Be seen everywhere with your logo on thousands of attendee tote bags.

LANYARDS: SPONSORED

Gain recognition with your logo on lanyards distributed to all attendees.

ONLINE CONFERENCE REGISTRATION: \$75,000

Get a head start on advertising by sponsoring Greenbuild's online registration. Recognition includes your logo and hyperlink on all official registration confirmation emails.

RECYCLING STATIONS: SPONSORED

Show that your company means green by sponsoring Greenbuild recycling stations. Your logo will be featured on each station throughout the convention center.

SOCIAL NETWORKING LOUNGE: SPONSORED

Be a part of Greenbuild's newest activity hub and receive recognition with your logo on the lounge structure, two dedicated screens for your social media content, and recognition in the conference program. Greenbuild events may also be held at the Social Networking Lounge.

COMMUNITY NETWORKING GARDEN: \$25,000

Connect with the USGBC community with sponsorship of the Community Lounge. Sponsor will be recognized on lounge signage.

EDUCATION PROGRAM BACK COVER: SPONSORED

Get your message out there with an advertisement on the reverse of our Education Program - you provide the design! All designs must be pre-approved by USGBC.

EXHIBIT HALL RELAXATION AREA: \$25,000

Receive recognition on signs and table tents in the expo hall massage lounge. Sponsor may also provide a small giveaway.

EXPO GUIDE BACK COVER: SPONSORED

Be visible in the expo hall with an advertisement on the reverse of our Expo Guide - you provide the design! All designs must be pre-approved by USGBC.

LEED PERFORMANCE GALLERY: \$25,000

Be featured on the buildout of our gallery featuring high-performing LEED projects.

NETWORKING GARDEN (3 AVAILABLE): \$25,000

Connect with the USGBC community with sponsorship of a Networking Garden. Sponsor will be recognized on lounge signage and will receive a literature distribution opportunity.

PENS: \$25,000 SPONSORED

Have your logo printed on eco-friendly pens distributed in thousands of attendee tote bags.

TOTE BAG INSERT (3 AVAILABLE): \$25,000

Place a handout in tote bags distributed to thousands of attendees. Inserts are subject to Greenbuild sustainability standards and USGBC approval.

VIP LOUNGE: \$25,000 SPONSORED

Associate yourself with VIP guests by sponsoring the VIP lounge. Receive logo recognition on room signage, table tents and flat-screen TVs. Sponsor will also receive a literature distribution opportunity.

VOLUNTEER T-SHIRT: SPONSORED

Have your logo featured on t-shirts worn by all Greenbuild volunteers.

PRESS ROOM : \$20,000

Feature your company at the press hub of Greenbuild. Includes your logo on signage and table tents.

BADGE RECYCLING KIOSKS: SPONSORED

Get prominent logo recognition on badge recycling kiosks located throughout the convention center.

CONFERENCE CDS: \$10,000

Display your logo and web address on the back cover of conference proceedings CDs.

ELECTRONIC DIRECTIONAL ADVERTISEMENTS

(3 AVAILABLE): \$10,000 Create your own advertising still and place it in the daily slide rotation of electronic directional screens located throughout the convention center.

ELECTRONIC DIRECTIONAL BUILDOUTS: SPONSORED

Feature your logo on buildouts for electronic directional screens throughout the convention center.

GREENBUILD CAFE: SPONSORED

Be seen on signage and table tents at the official Greenbuild Café. Sponsorship includes a literature distribution opportunity.

EXHIBIT HALL PAVILION BANNER (3 AVAILABLE): \$7,500

Get high-visibility recognition at one of three official Greenbuild pavilions. Your logo and booth number (or web address) will be featured. Available pavilions: Wood, Concrete Solutions and 500 Mile

COFFEE BREAK (5 AVAILABLE): \$5,000

Have your logo printed on signs and table tents at one of the expo hall coffee breaks.

CYBER CAFE KIOSK (15 AVAILABLE): \$5,000

Connect with attendees at a cyber café kiosk. Your logo and booth number will be placed on highly-visible overhead panels and on the desktop background of each laptop in the kiosk (3 total). Your logo will hyperlink to your homepage.

EXHIBIT HALL BANNERS (32 AVAILABLE): \$5,000

Get high-visibility recognition in the expo hall. Your logo and booth number (or web address) will be featured.

ON-SITE KIOSK REGISTRATION : SPONSORED

Be the first company attendees see when they register. Sponsorship features your logo and booth number on one (1) kiosk in the registration area.

PASSPORT TO PRIZES (10 AVAILABLE): \$2,500

Drive booth traffic by participating in our popular contest! Your company name and booth number will be featured on a "passport" used to enter the grand prize drawing. All booths on the passport must be visited for a contest entrant to be eligible. Click here for the sign-up form.

EVENT AND EDUCATION SPONSORSHIPS:

Make a stronger connection with your customers by associating your company with Greenbuild events and education sessions

INTERNATIONAL SUMMIT: SPONSORED

Be a part of Greenbuild's premier international event, held on Tuesday, Oct. 4. Ask for more details on Summit packages, including the opening plenary, breakout sessions and international networking garden.

CLOSING PLENARY/KEYNOTE SESSION: SPONSORED

Let attendees finish Greenbuild with your company in mind. Sponsorship includes logo recognition on entrance signs and a speaking opportunity.

EXHIBIT HALL OPENING RECEPTION: SPONSORED

Celebrate the opening of the exhibit hall as the title sponsor of this reception. Provide welcoming remarks and have your logo featured on event signage and beverage napkins. Additional recognition in the conference program.

EXECUTIVE LEADERSHIP LUNCHEON: SPONSORED

Title sponsorship of this luncheon for Greenbuild executives includes signs, table tents and a speaking opportunity.

RESIDENTIAL SUMMIT: \$50,000

Reach out to the residential market by sponsoring part or all of the Residential Summit. Ask for more details and pricing for Summit packages.

MASTER SERIES (6 AVAILABLE): \$25,000

Associate your company with the top sessions on what's NEXT in LEED with a Master Speaker sponsorship. Recognition includes room signage, opening and closing slides and a speaking opportunity.

FILM FESTIVAL: \$25,000

The Greenbuild film festival showcases green-minded films from around the world. Recognition includes your logo on the festival sign, a speaking opportunity and the opportunity to provide a short commercial that will play between films.

KNOWLEDGE BAR: SPONSORED

Want to show how much your company knows about green building? Sponsor the Knowledge Bar and receive recognition on electronic signs and an opportunity to serve as a subject matter expert for up to two hours.

CONFERENCE LUNCHEON (2 AVAILABLE): \$25,000

Get maximum exposure at a conference luncheon, open to all full-conference and one-day attendees. Recognition provided on signage and table tents.

LEARNING SESSION TRACK (14 AVAILABLE): \$15,000

Be recognized on signs and exclusive sponsor recognition slides for a track of seven education sessions. Ask for details on the available tracks.

FULL-DAY LEED WORKSHOPS (10 AVAILABLE) : \$5,000

Support education workshops and receive recognition on room signs and opening/closing slides of the day's presentation.

HALF-DAY LEED WORKSHOPS : SPONSORED

Support education workshops and receive recognition on room signs and opening/closing slides of the day's presentation.

PROMOTIONAL SPONSORSHIPS: Maximize attendance at your booth or off-site event with a promotional sponsorship

GREENBUILD PROMO. E-MAIL (4 AVAILABLE): \$10,000

Increase your pre-show visibility with this email, sent twice to all registered attendees prior to the show. Promote a deal in your booth, on your website or simply invite people to learn more prior to the show.

GREENBUILD BLOG PROMO. (9 AVAILABLE): \$10,000

Promote your on-site events through the Greenbuild blog. Include your logo, images and links in your post. USGBC will promote the post through social media immediately prior to Greenbuild.

EXHIBITOR E-BLASTS (3 AVAILABLE): \$5,000

Advertise your presence on one of the monthly e-blasts sent to exhibitors. Includes your logo, hyperlink, booth number and a 50-word company description.