



Greenbuild

2021 Sponsor Prospectus



# Greenbuild 2021. Reimagined.

The green building industry is changing at a rapid pace and Greenbuild 2021 is providing the roadmap for marketing your business in this new world.



THE ROAD TO GREENBUILD

# Audience Demographics

The Greenbuild audience is a thriving nation-wide community of stakeholders at all levels including builders, contractors, building owners/managers, architects, designers, engineers, cities/municipalities, and more. Showcase your products to high-level decision makers from all segments of the industry!

Expected Attendance:  
**10k**

Expected Exhibitors:  
**250+**

Product Categories:  
**80+**

## Greenbuild by the Numbers



**80%**

of Greenbuild attendees are involved in commercial or residential building, or both!



Over **65%**

of Greenbuild attendees play an active role in the purchase of sustainability products.

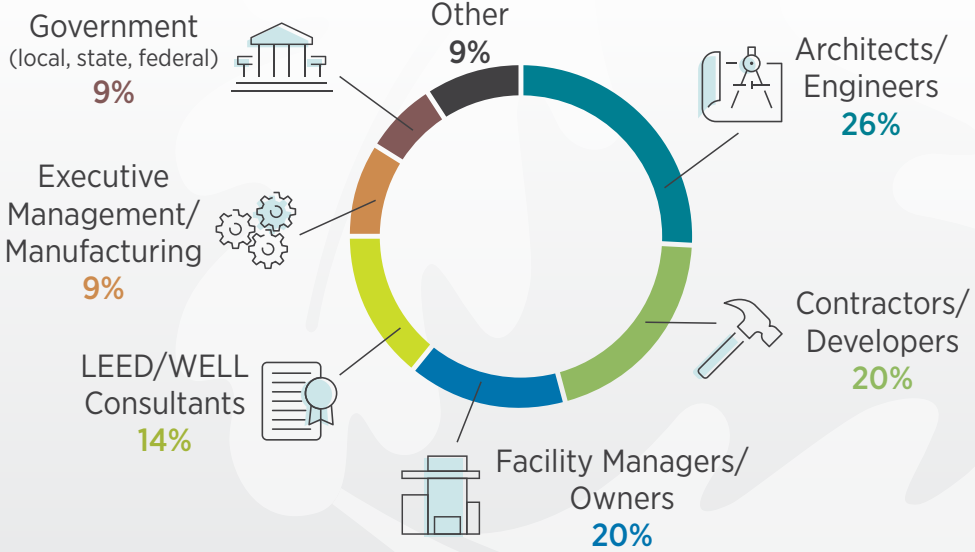


**60%**

of attendees hold a LEED, WELL, or AIA credential.

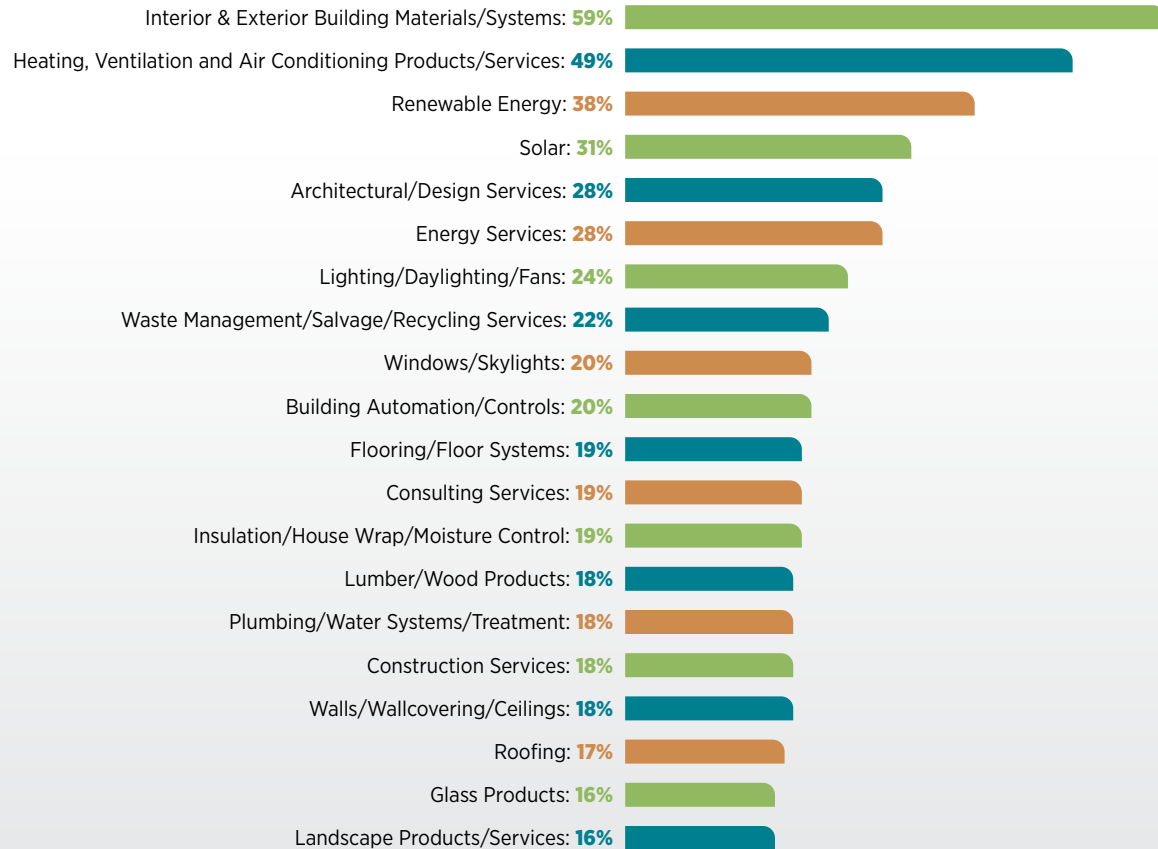


## Audience Breakdown



# Audience Demographics

## Top 20 Products/Services Attendees Want to See at Greenbuild



## Previous Attendees:

ADRIAN SMITH + GORDON  
GILL ARCHITECTURE  
AECOM  
ARUP  
BAR ARCHITECTS  
BECHTEL  
BHDP ARCHITECTURE  
BWBR  
CANNONDESIGN  
CHAMPLIN ARCHITECTURE  
CORGAN  
CTA ARCHITECTS  
ENGINEERS  
DEWBERRY  
DLA ARCHITECTS LTD.  
DLR GROUP  
ENNEAD ARCHITECTS LLP  
EPSTEIN  
EWINGCOLE  
EXP  
FGM ARCHITECTS INC.  
FITZGERALD ASSOCIATES  
ARCHITECTS

FLAD ARCHITECTS  
GENSLER  
GOOGLE INC.  
H2M ARCHITECTS +  
ENGINEERS  
HARLEY ELLIS DEVEREAUX  
HKS  
HOK  
JACOBS  
LEIDOS  
LITTLE  
LMN ARCHITECTS  
LOONEY RICKS KISS  
MCDONALD'S  
CORPORATION  
MICHAEL BAKER  
INTERNATIONAL  
MITHUN  
MSA ARCHITECTS  
NBBJ  
NELSON  
OPN ARCHITECTS  
OVERLAND PARTNERS

OZ ARCHITECTURE  
PAGE  
PERKINS EASTMAN  
PERKINS+WILL  
POPULOUS  
SMITHGROUPJJR  
SOLOMON CORDWELL  
BUENZ  
SSOE GROUP  
THE BECK GROUP  
TOWERPINKSTER  
VHB  
VOCON  
WARE MALCOMB  
WILLDAN  
WOOLPERT INC.  
WRNS STUDIO  
WSP USA

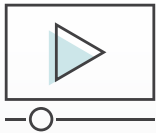
# Digital Engagement

Greenbuild's industry influence extends beyond the physical event experience reaching the full spectrum of green, sustainable industry professionals across a suite of media platforms to drive meaningful results for marketers.



**114,000**

Audience Database



**700+**

Average Webinar Registrations



**4,000+**

Greenbuild Virtual Participants



**145**

Average Session Attendance



**47,000**

Twitter Followers



**16,000+**

Facebook Followers



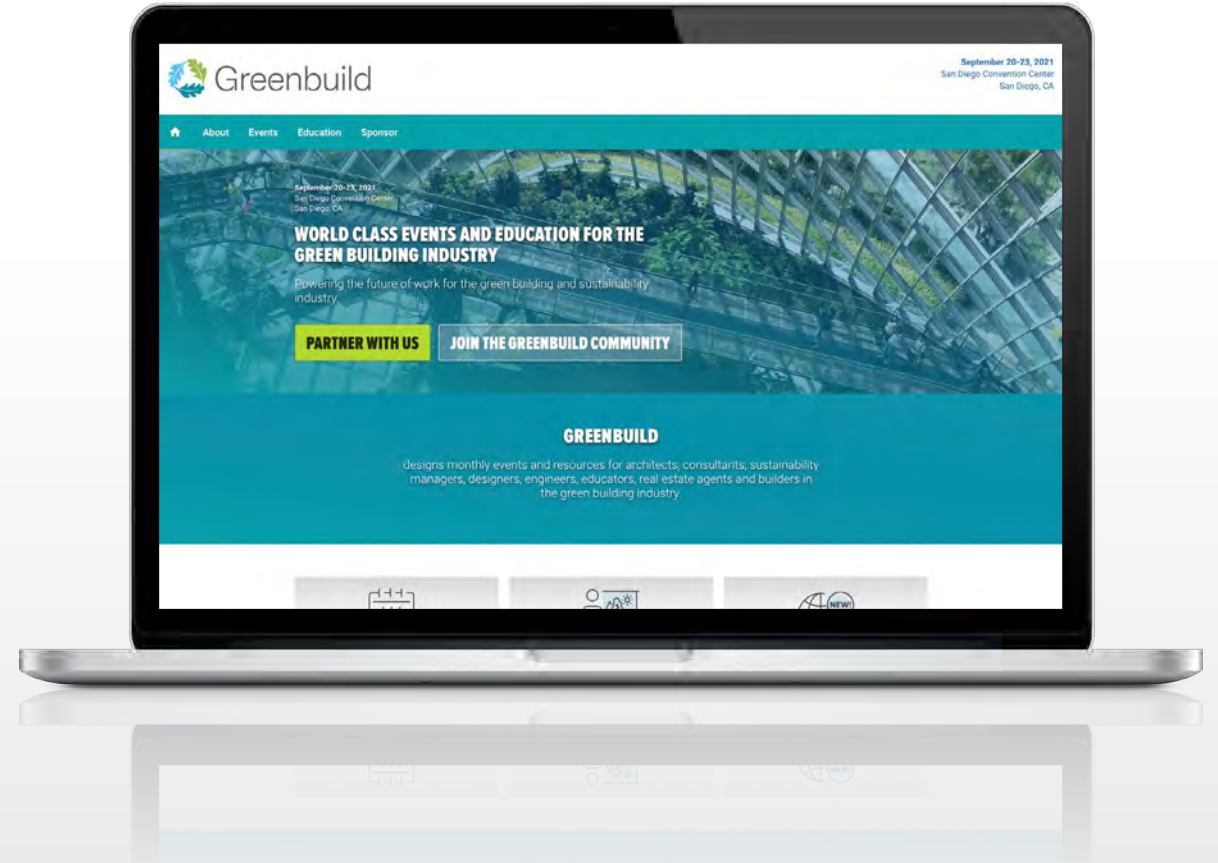
**3,700+**

LinkedIn Followers



**5,300+**

Instagram Followers







# Greenbuild | Connect + Learn Series

# NEW for 2021!

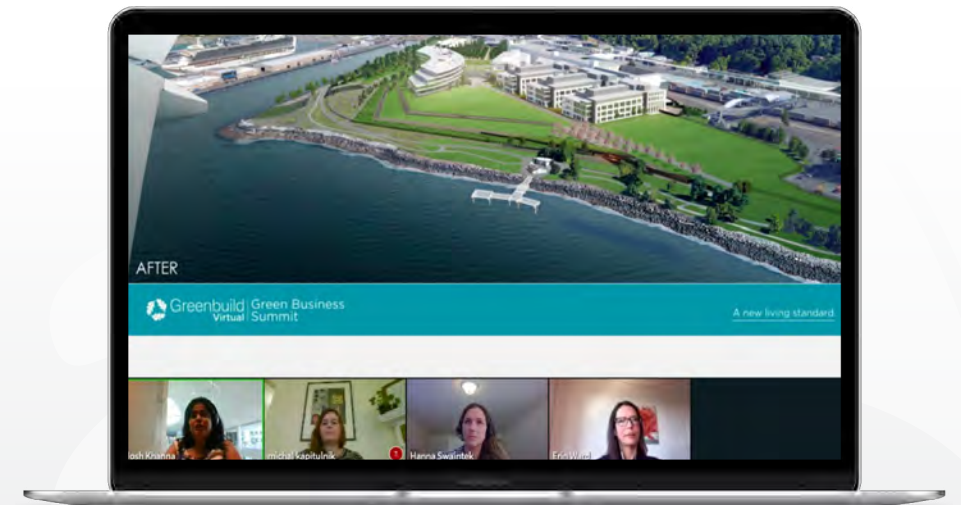
## Greenbuild | Connect + Learn Series



Sustainable, safe, and loaded with even more value, the new Greenbuild Connect + Learn event series means deeper insights on critical topics and rich networking opportunities with leaders and colleagues across the globe.

These single-day events will include a keynote, education, and networking opportunities allowing attendees to take a deep dive into meaningful areas of focus.

**The Greenbuild Connect + Learn event series will be FREE to all industry professionals!**



# Connect+Learn Schedule



## CSR Connect+Learn

MARCH 4, 2021

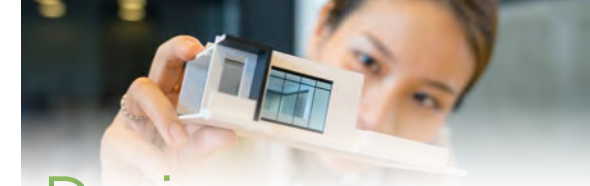
This corporate social responsibility deep dive will arm attendees with strategies to implement, track, and manage their organization's sustainability initiatives. From corporate environmental responsibility to diversity & inclusion, this one day event will provide something for everyone on the CSR team.



## Construction Connect+Learn

MAY 6, 2021

Green building and design are a cornerstone of the construction community. This full-day virtual forum will center on new ideas, case studies, and tactical building elements that will better equip the commercial and residential construction industries to incorporate sustainability into every project.



## Design Connect+Learn

DECEMBER 9, 2021

More critical than ever, this virtual one-day symposium will bring together the full design leadership ecosystem to discuss the best and brightest ideas for creating healthy, inspiring, and safe spaces.



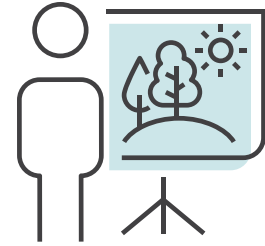
# Connect+Learn Sponsorship Opportunities



## Connect+Learn Title Sponsor

- Exclusive event coverage! (No additional sponsors)
- Logo branding on ALL 4 sessions
- Leads from ALL 4 sessions
- Sponsor selects topic and speakers for one session
- Live introductory comments for sponsored session and host of session Q&A
- Roundtable host
- Logo placement on all event promotions
- (1) exclusive pre-event and (1) exclusive post-event eblast sent to all Connect+Learn registered attendees

**\$25,000**



## Connect+Learn Session Sponsor

- Official sponsor of (1) selected education session
- Live introductory comments for sponsored session and host of session Q&A
- Full lead reporting from sponsored session
- Roundtable host
- Logo placement on all event promotions
- Greenbuild approved session programming

**\$12,000**





Greenbuild

Marketing Services

# Greenbuild Marketing Services

Greenbuild's digital marketing solutions are designed to nurture, inspire, and engage your target prospects. Leverage the Greenbuild digital platform to connect with a thriving, nation-wide community of stakeholders across all industry sectors, including government, utilities, owners, installers, builders, operating managers, and more.

Work with our digital experts to raise your profile, engage prospects, and reinforce your thought leadership status — all while generating highly-qualified leads!

**Together, we'll harness the power of Greenbuild's marketing expertise to maximize the impact and visibility of your brand's message.**



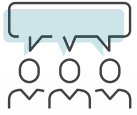


# Turn Leads to Loyalty

## Marketing Services Extensions

### YOUR GOALS. OUR EXPERTISE.

Exceed your marketing goals by taking an integrated approach through the dynamic use of all media platforms, from targeted emails, to audience extension campaigns – and everything in between.



#### Live Engagement

Network and build relationships with industry professionals via our high-quality events.

- Greenbuild International Conference + Expo (In-person and Virtual)
- Virtual Summits
- Greenbuild's NEW Virtual Connect + Learn Series



#### Branding & Market Positioning

Reach our audience with direct, outbound marketing options.

- Social Media
- Greenbuild Monthly Digest
- FastChats
- And more!



#### Content Marketing

Fuel your content marketing strategy with storytelling and topical alignment.

- White Papers & Key Takeaways
- Custom Video Creation
- Custom Content Development
- And more!



#### Research

Make data-driven decisions with our expert industry intel.

- Content Kickstart
- Social Intelligence Report



#### Lead Generation

Generate and qualify leads through behavioral scoring to shorten the sales cycle.

- Webinars
- eBooks
- Content Sponsorships
- And more!



#### Direct Marketing

Apply rich data and behavioral insights to connect you with business decision makers.

- Audience Extension & Social Targeting
- Custom eBlasts
- And more!

# Greenbuild Monthly Digest

Each month, original blog content, webinars, and the latest news will be shared with 50,000+ industry professionals who are passionate about sustainable spaces and combating climate change.

The Greenbuild Monthly Digest mailing list includes builders, contractors, building owners/managers, architects, designers, engineers, international decision-makers, and more!

## DETAILS:

- Total social reach: 75,000+
- Include an image or company logo and 25-30 words (including title) of copy
- A link [Read More] to the Greenbuild blog is included, with an additional 470 words of content + a URL can be used to drive traffic back to sponsor's website or a dedicated landing page
- Ad formats include banner ads (600x130) and box ads (600x400)

**\$6,000**



# Attendee AdTarget

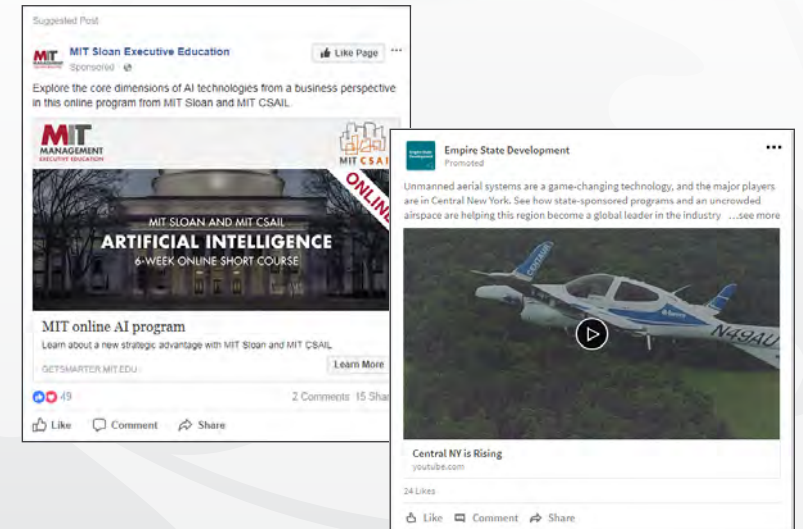
Extend your reach and stay in front of your most valuable prospects! Attendee AdTarget campaigns target the business decision-makers in our database who match your target criteria. Utilizing thousands of sites across the web, your campaign is displayed multiple times, ONLY to those who fit your targeted profile.

Attendee AdTarget ensures your ads are viewed on the trusted sites your targets frequent; no wasting valuable marketing dollars on sites your prospects aren't accessing.

## DETAILS:

- Your program is tailored for you based on the types of ads you want to run and will appear across thousands of websites and on social media
- We work with you to identify your target audience based on your preferred demographics, firmographics, behavioral data, and/or pre-packaged segments
- Targeting may include event registrants, event/brand site visitors, customer's list, lookalikes, etc.
- Customer provides ad materials, or Greenbuild can develop co-branded ad creative for additional fee
- Reporting: Monthly, includes impressions, clicks and CTR by placement type

**Pricing: Contact Sales**





# Attendee AdTarget

Greenbuild's first-party data enables precise targeting of your audience prospects to eliminate waste and create engaging customer experiences.

## Digital Display

Standard ad banners served only to your target profiles, appearing on thousands of brand-safe sites across the web.

### DETAILS:

- Budget: \$5,000
- Impressions: 138,889
- Ad size(s): 728x90, 300x250, 300x600, 320x50
- Flight date: 2 months

## In-Feed Native

Native ads are promoted as sponsored content in the editorial feeds on LinkedIn and across the web.

### DETAILS:

- Budget: \$5,000
- Impressions: 104,463
- Ads include: Headline, text, image, URL
- Flight date: 2 months

## Combination

An optimized blend of digital display, LinkedIn, and in-feed native advertising to increase reach and share of voice.

### DETAILS:

- Budget: \$10,000
- Impressions: 253,582
- Ads include: Headline, text, image, URL
- Ad size(s): 728x90, 300x250, 300x600
- Flight date: 2 months

*\*Recommended packages include flexibility to scale budgets up or down based on customer marketing objectives.*

# Executive QuickTake



Leverage the power of video to make an authentic connection with your audience. These editorially driven video interviews will elevate your thought leader's profile by capturing key insights as they discuss current trends, solutions to challenges, product announcements, and upcoming events.

## DETAILS:

- Informa's editorial team conducts a 5-10 minute video interview (3-4 questions) with your chosen expert
- Dedicated program manager coordinates logistics, including pre-call with editor & sponsor
- Light editing; includes event branded intro, sponsor's logos, speaker titles, and social + website URL
- Posted on Greenbuild's YouTube Channel and other social channels (75k followers) and provided to sponsor for use
- Can also be combined with other Event Marketing solutions, such as Kickstart Page and Preview Guide
- Development timing: 2-3 weeks

**\$3,500 for creation of video + \$2,500 Attendee AdTarget Campaign**

# FastChat

In 2020, the global business community experienced more changes to the rhythms of office life than at any other time in recent history. Our new normal is driving innovation and changing corporate strategies as businesses look to extract new benefits, deliver greater productivity, and enhance cost savings.

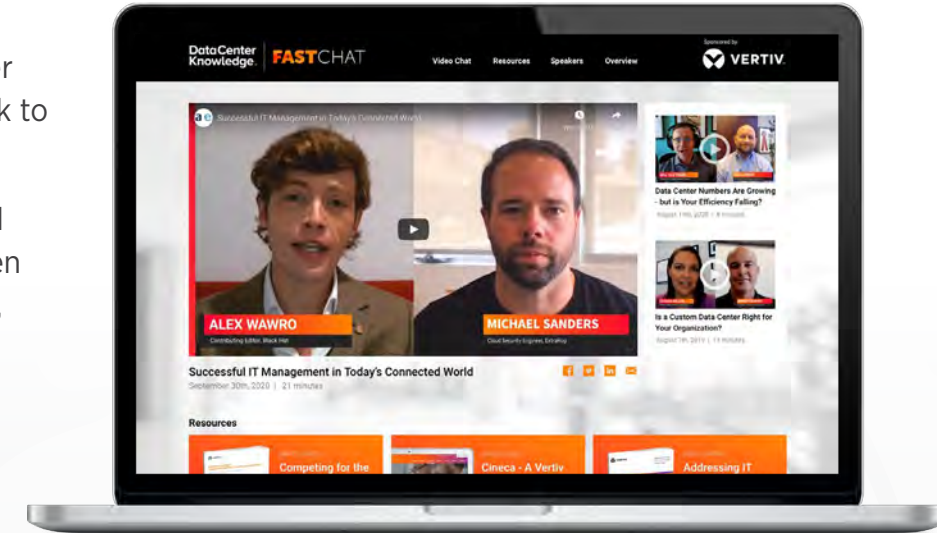
FastChat interviews balance shifting customer needs with agile marketing solutions by leveraging the power and popularity of video to create deeper connections with prospective customers. These compelling, editorially driven video interviews provide a platform for executives to tell the story of their brand's innovation, market leadership, and expertise, elevating the marketing experience beyond the technology to make a true connection with information-hungry audiences.

Connect directly with your target audience by providing first-hand insights into the challenges, opportunities, and strategies that engage their interests and distinguish your value proposition.

## DETAILS:

- Single or series of 2-3 videos (10-15 minutes length)
- 3-5 question interview with remote video capture
- Dedicated landing page with up to 3 related assets (provided by sponsor)
- Landing page includes: speaker and moderator bios, written summary of video, client logo and CTA
- Example: [click here](#)

**Single Video: \$7,500 • 2nd and 3rd Videos: \$5,000**



## MARKETING PROMOTION

- (1) Greenbuild Digest Newsletter inclusion
- (1) Dedicated email promotion
- (1) Dedicated social media post



# Executive Q&A

Leverage Greenbuild's content experts and creative talent to help build content marketing assets. This co-branded Q&A with your executive or product expert offers the opportunity to share your point of view on hot topics, discuss the latest trends, address how your solution solves common challenges, or provide details about a product launch.

## DETAILS:

- Turnkey program management, including content development, design, and production
- Dedicated program manager coordinates with writer and customer to align on questions and conduct phone interview
- Final co-branded asset is 2-3 pages and may include an ad or related resources
- Shared via Greenbuild social channels (75k followers) and provided to sponsor for their own use
- Required from customer: Logo, interviewee photo/info, suggested questions, phone interview, optional ad unit/links
- Timing: 3 weeks

**\$5,000 for creation + \$2,500 Attendee AdTarget Campaign**

**ASK THE EXPERT** EMERSON

3. Does the fixture provide adequate surge protection? The minimum surge protection in an industrial LED luminaire should be 6kV, with an optional surge protection for fixtures mounted in high-voltage areas.

Q: What insight can you give regarding HID to LED equivalency?

4. Is the fixture suitable for use in a high-voltage environment, or in a harsh industrial environment?

Q: What do you see as the biggest challenge for LED lighting in a high-voltage environment?

A: At my company, these new retrofit customers need to understand that LED lighting is not a simple drop-in replacement. When you need to push light out from a column or a platform, consider using a Type II optical pattern. This can improve uniformity and prevent light from being lost along a column or structure. Also consider reviewing with high lumen footcandle. LEDs have come a long way over the last ten years. Users no longer have to settle for bad lighting to reap the benefits of this technology.

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**ASK THE EXPERT** EMERSON

Q: What is the single biggest lighting problem you've seen facilities face over the last year?

A: The biggest lighting problem I see at facilities is poor illumination. Sufficiently bright, uniform lighting is critical for workers to perform their jobs safely and efficiently. But in many facilities, you find poor-quality lighting. Solutions like high-pressure sodium (low-CRI lighting) make it very difficult to determine wire color or read labels, and lamps at end of their lifecycle create dark areas and illumination levels below recommended standards.

Q: What are some essential factors facilities should consider before creating a retrofit lighting plan to transition from traditional lighting sources (like HIDs or HPS) to LEDs?

A: Have a plan. Consider retrofitting critical areas first and prioritizing your work throughout the facility. Ask key stakeholders essential questions before you dive into the retrofit. Questions like, are fixtures difficult to access? Do you know what panel and circuit your luminaires are powered from, so that you can effectively remove power from that area? Is scaffolding or a scissor lift required? Can the mounting hoods be removed from your current fixtures? Does your current manufacturer have an LED model that will directly retrofit to existing mounting hoods? Additionally, consider the light distribution of the LED fixture alternatives, and request a lighting layout from each manufacturer.

A lighting layout can help reveal problem areas, or uniformity issues. If uniformity issues arise, the use of a diffused globe, a prismatic reflector, or a secondary optic can alter the way the light moves to help improve uniformity. An average to minimum illumination ratio of 3:1, or less, for uniform illumination is a good goal.

Overall, by doing your homework up front, and experimenting with a variety of lighting alternatives, you'll end up with better illumination and fewer fixtures required to complete your retrofit project.

Q: For institutions seeking greenfield project LED solutions, what are some key points to consider?

A: Greenfield projects present an opportunity to approach lighting from a clean slate. Without existing conduit or lighting panels to worry about, you can start fresh and design the lighting in a whole new way.

For long narrow walkways, consider a Type I optical pattern. This will allow you to stretch light out in a long oval pattern, perfect for narrow catwalks, and increase the spacing between light fixtures.

**ASK THE EXPERT** EMERSON

Ellen Helm  
Manager Appliance Lighting, Electrical Apparatus & Lighting, Emerson Automation Solutions

THE MOST COMMON ENGINEERS AND SHORT BALLAST HIGH MAINTENANCE LOW QUALITY OF DIFFICULT MAIN

Source: Emerson LED Industry

EC&M

Electrical Construction & Maintenance | Ask the Expert | June 2018 | 1

# Sponsored Webinars

## Elevate your experts, generate qualified leads, and maximize ROI!

Position your company as an industry expert and connect with prospects who are actively looking for education on a key topic or solution to their challenge. Our webinars are a cost-effective way to create powerful, engaging content that generates a large number of leads and allows you to connect directly with prospects.

### DETAILS:

- Typically, 30-60 minutes, with live Q&A
- Robust platform offers user-friendly production with features such as webcam, screen-sharing, PPT and video slides, live polling, moderated Q&A, group chat, related resources, social feeds, and more
- Timing: 5-6 weeks, including 4 weeks of promotion
- Promotional campaign targeting event attendees and wider audience via email, newsletters, and social posts
- Detailed report with lead info and activity data such as attendance, duration, questions, and content downloads
- Accreditation options available

**\$10,000 Standard (audio/slides) or \$15,000 (webcam and/or screen share)**



# Webinar Key Takeaways

Given all the time, energy, and investment that goes into a webinar, it should be way more than a simple one-and-done tactic for generating leads or registrants.

Webinar Key Takeaways capture the central themes from a live webinar and and breathe new life into the content with a visually engaging interactive experience. This not only enhances ROI for marketers by extending the shelf life of their webinar, but also expands their reach to a broader audience by making the content more accessible.

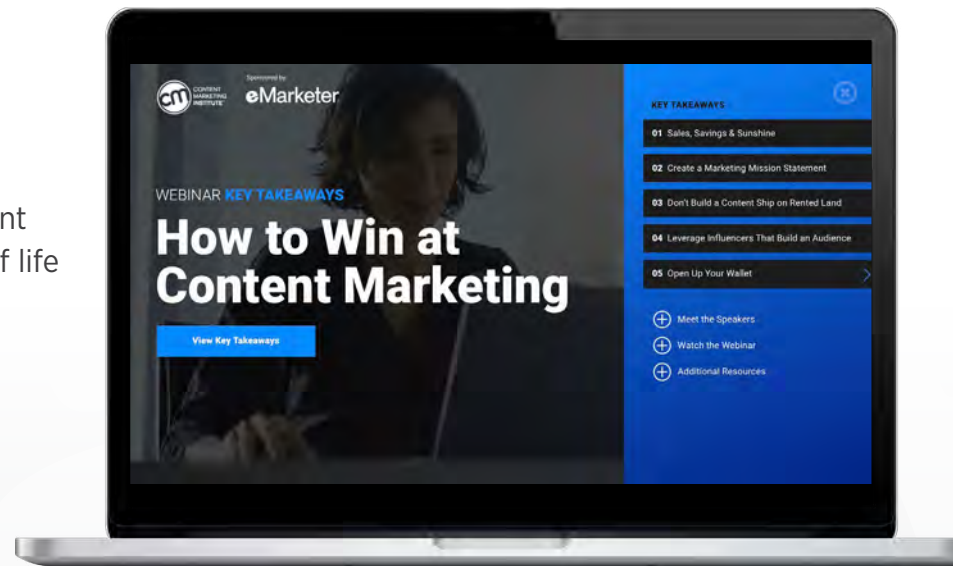
Webinar Key Takeaways appeal to the needs of B2B executives by communicating information concisely, which frees up time in their demanding schedules.

Perfect for the notoriously difficult to secure senior executive!

## DETAILS:

- An ungated, web-based guide that capture key webinar points
- 3-5 key takeaways, including short video segments from webinar
- Speaker bios with social links
- Link to gated webinar
- Sponsor can host up to (3) related gated assets (whitepapers, eBooks, etc.)
- Example: [Click Here](#)

**\$8,500**



## MARKETING PROMOTION

- (1) Dedicated email promotion to all webinar registrants
- (1) Greenbuild Digest Newsletter inclusion
- (1) Dedicated social media post

# Content Kickstart

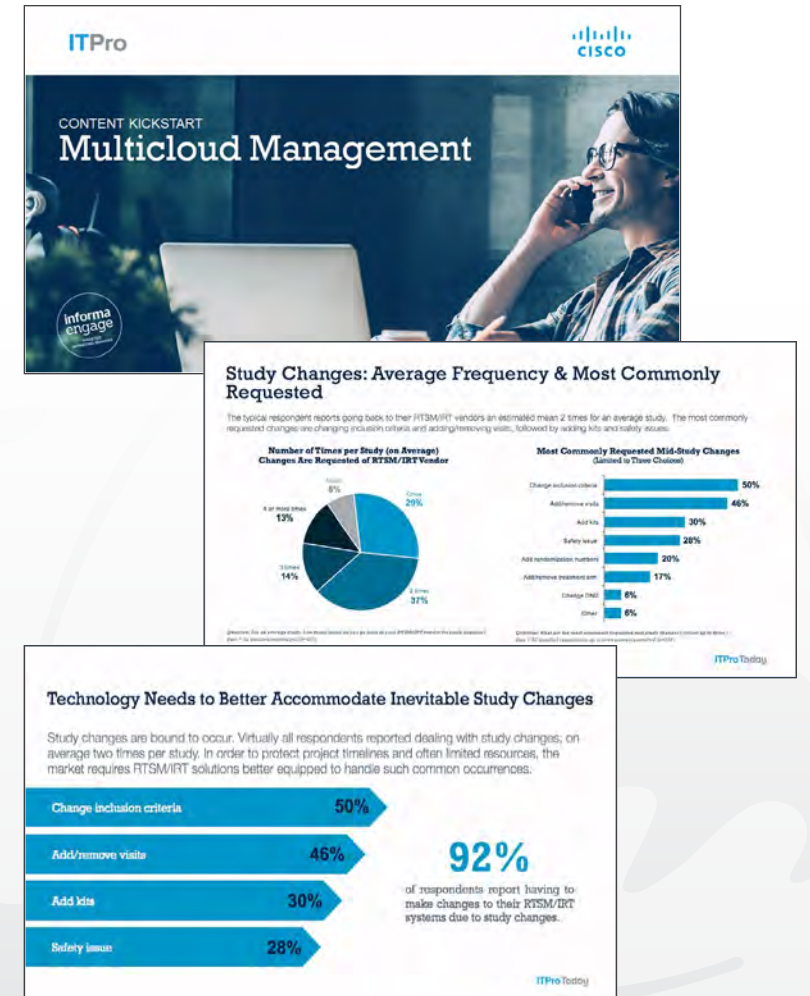
## Research data to power your content marketing activities!

In today's highly competitive content marketing space, cookie-cutter content just won't work anymore. Users expect content that is objective, visual, and uniquely valuable. Content Kickstart helps inform decisions on the types of content that will be most effective, while also providing rich data to inject directly into your content marketing assets.

### DETAILS:

- Collaborative creation of 15-question survey
- 100+ respondents from target audience
- Graphical summary report provided (10-15 pages)
- Full respondent data tables provided
- Exclusive and unlimited usage rights
- Greenbuild will design, develop and report based on sponsor-provided content
- Sponsor to select up to 6 relevant, pre-defined modules
- Link to co-branded Kickstart page added to exhibitor's listing or event site and shared via Greenbuild social channels and provided for sponsor use
- Reporting: Online access to live dashboard of aggregate page engagement metrics
- Development timeline: 4 weeks from receipt of approved content

**\$8,000**





# Social Intelligence Report

Social media marketing is a top marketing tactic and it's getting increased marketing budget, but many marketers struggle to show return. Do you really know how your social media marketing is performing relative to your competitors? Do you know what content is most effective with your prospects?

We leverage social listening technologies and research analysis to provide marketers with competitive benchmarking and the valuable insight needed to be highly effective.

## DETAILS:

- Study monitors your company's social activity, along with two of your competitors
- Choose three social platforms for analysis: Facebook, LinkedIn, Twitter, YouTube, and Instagram
- Deep analysis around audience and content for each platform
- Graphical report (10-15 pages) includes a summary and recommendation for each platform
- Exclusive and unlimited usage rights

**\$12,000**



# Explainer Videos

## Turn complex issues into easy-to-understand short videos!

Explainer Videos break down complex topics into simple and easy-to-digest short video segments. Typically 30-90 seconds, these videos are perfect content marketing assets that can be leveraged in a variety of ways. They're particularly effective for engaging prospects in the discovery and consideration phases.

### DETAILS:

- Creation of one custom, 30-90 second video
- End-to-end program management, including concept development, custom storyboards, scripting, production, and editing
- Development or curation of the animated graphics, artwork/stock clips, background music, and voiceover that bring your message to life
- Exported to common video formats for use on websites and social media
- Sponsor owns final video asset for future use
- Marketing promotion: Inclusion in (1) Greenbuild Digest Newsletter and (1) dedicated social media post

**\$8,500**



### USEFUL FOR

- Presenting your elevator pitch
- Bringing your brand and/or solution to life
- Educating buyers
- Developing a connection with viewers

# eBooks

## Create highly desirable, rich content designed to engage and educate readers!

eBooks help solve problems, tackle industry topics, or uncover opportunities for your prospects. Compared to white papers, ebooks are typically more visual in nature, have a more conversational tone, and often tie related content pieces together into multiple chapters. When paired with an Informa Lead Generation program, eBooks can be promoted all at once or chapter-by-chapter.

### DETAILS:

- 24-48 pages (standard)
- Product PDF to embed/display
- Design/layout production
- Registration capabilities (optional)
- Informa hosted (optional)
- Promotional campaign targeting event attendees and wider audience via email, newsletters, and social posts

**\$15,000**



### USEFUL FOR

- Establish authority in your industry
- Bring in new traffic
- Generate leads
- Brand/product promotion
- Long-term engagement

# White Papers

## Establish subject-matter expertise around key industry topics!

White papers are a great way to provide solutions to industry problems, make recommendations for using emerging technologies, or expand on research results. Informa-developed white papers help you establish subject-matter expertise and thought leadership. They are also effective at generating high-quality leads when paired with a lead generation program.

### DETAILS:

- End-to-end program management including topic discovery, content development, design, and production
- Experienced editors or subject-matter experts work closely with you during content creation process to ensure messaging is on target
- Can include text, images, graphs/charts, embedded links, and sidebar with existing client content (e.g. testimonials or case history)
- Sponsor owns final content asset to use in content marketing initiatives
- Promotional campaign targeting event attendees and wider audience via email, newsletters, and social posts

**\$8,000**

**75%**  
of B2B marketers view white papers as a key component in their overall marketing strategy

### USEFUL FOR

- Positioning as industry expert
- Educating and persuading without selling
- Generating demand
- Accelerating decision-making





# Infographics

## Bring your message to life through visual design.

Infographics are one of the most popular forms of content on the web today, driving more traffic than most traditional content due to their highly visual and easy-to-digest format that helps users translate data into insights. Infographics draw a wider viewing audience into information that might otherwise be hidden in long-form content. They also encourage social sharing of your content.

### DETAILS:

- Custom design based on content
- Optimized images for sharing and social search
- Marketing and promotion (optional)
- Own the asset and use in multiple programs
- Promotional campaign targeting  
Greenbuild audience via email, newsletters, and social posts

**\$7,500**

### USEFUL FOR

- Content marketing
- Social sharing
- Research data sharing
- Highlighting trends



# Custom Content Development

## Content marketing assets that capture attention.

Leverage Informa’s content expertise, creative talent, and marketing savvy to give your content marketing campaigns a powerful advantage. We have the experience and know-how to develop content assets that resonate with your target audience – you get unique, custom content that offers long-term marketing value.



### FACT SHEETS (AKA FAQs)

A no-nonsense, easy-to-understand format that answers common questions about a particular topic, issue, or trend.

**\$6,000**

### TOP 10 CARDS

Brief, punchy pieces that provide a series of tips or steps that help solve a problem or guide buying decisions.

**\$6,000**

### CASE STUDIES

Illustrating solutions to your customer’s pain points is a valuable way to connect with buyers at all stages of the purchase funnel.

**\$6,500**

# Enhanced Lead Dashboard

Get direct access to user-friendly lead reporting dashboard that provides deep-dive analysis.

This lead dashboard will provide access to recommended leads who might not have engaged yet with your brand, but they are in the Greenbuild community and have aligned content interests.

## ENHANCED LEAD DATA INCLUDES:

- Full contact information
- Role
- Company Type
- Number of locations
- Purchasing Role

**\$5,000 net**

*\*Lead dashboard updated monthly*



# Lead Touch Program

Gain greater return on your investment by engaging leads immediately after your event to maintain a conversation and move them toward a follow-up action.

The program includes the development of an executive summary along with a series of three dedicated emails to registrants to encourage sharing, drive on-demand views, and expose users to related content.

## HOW IT WORKS:

- Informa creates a co-branded Executive Summary, summarizing the key highlights from your presentation
- Offers those who may not have viewed your presentation the webinar access to key messages and provides those who attended an easy-to-share file
- You own the content and can continue to use it as a lead generating vehicle on your own site or in emails to client & prospects lists after the program ends
- Executive Summary and emails are developed by Informa, in collaboration with you, including 2 rounds of revisions

## REPORTING:

- Aggregate email report showing the following:
  - Emails sent
  - Emails received
  - Opens & open rate %
  - Clicks & CTR %
- Contact engagement report on contacts who have engaged in the communications including all contact details captured
- *Provided at end of program*

**\$6,500 net**

*\*Minimum of 3-6 week lead time for production and execution*

## 3-TOUCH COMMUNICATION STRATEGY

- **Email #1** is personalized based on whether the registrant attended the presentation or not and aims to drive on-demand viewing
- **Email #2** delivers a piece of your existing, complementary content to recipients
- **Email #3** provides recipients with access to the Executive Summary





Greenbuild | Virtual  
Summits

Sponsorship Opportunities

# Virtual Summits

Greenbuild Virtual Summits are single-day, education and networking summits focused around specific aspects of the green building industry.



## Green Business Summit

AUGUST 12, 2021

Thought leaders will tackle the ROI of sustainable green business, how to get buy-in and make the financial case for employee wellness programs and sustainable building, as well as what the commercial space will look like post-COVID19.



## Resilience Summit

AUGUST 26, 2021

Sustainable buildings are a cornerstone of community resilience at scale. This full-day virtual forum will center on community adaptability, recovery, and elevating equity.



## Global Health & Wellness Summit

SEPTEMBER 9, 2021

More critical than ever, this virtual summit brings the full leadership eco-system together to discuss how healthy, accessible spaces have been redefined post-COVID19.

# Summit Sponsorship Deliverables

## The Exclusive Summit Sponsor Receives:

- 8 full digital conference badges for the summit
- 20 Virtual Staff Badges
- 5-7 minute time slot for welcome address to be presented prior to Keynote speaker
- Pre-recorded 30 second video to be played before keynote, each session, and closing
- 3-5 minute time slot for remarks at start of closing session
- Virtual content hub (booth) during summit to include video chat capabilities and private virtual meeting rooms
- Pre or post-summit exclusive eblast to promote their Greenbuild 2021 partnership
- Sponsored content promotion (1x pre-summit native article) in the Greenbuild Monthly Digest
- Company logo inclusion in summit email promotions
- Company logo on summit home page
- Virtual lead report post summit

**Price: \$50,000**







Greenbuild

Event Sponsorships



# Exhibitor Booth Packages

Presented both live in-person and live digitally, the Greenbuild 2021 hybrid event will be a first-of-its-kind experience: safe, engaging, highly experiential, and accessible to our full global audience.

## The standard 10x10 booth package includes:

- 3-day conference pass registration
- Three booth staff badges (exhibit only)
- 150 expo passes per company
- 8' high side drape between exhibits
- 8' high back drape
- One booth ID sign
- Company listing on [greenbuildexpo.com](https://greenbuildexpo.com) and in the official Greenbuild mobile app

EXHIBIT SPACE COST (PER SQ. FT.)	Early thru Jan 31	Standard after Jan 31
USGBC Member (Silver & Above)	\$37.00	\$40.00
USGBC Member (Organizational)	\$43.25	\$46.00
Non-Member	\$43.25	\$46.00

BOOTH CONFIGURATION		
Corner Cost	Peninsula Cost	Island Cost
\$200	\$400	\$800

**BOOTH BRANDING PACKAGES**  
All booths are required to take the Basic Branding Package or choose an upgrade for added exposure.

**Basic Branding Package \$500**

- Online Company Profile
- Mobile App Listing

**Platinum Exposure Package \$2,000**  
**Includes all of the above PLUS:**

- Enhanced Greenbuild Virtual listing with full interactivity and outbound meeting requests
- Digital Show Bag



# Branding & Awareness: Signage



## Aisle Signs

Your company's logo will be featured on the aisle banners inside the expo hall for all Greenbuild participants to see! If you're looking for excellent visibility on-site, this sponsorship is for you.

### SPONSORSHIP INCLUDES:

- Sponsor Logo on aisle sign dangler
- Sponsor to select 1 aisle for placement
- Sponsor responsible for additional production & installation costs

**\$5,000**



## Banners

Get high visibility at the event with your branding featured on a banner displayed in a prominent location.

In order to comply with our GMEG and sustainability standards post-event, sponsor is responsible for reuse/re-purposing of banner and additional costs associated with return shipping and storage if necessary.

**Price: Contact Sales**

*\*All Greenbuild signage is produced sustainably using compostable materials*

# Branding & Awareness: Signage

## Expo Floor Chalk Art Ad

Greenbuild will be removing aisle carpet from the event in 2021. This creates a unique opportunity to showcase your brand that is sure to draw a crowd! Greenbuild is hiring a chalk artist to create floor graphics throughout the expo hall.

**Fun fact:** Eliminating carpet at GB avoids generating 12.49 metric tons of CO2, saves 1,240 gallons of diesel and avoids about 1,000 pounds of waste on-site.

### SPONSORSHIP INCLUDES:

- Graphic can be sponsor logo or a custom design
- Sponsor can choose to have the artist creating the floor graphic while the floor is open for attendees to watch the art in progress (limited locations available)
- Sponsor can choose to have floor graphic completed prior to show floor open

**Price: Contact Sales**





# Branding & Awareness: Digital Signage



## Digital Signage Network

Bring your message to life by displaying your corporate message on screens located throughout the convention center. Sponsor ad will play on loop during the week of Greenbuild.

### SPONSORSHIP INCLUDES:

- Sponsor-created content will loop throughout the display network approximately every 5-8 minutes

**\$5,250**



## Digital Billboard

Sponsor-created custom ad will be displayed on an eye-catching digital billboard!

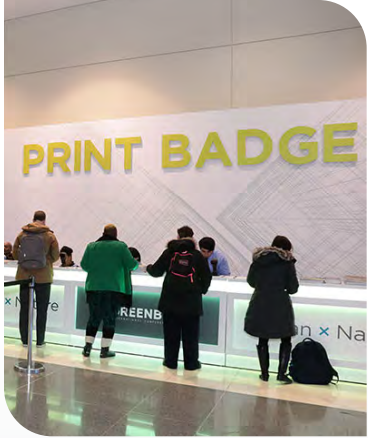
### SPONSORSHIP INCLUDES:

- Ads will be displayed on a 15-second rotation for the duration of the event
- This is not an exclusive sponsorship, up to 5 sponsor ads can be displayed in conjunction with show management materials
- Billboard will be located near registration and the expo hall main entrance
- Sponsors can submit up to 3 different ads to be played on different days
- Ads can be videos - no sound
- Screen size 16' w x 9' h
- 2.5mm pixel pitch, High-Definition Direct View LED

**\$30,000**



# Branding & Awareness: Registration



## Onsite Registration Sponsor

Be the first company attendees see when they register onsite! Sponsorship features your logo or show management approved custom graphics on every other registration counter kick panel.

*Registration area subject to show management change in layout.*

**\$52,500**



## Online Attendee Registration

Sponsor logo on online attendee registration page linked to website of your choice

**\$36,750**



# Branding & Awareness: Registration



## Attendee Badges

Everyone in attendance wears a badge, which means everyone at Greenbuild will see your company name with this premium placement. Don't miss out on this opportunity to have your logo on the front of the badge right next to the show logo!

### SPONSORSHIP INCLUDES:

- Sponsor logo in full color featured on the front of every Greenbuild show badge
- Badges distributed at onsite registration
- Quantity of badges is based off anticipated attendance; approximately 10,000+

**\$47,000**



## Lanyards

Your company's full-color logo in conjunction with the Greenbuild logo will be printed on 10,000+ lanyards worn by all attendees and volunteers throughout the entire event.

### SPONSORSHIP INCLUDES:

- Sponsor logo featured on official Greenbuild lanyard
- Lanyards are made from sustainable materials
- Lanyards distributed onsite to all attendees at registration and badge pick-up
- Greenbuild show logo included on the lanyard
- Show management to produce lanyards

**\$52,500**

# Branding & Awareness: Passport to Prizes

## Drive booth traffic by participating in our popular contest!

Your company name and booth number will be featured in our mobile app-based “passport” program. All booths participating in the P2P program must be visited for a contest entrant to be eligible.

On the last hour of the last day that the expo hall is open, the Passport to Prize Winners will be announced on the show floor. Attendees must be present to win and will be taken to the sponsor booth to collect their prizes. All Passport to Prizes booths must be located in the exhibit hall.

Attendees have an opportunity to win a variety sponsor provided prizes valued each at \$100 or more and a chance to win the Grand Prize of a \$1,000 Gift Card!

### SPONSORSHIP INCLUDES:

- Sponsor is required to provide a prize of \$100 or greater for participants to win
- Company name and booth # listed on the Greenbuild website Passport to Prizes page and on the mobile app

**\$3,675**





# Branding & Awareness: Volunteer T-Shirt & Waste Diversion Sponsorship

Feature your company branding and help educate attendees throughout the entire event by sponsoring our Volunteer Waste Diversion Program.

## SPONSORSHIP INCLUDES:

- Logo displayed on volunteer t-shirt
- Logo on Volunteer Lounge signage
- Signage at each waste diversion station with your branding and local waste stream educational info
- Logo on the Greenbuild website's sustainability page associated with the section dedicated to educational content explaining the different local waste streams

**\$26,250**





# Branding & Awareness: Hydration Station & Water Bottle Sponsor

**Make sure attendees know who is quenching their thirst with branded water bottle & hydration stations!**

As a BYOWB (bring your own water bottle) event, your branded water bottle will be in the hands of the attendees throughout the entire event and sure to be used long after.

## SPONSORSHIP INCLUDES:

- (6) hydration stations with your branding along the side panels, placed throughout the expo floor
- Sponsor-branded water bottle distributed to all attendees at registration
- Note: Sponsors are required to supply 10,000 branded water bottles
- Water bottle must be made in the US and comply with Greenbuild sustainability standards

**\$20,000**



# Branding & Awareness: Circuit Electric Shuttle Sponsor

Circuit is a free, local, electric shuttle that helps people get around the neighborhood. Their environmentally friendly electric shuttles provide an engaging consumer environment that is the ideal vehicle for effective advertising. Whether the advertising is adapted to fit a local market or it's spreading a wider message, it's all dynamic, impactful, and fun!

Circuit Shuttles are completely FREE for users to ride! Just wave them down or download the Circuit app and catch a ride. Once the shuttle's there you can hop on and hop off along the routes (areas of coverage listed below). Shuttles operate 7 days per week, from 7 am - 12 am and receive an estimated 492,500 impressions per car over a 7-day period.

Circuit provides unique exterior and interior advertising opportunities. Each shuttle is equipped with customizable interior video displays, photo booths, and enough cargo room for samples, giveaways, and other promotional materials. On the outside, every shuttle can be customized with vehicle wraps and toppers, providing a completely branded experience.

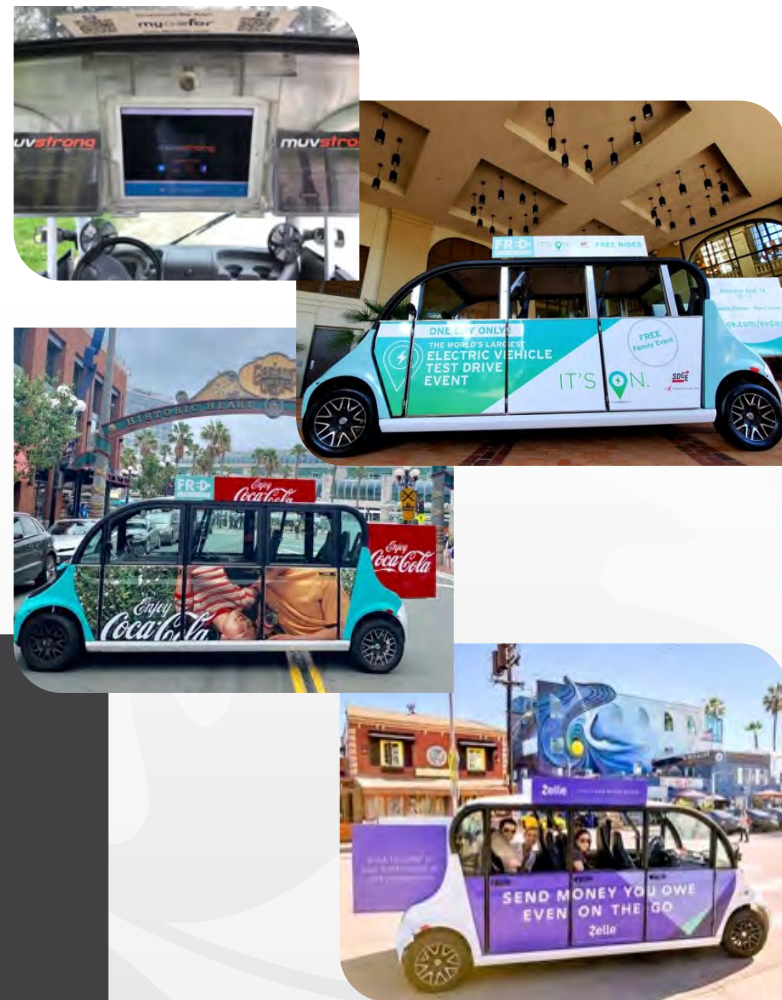
## SPONSORSHIP INCLUDES:

- (5) electric cars fully wrapped in sponsor branding for one week during Greenbuild
- (1) 30-second video ad playing on iPads inside cars
- Materials distro opportunity
- Interior photobooth, which shares pics online with your hashtag and collects email addresses

**\$50,000**

## AREA OF COVERAGE THROUGHOUT DOWNTOWN SAN DIEGO INCLUDING:

- Convention Center
- Gaslamp
- Little Italy
- Seaport
- East Village
- Horton Plaza
- PETCO Park



# Branding & Awareness: Lounge Sponsorships

## VIP Lounge Sponsorship

Associate yourself with our VIP attendees by sponsoring the VIP Lounge.

### SPONSORSHIP INCLUDES:

- Ad displayed on VIP lounge digital signage network screen
- Sponsor created design or logo on table tents in the VIP Lounge
- (5) VIP Pass upgrades with access to VIP Lounge
- Logo on room entrance signage

**\$26,250**

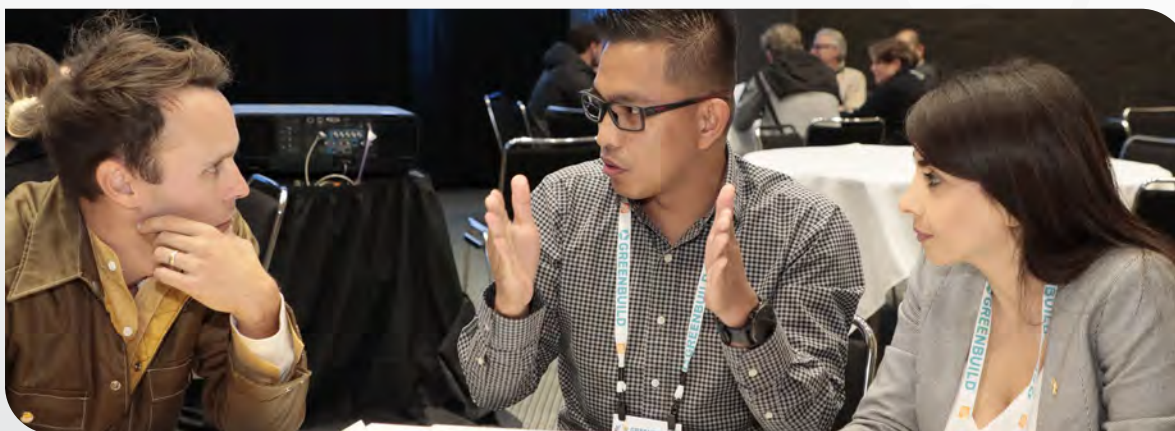
## Expo Floor Networking Lounge

Position your brand front and center in the one area of the expo floor where attendees will take a minute to rest and recharge.

### SPONSORSHIP INCLUDES:

- Sponsor logo lounge on banner
- Sponsor logo in mobile app/website where lounge is mentioned
- Contact our sales team to learn more about customization options!

**Price: Contact Sales**





# Branding & Awareness: Carbon Offset Sponsorship

## Support our efforts towards Climate Change and become the official Carbon Offset Sponsor.

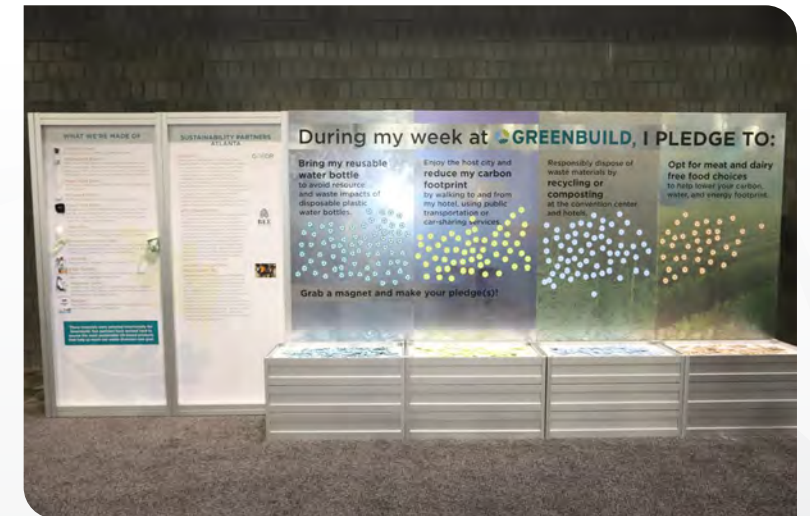
By sponsoring this item, your environmental investment will go towards new sustainability projects to offset close to 4,000 metric tons. Carbon offsets are a practical and effective way to address climate change and encourage the growth of renewable energy.

The Carbon Offset Sponsor will reduce the carbon footprint of Greenbuild by reducing the impact of the conference's venue use, attendee travel, and hotel accommodations. In addition to sponsoring the offset you are encouraged to match the attendees carbon offset donations to increase the environmental impact.

### SPONSORSHIP INCLUDES:

- Sponsor included on all social media posts and marketing around Greenbuild Carbon Offset project selection contest
- Priority booth placement
- Social media posts promoting sponsor
- Inclusion in pre-show and post show emails to all event registrants
- Promotion in Greenbuild show app
- Sponsor logo on website's sustainability page
- Logo in post-show sustainability report
- Sponsor mentioned in online registration, noting that carbon offset donations will be matched by sponsor

**Price: Contact Sales**





# Branding & Awareness: In-Booth Video Interview

**Ready to bring your new products and services to life in a way that a print or digital ad just can't convey?**

An In-Booth Interview allows for a modern, interview-style format that provides you with professional quality video highlighting your expertise.

## **SPONSORSHIP INCLUDES:**

- Scheduled video programming includes moderated, editorially driven interviews with speakers/sponsors from a single, onsite location
- Program manager coordinates logistics, including pre-call with editor and sponsor to vet interview questions
- Light editing includes event-branded introduction, sponsor's logo(s), speaker titles, social platforms, and website URL
- Posted on Greenbuild's YouTube channel, and shared via Greenbuild social channels and provided for sponsor use
- Development timeline: Shot onsite, final video provided within 14 days post-event

**\$3,500**



# Branding & Awareness: News Desk Video Interview

Are you looking to build your audience, recognition, and leads without the heavy investment of videographers, editing, and expensive post-production?

## SPONSORSHIP INCLUDES:

- 10-minute video interview segment shot by Greenbuild professional crew at sponsor's booth
- Program manager coordinates logistics, including pre-call with editor and sponsor to vet interview questions
- Light editing includes event branded introduction, sponsor's logo(s), speaker titles, social platforms, and website URL
- Posted on Greenbuild's YouTube channel, and shared via Greenbuild social channels & provided for sponsor use
- Development timeline: Shot onsite, final video provided within 14 days post-event

**\$4,000**



# Digital Promotions: Mobile App Sponsorships



## Mobile App Title Sponsor

Associate your name with the latest in conference technology by sponsoring the official Greenbuild mobile app. The app will be available for free to all attendees and includes your logo (and hyperlink) on the app landing page, with additional logo presence displayed throughout. These are the tools everyone will be using onsite!

### SPONSORSHIP INCLUDES:

- Sponsor logo on splash page
- Sponsor-created banner ad which appears on homepage
- Sponsor-created, full-screen landing page linking to a website of your choice

**\$36,750**  
*Exclusive*



## Mobile App Push Notification

Push your very own invite or product message with your website link to Greenbuild attendees through the mobile app.

### SPONSORSHIP INCLUDES:

- (1) Mobile app push notification to be sent during the event between 8 am - 4 pm on the hour. Sponsor to select date and time
- Push notification includes 25-character subject line, 150-character body content, and link to redirect

**\$3,150**

# Digital Promotions: Digital Show Bag



**Maximize your event performance, interact with the crowd at the event in real time via mobile, and generate more qualified leads and personal interactions.**

The digital show bag adds a digital layer to your sponsorship that allows you to identify and engage relevant decision-makers at the event beyond your current stand or marketing activities.

## SPONSORSHIP INCLUDES:

- Personal offer dashboard to easily upload your offer – includes support from a digital show bag expert
- A spot in the Greenbuild digital show bag to present your offer/promo to all attendees
- Post-event analytics dashboard for a clear view of your offers' performance at the event
- List of all qualified leads and profiles of attendees that have chosen your offer and opted in to connect after the event
- *The Greenbuild team will provide examples that have worked in the past for inspiration on building the perfect offer for your product or service*

**\$1,500**

## How does it work?

Attendees will be able to access exclusive offers from exhibitors through our mobile app.

Attendees will swipe through a gallery of promos and choose the offers that interest them most. If an offer doesn't suit them, they can move on to the next one in the digital gift bag.

Once they accept the offers, they'll enter an email address to receive their selections. The email will contain all of the details they'll need to collect the offer (visit a booth, go to a website, follow on social media, etc.).

## BENEFITS OF THE DIGITAL SHOW BAG:

- Get relevant impressions and reach key decision-makers beyond your booth
- Increase booth traffic
- Collect high-intent leads
- Get clear, real-time performance analytics and full profiles of interested buyers

**YOUR SPONSORSHIP PACKAGE  
JUST GOT MORE EFFECTIVE!**



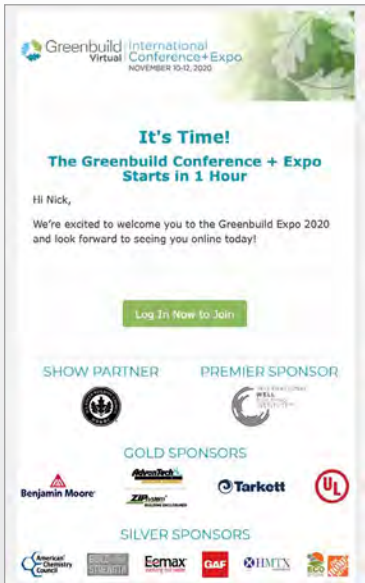
# Digital Promotions: Email Sponsorships



## Registration Confirmation Emails

All attendees receive confirmations of their registration via email. Get your company name, booth number, and logo with URL included in all registration confirmations.

**\$25,000**



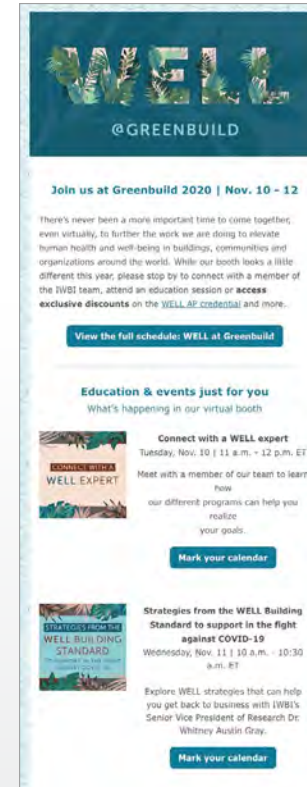
## Countdown to Show Email Series

Reach thousands of registered attendees by advertising in our 10-week series of emails leading up to the event.

### SPONSORSHIP INCLUDES:

- (1) 600x90 banner ad with click through placed within the body of each email
- Ten-week series starting August 24th; banner ad can be updated three times during ad cycle
- Post-show click-through reports will be provided for all emails

**\$5,000**



## Exclusive Email

Build visibility for your brand before and/or after Greenbuild! Drive traffic to your booth or sponsored content, promote special offers, and maximize exposure for your onsite presence with an exclusive email to the Greenbuild pre-registration list.

### SPONSORSHIP INCLUDES:

- Date selections are first-come, first-serve
- Sponsor provides HTML - HTML may contain multiple URL links (materials are due 1 week before deployment)
- Sponsor provides max 60 character subject line (spaces count)
- Sponsor must host images

**\$5,000**

# Digital Promotions: Event Preview & Post Event Highlights Guide

Feature one or more of your products or services with native placements in an interactive guide that allows readers to learn more by exploring your videos, product overview, key features, common applications, and prominent links to learn more.

The key features guide is promoted to our audience through newsletters, social posts and more.

## DETAILS:

- Management includes design, development and reporting
- Mix of editorial and/or single sponsor provided content with prominent CTAs on all pages
- Each sponsored placement/page can include logo, copy (up to 500 words), images, videos, related assets/links
- Guide is promoted to event attendees and wider audience via emails, newsletters, and social posts
- Reporting: Snapshot of page visitors, sessions, time spent, and interactions provided after event

**Exclusive: \$15,000**

**Multi-Sponsor: \$3,000**



# Events & Education: Keynote Sponsorship

## Leave a lasting impression by sponsoring a Greenbuild keynote!

These can't-miss sessions draw a huge audience with high-profile speakers, high-quality presentations, innovative new concepts, and more. Attendees will be buzzing about the keynotes long after the show!

Contact the sales team for more information on the keynote schedule.

### SPONSORSHIP INCLUDES:

- Logo on keynote entrance signage
- Logo on website with programming
- Company listing in mobile app with the session description
- Logo on keynote walk in/out slides
- Logo on all emails, mailers, and social media, with program mention
- (1) 5 min. speaking opportunity

**\$52,500**





# Events & Education: Microgrid Title Sponsor

**The Smart Energy Micro Grid Marketplace is the only concept of its kind at any tradeshow.**

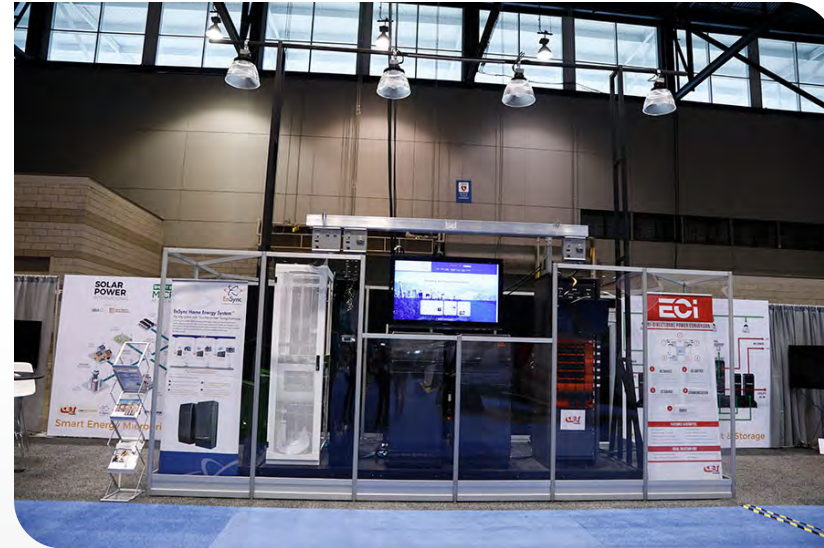
This unique opportunity is designed to showcase the operation and components of a resilient building-level hybrid AC/DC microgrid.

This indoor/outdoor display provides your company the opportunity to showcase your products/services (renewable energy sources, storage, management, distribution) for the microgrid inside the expo hall that provides onsite-generated power that will be stored and distributed to a special area of exhibit booths inside the hall.

## SPONSORSHIP INCLUDES:

- (2) 60-min. speaking opportunities
- Event branding showcasing microgrid sponsor
- Sponsor logo on website with programming

**\$52,500**





# Events & Education: Education Lab Sponsor

Connect with attendees through a unique classroom experience located right inside the exhibit hall.

Each lab will feature sponsor-developed content that will be submitted to GBCI and approved for CE credit. Each lab will host five educational sessions during expo only hours (scheduled by Show Management).

## SPONSORSHIP INCLUDES:

- Sponsor-created, custom branded, double sided back wall. Sponsor to provide final artwork
- Lectern with signage
- Theater Seating for up to 50 people
- Hanging Sign with Sponsor Logo
- Temp staff and session scanner
- Sponsor to receive session scan data post-show
- Logo on website with programming
- Session listing in mobile app
- Sessions will be listed on the online registration platform for attendees to pre-register for sessions

**\$50,000**

## Choice of AV Package:

- **AV Package Option 1:** (2) speaker sound system, (1) podium mic, (1) handheld wired mic, (1) LED projector, (1) 8' tripod screen with projection stand, wireless presenter or laser pointer
- **AV Package Option 2:** (2) speaker sound system, (1) podium mic, (1) handheld wired mic, (2) 55" monitors, wireless presenter or laser pointer



# Events & Education: Education Track Sponsor

## Associate your brand with Greenbuild's top-notch education.

Sponsors will be featured in a 60-second video to be played before each of the eight sessions.

### ADDITIONAL INCLUSIONS:

- Logo on session room entrance signage
- Logo in website with programming
- Logo on podium sign (if using a podium)
- Session listing in mobile app
- Logo on session room walk-in / out slides
- (1) 60-second video commercial to be played in session room before each session begins

**\$15,750**



# Events & Education: “Women in Green” Lunch

Sponsor this high-powered lunch that salutes the women in our industry who have emerged as great sustainability leaders and celebrating their legacy of shaping the green economy.

Also, connect with new leaders in the movement to encourage, inspire, mentor, and motivate.

## SPONSORSHIP INCLUDES:

- Logo on room entrance signage
- Logo on podium sign (if using a podium)
- Session listing in mobile app
- Logo on website with session listing
- Logo on table tent signs or menu cards
- (1) 5 min speaking opportunity
- Logo on walk in/out slides during lunch
- (8) tickets to WIG with the option to reserve (1) table - WIG ticket holders must be Greenbuild attendees

**\$36,750**  
*Exclusive*





# Events & Education: Happy Hour in the Hall

## Be the center of attention at Happy Hour in the Hall!

This opportunity will provide branding at all bars located throughout the Exhibit Hall. You'll receive 100 drink tickets to pass out to attendees who visit your booth.

### BRANDING BARS TO INCLUDE:

- 8.5 x 11" easel back sign at all bars with all sponsor logos and booth number
- Branded cocktail napkins at bars with all sponsor logos
- 100 custom drink tickets with sponsor logo
- Logo in mobile app with program listing
- Logo on website with program listing
- Happy hour listed on signage directing attendees to your booth for drink tickets

**\$5,000**





# Events & Education: Yoga/Meditation Class

## Start the day refreshed by practicing self-care with a workout class.

Sponsor (1) 45-minute yoga or meditation class each morning for 25 attendees who register onsite to attend. Greenbuild will provide an instructor, yoga mats, and refreshing flavored waters will be available for attendees.

### YOUR SPONSORSHIP INCLUDES:

- Logo on signage
- Logo on Greenbuild events page website
- Company listing in mobile app where the class is listed
- Sponsor to receive leads from class
- Sponsor can provide giveaways to distribute to attendees in the class

**\$7,500**



# Sponsorship Levels

The opportunities listed in this brochure are designed to fit a variety of budgets and can be combined to meet the desired sponsorship level. For example, by sponsoring the Keynote for \$52,500 and the Education Lab for \$50,000, you will receive the benefits associated with those items as well as Premier Level sponsor benefits.



	<b>PREMIER SPONSOR Investment Level: \$100,000+</b>	<b>PLATINUM SPONSOR Investment Level: \$75,000+</b>	<b>GOLD SPONSOR Investment Level: \$50,000+</b>	<b>SILVER SPONSOR Investment Level: \$25,000+</b>	<b>GREEN SPONSOR Investment Level: \$10,000+</b>
3 Day Conference Passes	12	8	6	4	2
Tickets to WIG Lunch	6	4	2	0	0
Happy Hour Participant	✓				
Passport to Prize Participation	✓	✓			
(1) Digital Show bag Ad	✓	✓	✓		
(1) Sponsor Spotlight (50 word sponsor msg in email to pre-reg list)	✓	✓	✓		
Rotating banner ad on GB's mobile app	✓	✓	✓	✓	
Logo on sponsor signage	✓	✓	✓	✓	
VIP seating at Keynote Sessions. Seats are in a designated area near the front of the room	✓	✓	✓	✓	✓
Logo on Greenbuild sponsor web page with hyperlink to company website	✓	✓	✓	✓	✓
Logo on Keynote walk in/out slides	✓	✓	✓	✓	✓

# Greenbuild Annual Packages

Greenbuild Annual Packages are designed to drive maximum ROI and create engagement with the Greenbuild community throughout the year.

**Your Success = Our Success**

	ASSOCIATE Valued at \$27,500 You Pay \$25,000	LEADERSHIP Valued at \$45,000 You Pay \$40,000	ELITE Valued at \$90,000 You Pay \$77,500	ULTIMATE Valued at \$130,000 You Pay \$100,000
<b>Digital Marketing</b>				
On Demand Session	You Sponsor a Greenbuild-Programmed Session	You Sponsor 2x Greenbuild-Programmed Sessions	Custom Created Content & Hosting	Custom Created Content & Hosting
eBlasts	Inclusion in Greenbuild eBlast	Inclusion in Greenbuild eBlast	Exclusive 1/yr	Exclusive 2/yr
Lead into Loyalty			Included	Included
Greenbuild Monthly Digest		Logo in Footer PLUS Banner in 2 Issues	Logo in Footer PLUS Banner in 2 Issues	Logo in Footer PLUS Banner in 2 Issues
<b>Live Digital Content</b>				
Webinars	You Sponsor a Greenbuild-Programmed Session	You Sponsor a Greenbuild-Programmed Session	(1) Audio & Slides	(1) w/ Video & Screenshare
Executive Q&A				You Provide the C-Suite Interviewee
Attendee Ad Target				Used with Executive Q&A
Greenbuild Blog	(1) Content Link	(2) Content Links	(1) Guest Post + (2) Content Links	(2) Guest Posts (2) Content Links
Greenbuild White Papers			x1	x2
<b>Events</b>				
Access to Virtual Summits	5 Passes	5 Passes	5 Passes + Featured Sponsor Profile	5 Passes + Featured Sponsor Profile
Greenbuild International Conference + Expo	10x10 (Inline)	10x20 Booth (Corner)	Green Sponsor w/ 20x20 Booth	Gold Sponsor w/ 20x40 booth
Platinum Booth Exposure Package (Live & Virtual Events)	Included	Included	Included	Included
Passport for Prizes			Included	Included





Greenbuild

Thank you!

Not seeing what you're looking for?  
Have an idea for your own custom sponsorship package?  
Want to showcase your products in a unique way?

**Contact us to find out how to  
build your own custom opportunity!**



Jeff Stasko  
Director of Sales  
+1 917.608.9294  
jeffrey.stasko@informa.com



Dave Pruksa  
Director of Strategic Accounts  
+1 612.518.8084  
dave.pruksa@informa.com