



Greenbuild | International Conference + Expo

NOVEMBER 1-3, 2022 | MOSCONE CENTER | SAN FRANCISCO

2022 Sponsor Prospectus

Marketing Services

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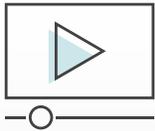
Digital Engagement

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.



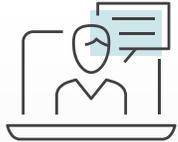
136,000+

Audience Database



700+

Average Webinar Registrations



4,000+

Greenbuild Virtual Participants



145

Average Session Attendance



47,000+

Twitter Followers



18,800+

Facebook Followers



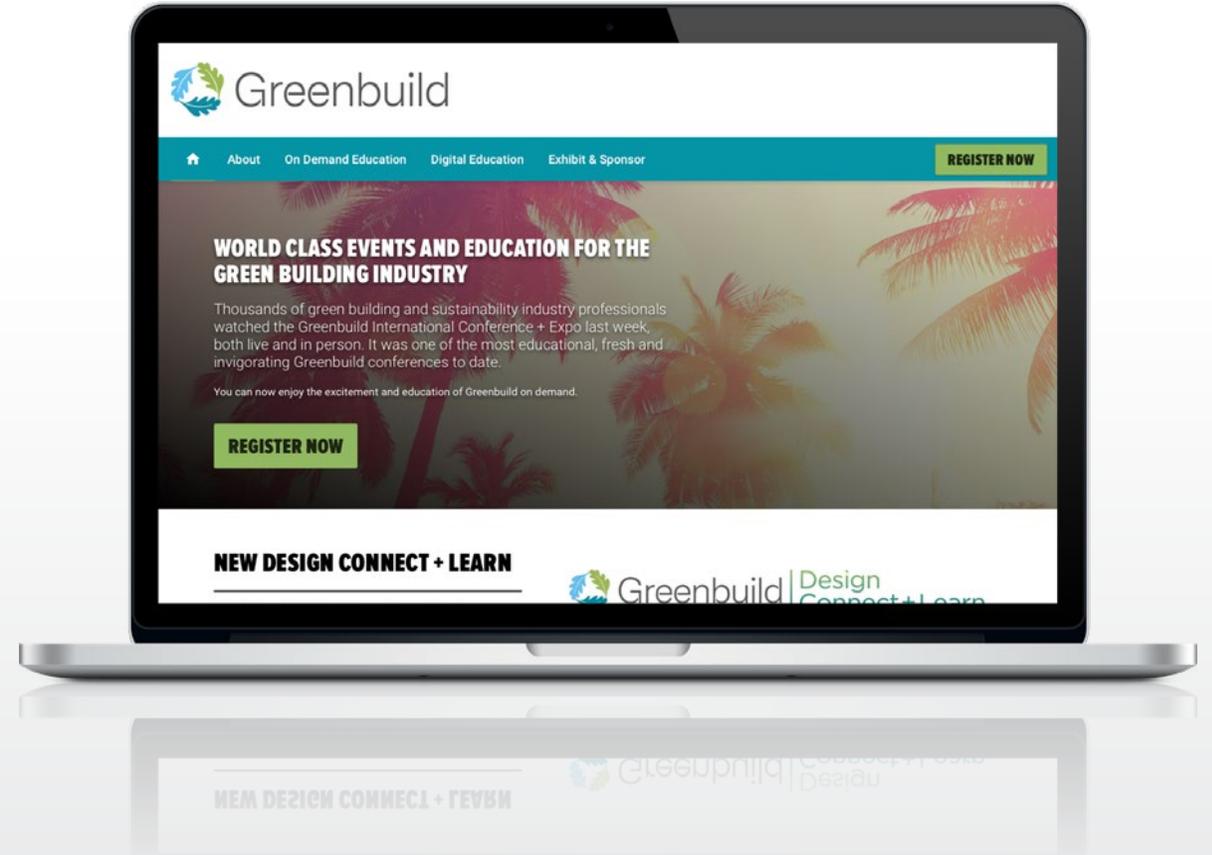
5,000+

LinkedIn Followers



6,000+

Instagram Followers





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.



Greenbuild Monthly Digest

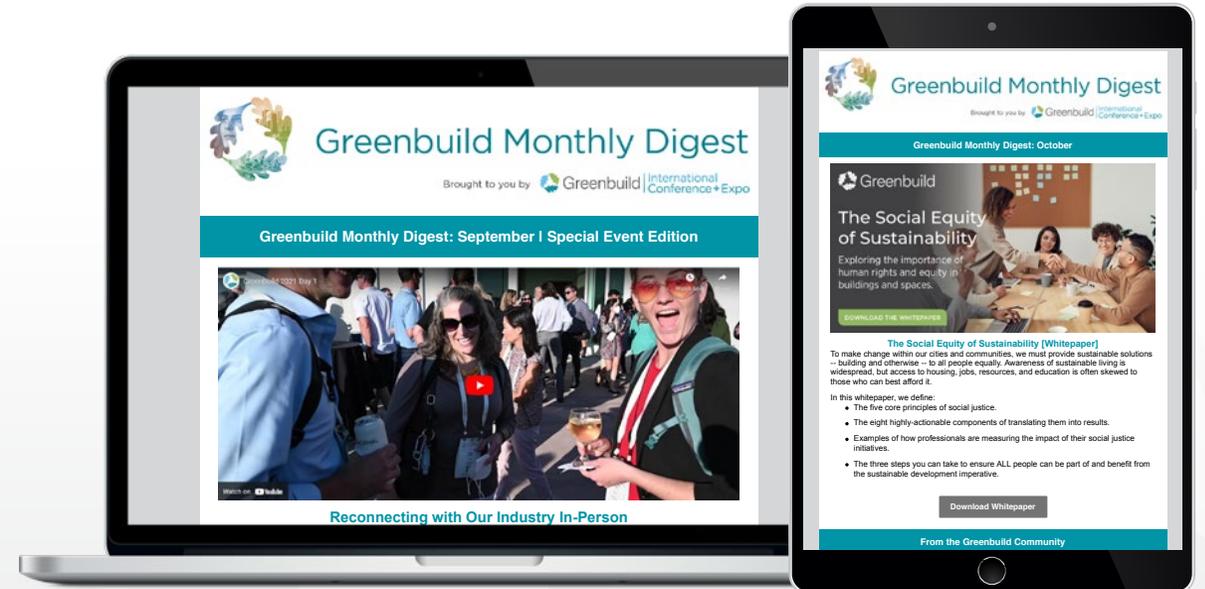
Each month, original blog content, webinars, and the latest news will be shared with 35,000+ industry professionals who are passionate about sustainable spaces and combating climate change.

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



Digital Promotions: Email Sponsorships



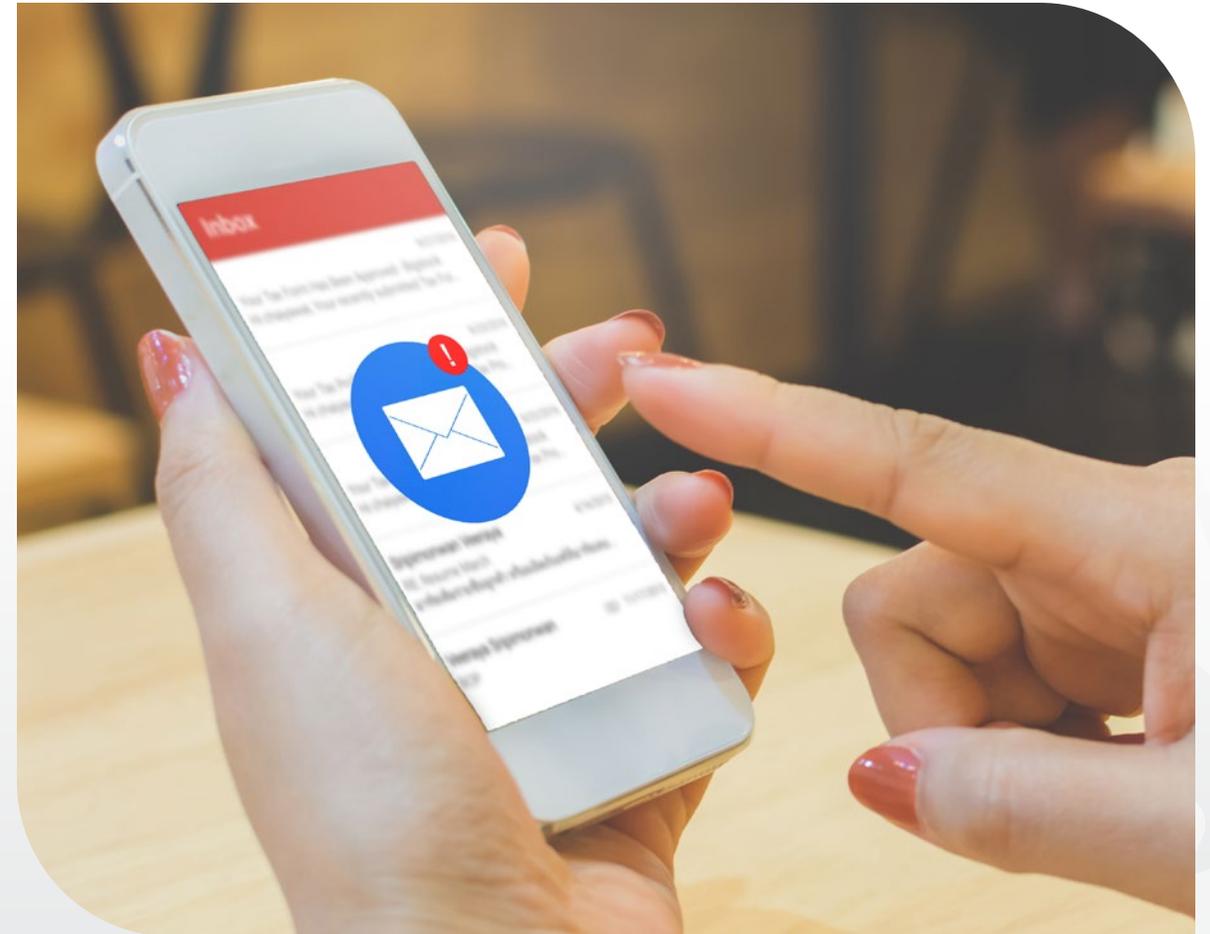
Exclusive Email

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



Attendee AdTarget

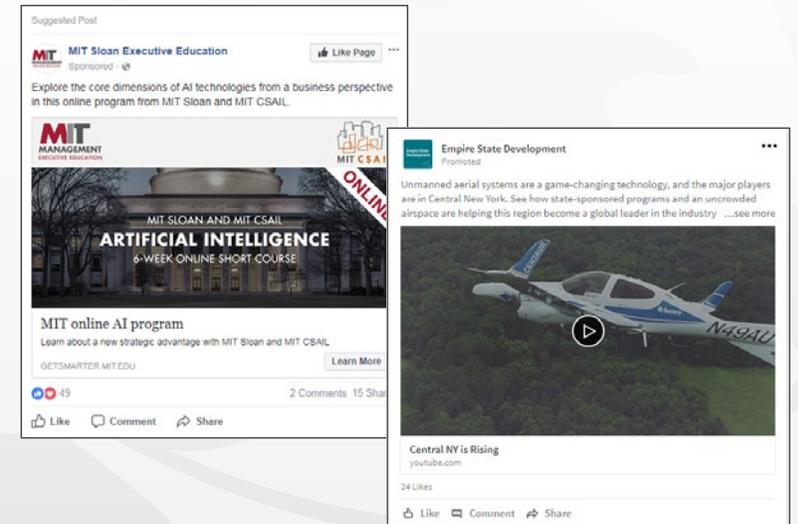
Extend your reach and stay in front of your most valuable prospects! Attendee AdTarget campaigns target the business decision makers in our database who match your target criteria. Utilizing thousands of sites across the web, your campaign is displayed multiple times, ONLY to those who fit your targeted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

[See Price Breakdown on Next Page](#)



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.*

Elevate Your Experts with Powerful Video Interviews



FastChat Bundle: \$13,200

(Bundle Savings \$3,300)

FastChat interviews are compelling, editorially driven video interviews on an interactive page with resources, custom asset downloads, and more! Also, receive marketing promotion via Greenbuild's email database and social media.

What you get:

- 3-5 question interview with remote video capture, 10-15 mins in length
- Single option or a series of 2-3 videos, with light editing
- Dedicated landing page with up to 3 assets (provided by sponsor)



Executive QuickTake Bundle: \$12,000

(Bundle Savings \$3,000)

Looking for quick, turnkey video content? With Executive QuickTake, our team handles the setup and filming of a 5-10 min video interview posted to Greenbuild's social media channels.

What you get:

- 3-4 question interview conducted by Greenbuild team, 5-10 mins in length
- Dedicated program manager to coordinate logistics
- Light editing including event branded intro, sponsor logo, and speaker titles
- Attendee AdTarget Digital Display - Standard ad banners served only to your target profiles, appearing on thousands of brand-safe sites across the web for one month (max 50K impressions)

Both Bundles Include:



Exclusive Eblast

Provide us with an email and we'll deploy to our database! You'll receive email analytics to measure the impact.

Social Media Booster

Increase your brand awareness on social media with boosted posts directly to your target audiences across LinkedIn and Facebook.



EXCLUSIVE OFFER:

Bundle with a different product mix and receive 20% OFF orders totaling \$15,000 or more!

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

\$10,000 for creation

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 the lighting for a high bay environment, or hand trucks?

Q: What do your solutions, which lamps instead of?

At my company these new retrofit customers need to first and foremost. Users must consider fixture wires to the line. If an accident manufacturer would.

Secondly, these spacing or heat dissipation levels. Most of the problem with depreciation becomes depreciation into a and any dust accumulation only about 75% application at view.

Additionally, I would see illumination levels. Most of the problem with depreciation becomes depreciation into a and any dust accumulation only about 75% application at view.

Along these same lines, prismatic globes/lenses softens the sharp edges it also improves uniform working in these areas.

Finally, I suggest consider the effects different color has a crisp, bluish as per brightness, and a green higher mounting heights temper the LED luminaire a better choice for lower.

Q: You mentioned "to for facilities. Should choosing a new or re

A: Definitely! Underhood is typically an area that

When you need to push light out from a column or a platform, consider using a Type I optical pattern. This can improve uniformity and prevent light from being lost along a column or structure. Also consider using high beam floodlights.

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.

have a huge impact on worker safety and productivity.

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 2:1, 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, Appleton Lighting, Electrical Apparatus & Lighting, Emerson Automation Solutions

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

Source: Emerson LED website

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 for an additional \$5,000

\$15,000 (audio with slides, webcam, and chat function)



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 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

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

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

\$10,000

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



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

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!**



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