



# Greenbuild | International Conference + Expo

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

## 2022 Sponsor Prospectus

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# 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.



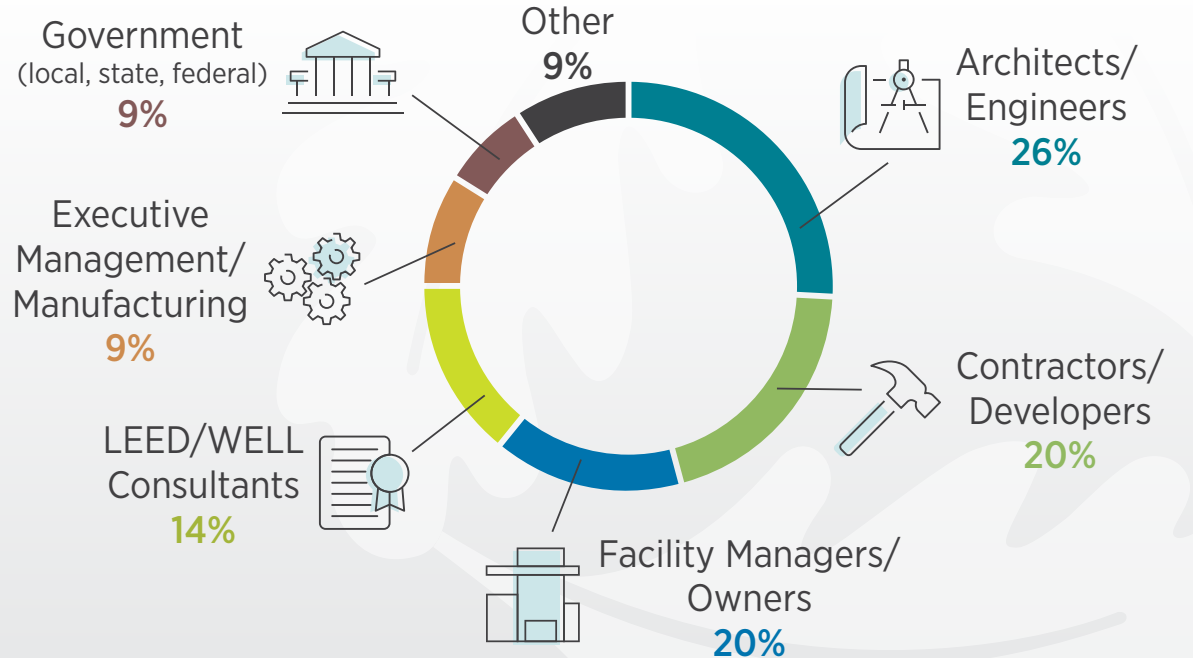
**60%**

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



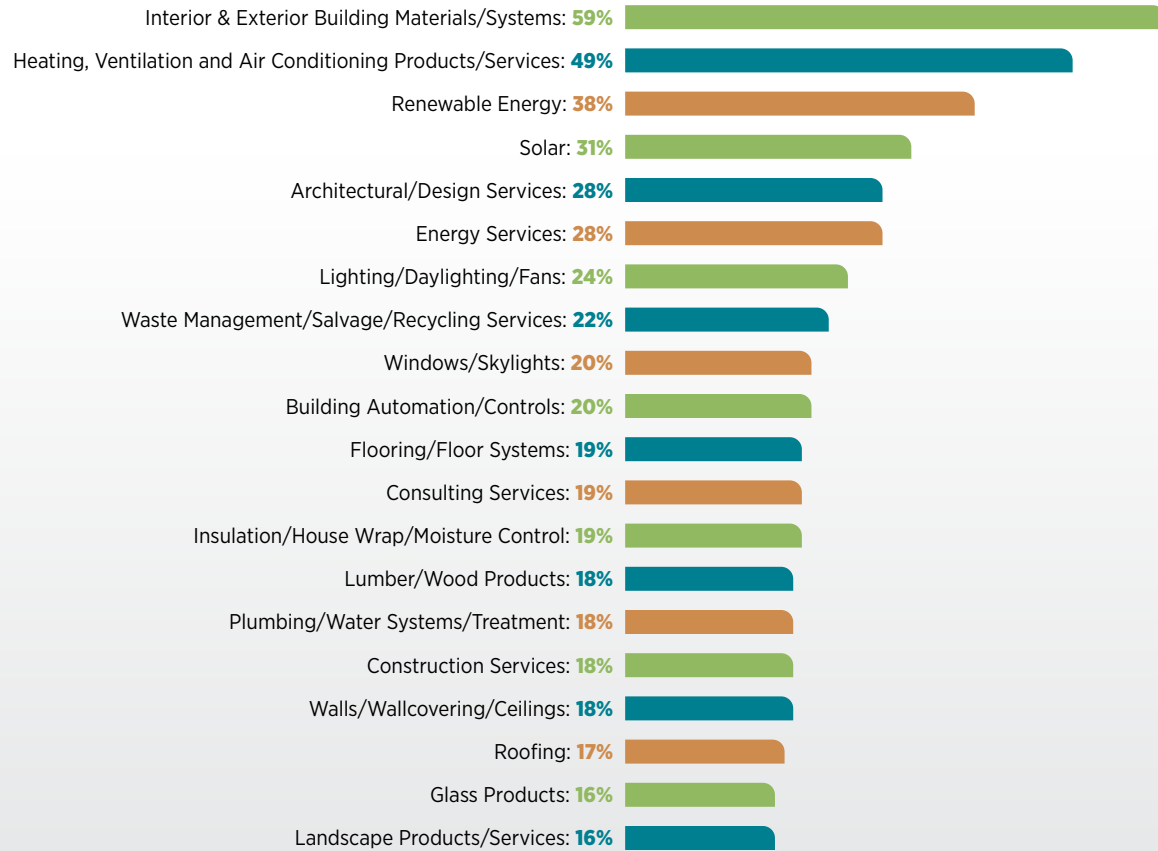
“Loved the exhibitors and my booth got an absolute ton of foot traffic. Great show overall.”

## 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



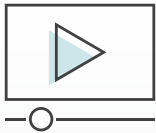
# Digital Engagement

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.



**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



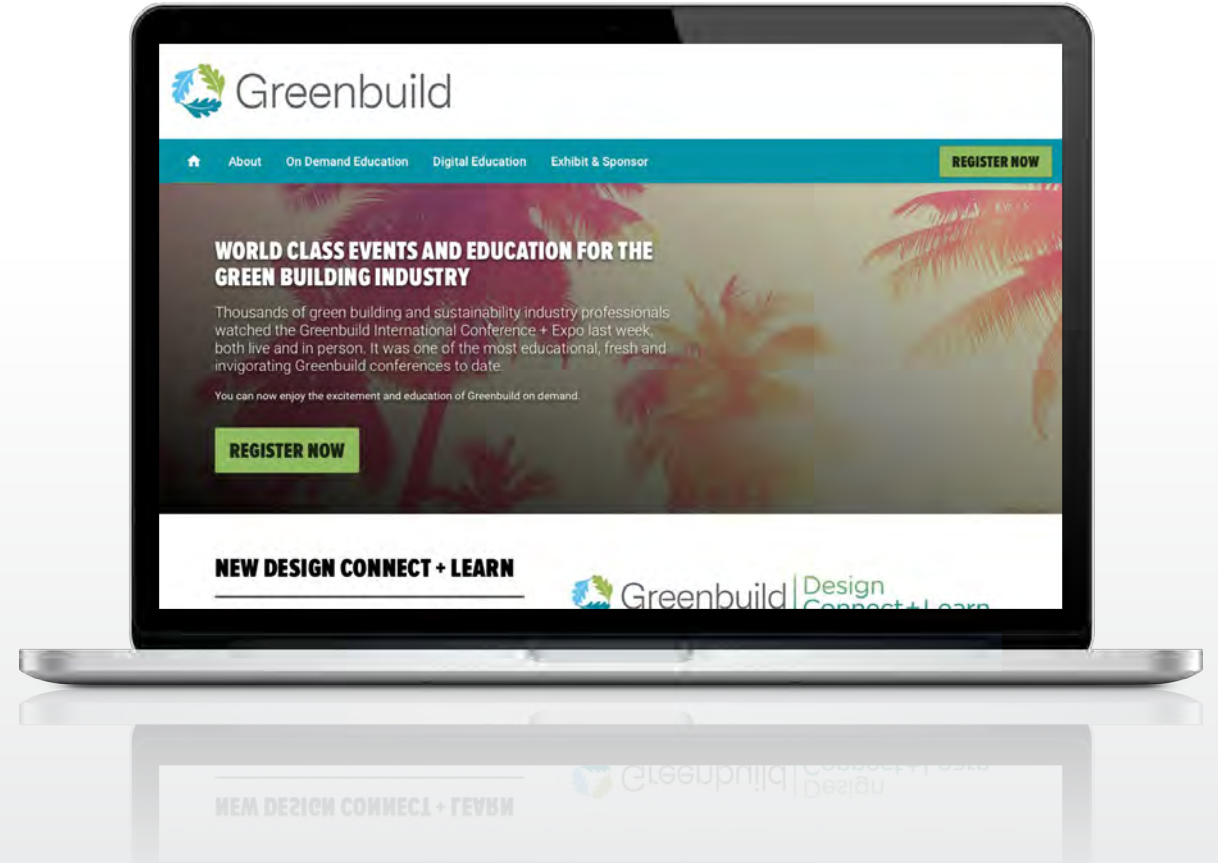
**5,000+**

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**





# Attendee AdTarget

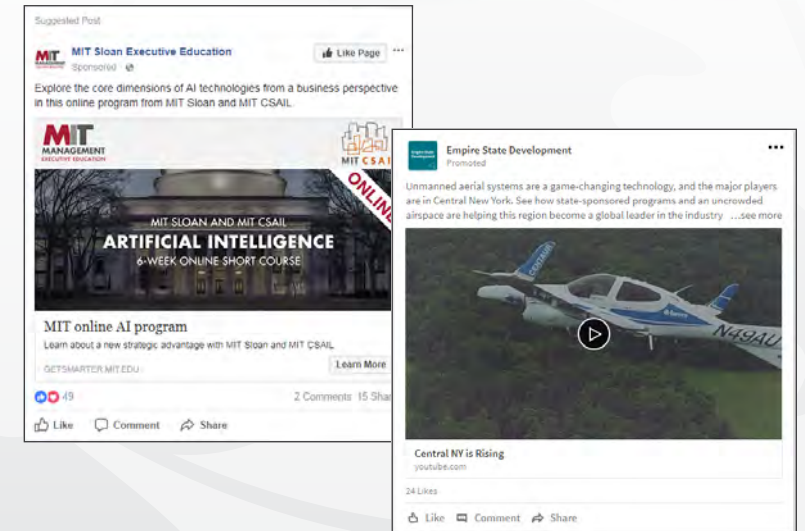
Extend your reach and stay in front of your most valuable prospects! Attendee AdTarget campaigns target the business decision-makers in our database who match your target criteria. Utilizing thousands of sites across the web, your campaign is displayed multiple times, ONLY to those who fit your targeted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

# 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

**\$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.

4. Is the fixture built for lighting for a hazardous environment, or for harsh industry applications?

**Q: What do you see as the biggest challenge for these new retrofit customers need to be aware of?**

At my company, we see a lot of customers need to be aware of the fact that most of the time, users need to consider fixture wires to re-reroute. If an accident manufacturer would be involved, these applications are not ideal. The problem with LED is depreciation over time and any short circuit can be just as debilitating as a short circuit in a HID.

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

Finally, I suggest consider the effects of different colors. A crisp, bright appearance is a great choice for lower mounting heights. A warmer, softer appearance is a better choice for lower mounting heights.

**Q: You mentioned "sp" for facilities. Should choosing a new or re-retrofitting be a consideration?**

At Emerson, we typically see that a facility is typically an area that is being retrofitted.

**THE MOST COMMON ENGINEERING AND MAINTENANCE ISSUES**

- SHORT BALLAST
- HIGH MAINTENANCE
- LOW QUALITY
- DIFFICULT MAINTENANCE

Source: Emerson LED Industry

**ASK THE EXPERT** EMERSON

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 reviewing with high lumen floodlights.

In greenfield designs, over patterns or high lumen is designed, resulting in cost savings.

Additionally, I would stress illumination level. Most LED lumens outputs. You are a bulb wattage, so choose needs of the area. I know can be just as debilitating as a short circuit in a HID.

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**ASK THE EXPERT** EMERSON

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

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

At 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?**

At 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 refractor, 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?**

At 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.

**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 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.

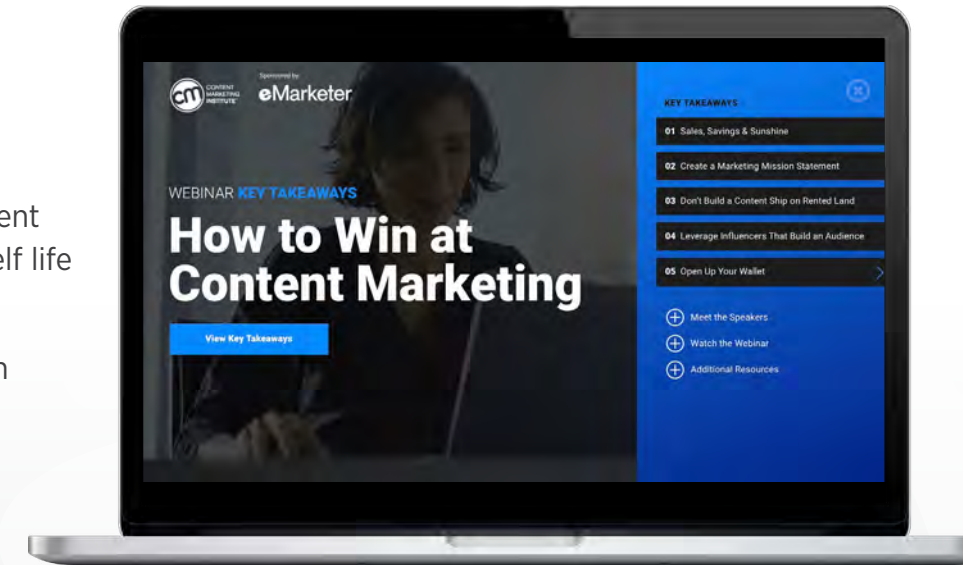
Webinar Key Takeaways appeal to the needs of B2B executives by communicating information concisely, which frees up time in their demanding schedules.

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

**\$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



# 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

Event Sponsorships

# Exhibitor Booth Packages

Presented both live in-person and live digitally, the Greenbuild 2022 hybrid event will be safe, engaging, highly experiential, and accessible to our full global audience.

## The standard 10x10 booth package includes:

- Online Company Profile
- Mobile App Listing
- Lead Retrieval



<b>EXHIBIT SPACE COST</b> (PER SQ. FT.)	<b>Standard</b> after 9/23/21
USGBC Member (Silver & Above)	\$42.00
USGBC Member (Organizational)	\$48.00
Non-Member	\$48.00

<b>BOOTH CONFIGURATION</b>	
Corner Cost	\$200
Peninsula Cost	\$400
Island Cost	\$800

## BOOTH BRANDING PACKAGES

All booths are required to take the Basic Branding Package or select an upgraded package for additional exposure.

### Basic Branding Package ..... \$825

- Online Company Profile
- Mobile App Listing
- Lead Retrieval

### Platinum Exposure Package ..... \$2,325

- Online Company Profile
- Mobile App Listing
- Lead Retrieval
- Full Interactivity & Outbound Meeting Requests
- Enhanced Company Listing
- Digital Show Bag

### Platinum Reserved Exposure Package..... \$7,125

- 10x10 booth located at the front entrance reserved area
- Online Company Profile
- Mobile App Listing
- Lead Retrieval
- Full Interactivity & Outbound Meeting Requests
- Enhanced Company Listing
- Digital Show Bag



# Innovation Stage

**Combine your in-person booth presence with two separate speaking sessions at the focal point of the exhibit hall.**

In these demo-style sessions, you have free range to share your products and services with the Greenbuild community on the main stage within the expo hall.

Top sustainability buyers attend Greenbuild each year seeking the latest technologies, products, solutions, and services to advance their sustainability mission. The Innovation Stage is your chance to tell industry decision-makers how you can solve their challenges.

## DETAILS:

- 10x10 Inline booth with Basic Branding Package
- 40 minutes of presentation time
  - 20 minute time slot on Wednesday, November 2
  - 20 minute time slot on Thursday, November 3
- Stage will be located on the Expo Floor
  - 55" monitor
  - Computer to load USB zip drive
  - Session or stage activities included in Greenbuild Expo Hall Events Schedule
  - Session pre-recorded and available on Greenbuild virtual platform for 60 days
  - Meter board promoting Sponsor & Times

**\$12,500**





# Sponsored Speaking Opportunity

**Elevate your brand awareness and position your company as an industry thought leader.**

Reserve your 60-minute time slot on the Greenbuild conference program to deliver your “TED-style” message in a high-powered presentation on a topic area that you have expertise in, with continuing education credits tied to your session.

Green building professionals constantly search for new ideas and information to help them grow their business; while actively seeking the latest cutting-edge products, tools, and resources to solve their sustainability challenges.

## DETAILS:

- 60-minute presentation in a private meeting room
- CE accredited
- Session included in Greenbuild conference schedule
- Session pre-recorded and available on Greenbuild virtual platform for 60 days
- Session recording available on the Greenbuild Insider for 12 months post-show

**\$10,000**



# 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**

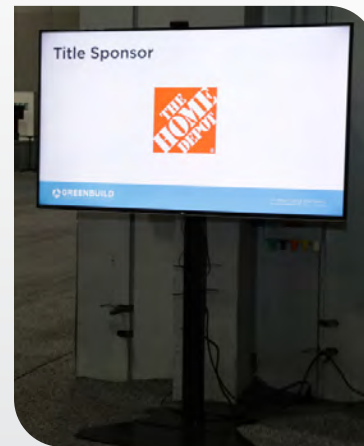


## Banners

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**



## 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 Greenbuild.

### SPONSORSHIP INCLUDES:

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

**\$5,250**

*\*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.

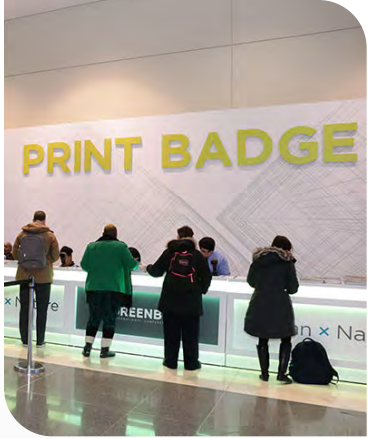
### SPONSORSHIP INCLUDES:

- 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: 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.

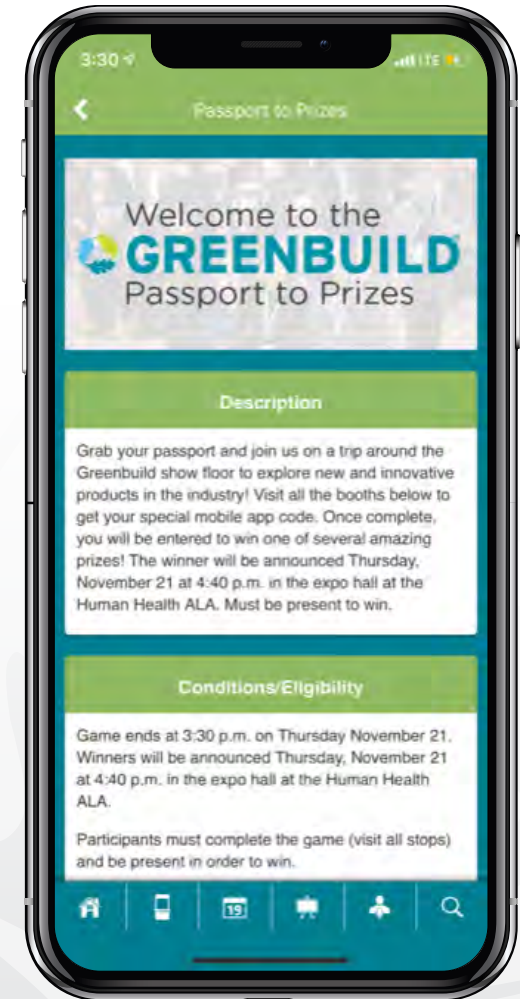
On the last hour of the last day that the expo hall is open, the Passport to Prize Winners will be announced on the show floor. Attendees must be present to win and will be taken to the sponsor booth to collect their prizes. All Passport to Prizes booths must be located in the exhibit hall.

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: 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

**\$35,000**

## 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.

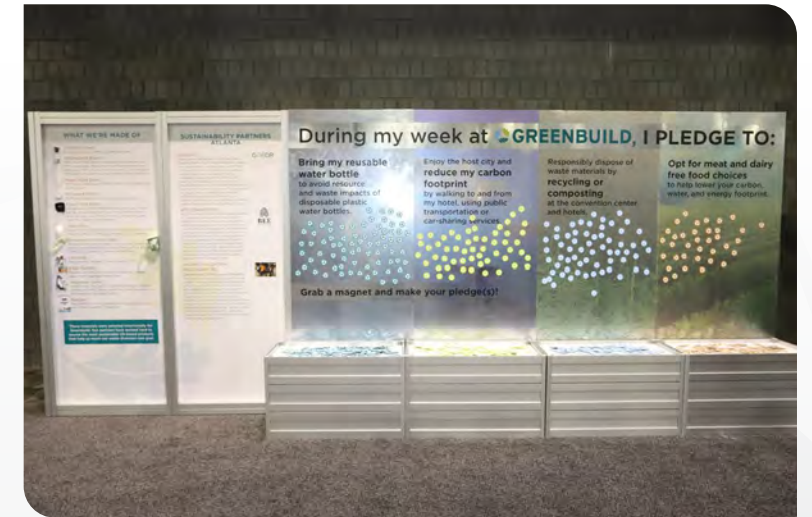
By sponsoring this item, your environmental investment will go towards new sustainability projects to offset close to 4,000 metric tons. Carbon offsets are a practical and effective way to address climate change and encourage the growth of renewable energy.

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
- Presence in sustainability lounge

**Price: Contact Sales**



# Greenbuild Ask the Industry Video

**Position yourself as an industry expert with a short Q&A played onsite at the Moscone Center in highly-trafficked zones.**

Answer 2-3 pre-selected questions in a quick 30-60 second video, and watch as your content will be combined with all submissions and played on loop in various areas at Greenbuild 2022.

For more details on how to get the most out of your video, [see here](#).

Submit all entries [here](#).

## DETAILS:

- Video will be hosted on the Greenbuild YouTube channel
- Promoted through Greenbuild marketing efforts: newsletters, social media, featured on the Greenbuild website.
- Played continuously through the conference breaks
- Played continuously through registration

**\$3,500**

*\*Sponsor responsible for filming/recording Q&A; conference team will handle all video editing.*



# 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!**

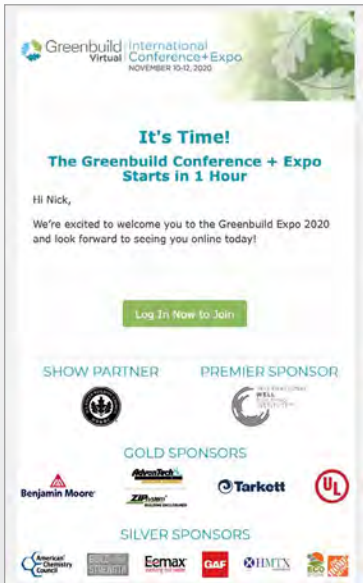
# Digital Promotions: Email Sponsorships



## 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**



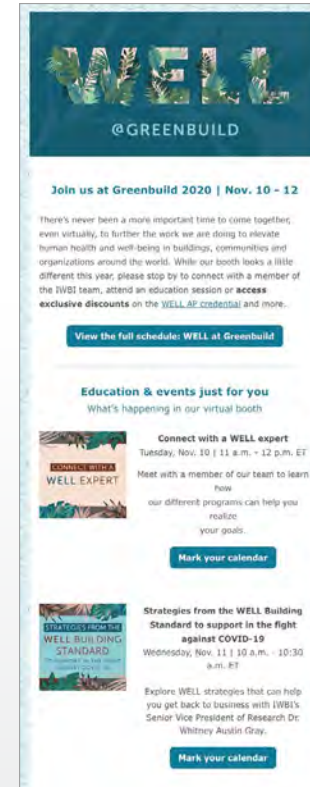
## Countdown to Show Email Series

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 15th; 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**

# 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.**

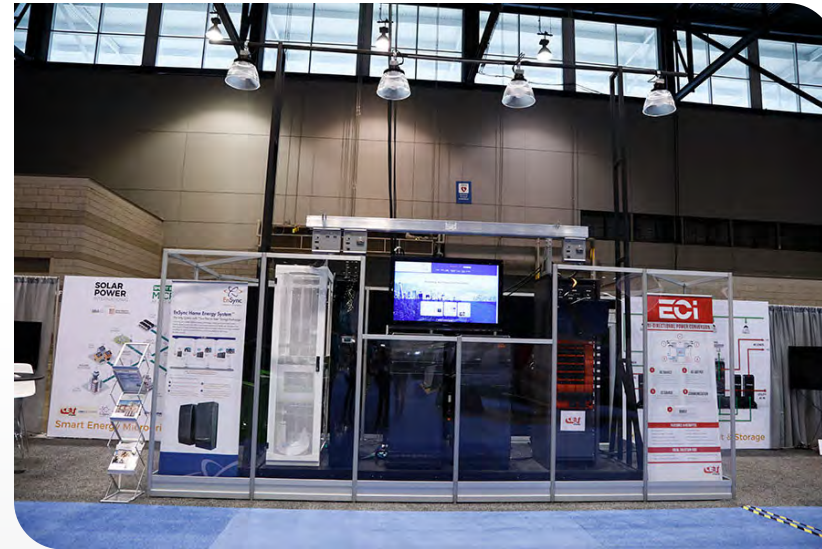
This unique opportunity is designed to showcase the operation and components of a resilient building-level hybrid AC/DC microgrid.

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

## 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



**\$50,000**

# 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 five 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</b> Investment Level: <b>\$100,000+</b>	<b>PLATINUM SPONSOR</b> Investment Level: <b>\$75,000+</b>	<b>GOLD SPONSOR</b> Investment Level: <b>\$50,000+</b>	<b>SILVER SPONSOR</b> Investment Level: <b>\$25,000+</b>	<b>GREEN SPONSOR</b> Investment Level: <b>\$10,000+</b>
3 Day Conference Passes	12	8	6	4	2
Tickets to Women in Green 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	✓	✓	✓	✓	✓

\*Sponsors are required to submit individuals receiving access to the Women In Green Luncheon per their allotment via our sponsor form no later than a week prior to the event. No substitutes are permitted after the deadline or onsite and all individuals must be registered for the event. For more information please contact us: [operations@greenbuildexpo.com](mailto:operations@greenbuildexpo.com)





# 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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