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!

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

- **Executive Management/Manufacturing**: 9%
- **Government (local, state, federal)**: 9%
- **Facility Managers/Owners**: 20%
- **Contractors/Developers**: 20%
- **LEED/WELL Consultants**: 14%
- **Architects/Engineers**: 26%
- **Other**: 9%

**Expected Attendance**: 10k
**Expected Exhibitors**: 250+
**Product Categories**: 80+
### Top 20 Products/Services Attendees Want to See at Greenbuild

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interior &amp; Exterior Building Materials/Systems</td>
<td>59%</td>
</tr>
<tr>
<td>Heating, Ventilation and Air Conditioning Products/Services</td>
<td>49%</td>
</tr>
<tr>
<td>Renewable Energy</td>
<td>38%</td>
</tr>
<tr>
<td>Solar</td>
<td>31%</td>
</tr>
<tr>
<td>Architectural/Design Services</td>
<td>28%</td>
</tr>
<tr>
<td>Energy Services</td>
<td>28%</td>
</tr>
<tr>
<td>Lighting/Daylighting/Fans</td>
<td>24%</td>
</tr>
<tr>
<td>Waste Management/Salvage/Recycling Services</td>
<td>22%</td>
</tr>
<tr>
<td>Windows/Skylights</td>
<td>20%</td>
</tr>
<tr>
<td>Building Automation/Controls</td>
<td>20%</td>
</tr>
<tr>
<td>Flooring/Floor Systems</td>
<td>19%</td>
</tr>
<tr>
<td>Consulting Services</td>
<td>19%</td>
</tr>
<tr>
<td>Insulation/House Wrap/Moisture Control</td>
<td>19%</td>
</tr>
<tr>
<td>Lumber/Wood Products</td>
<td>18%</td>
</tr>
<tr>
<td>Plumbing/Water Systems/Treatment</td>
<td>18%</td>
</tr>
<tr>
<td>Construction Services</td>
<td>18%</td>
</tr>
<tr>
<td>Walls/Wallcovering/Ceilings</td>
<td>18%</td>
</tr>
<tr>
<td>Roofing</td>
<td>17%</td>
</tr>
<tr>
<td>Glass Products/Services</td>
<td>16%</td>
</tr>
<tr>
<td>Landscape Products/Services</td>
<td>16%</td>
</tr>
</tbody>
</table>

### Previous Attendees:

- ACE HARDWARE CORPORATION
- AES
- ALBUQUERQUE PUBLIC SCHOOLS
- BASSETTI ARCHITECTS
- BRIGHTWORKS SUSTAINABILITY
- BROOKFIELD PROPERTIES
- CARLISLE CONSTRUCTION
- CBRE
- CITY OF FORT LAUDERDALE
- COLUMBUS METROPOLITAN HOUSING AUTHORITY
- COMCAST NBCUNIVERSAL
- COOKFOX ARCHITECTS
- CUSHMAN & WAKEFIELD
- DPR CONSTRUCTION
- DURA CONSTRUCTION
- ECOHOUSE
- ECOWORKS STUDIO
- EMPIRE STATE REALTY TRUST
- ENERBANK USA
- EVOLVEEAA
- FACEBOOK
- GENEALER
- GOVERNMENT OF CANADA
- HARVARD SCHOOL OF PUBLIC HEALTH
- HBB LANDSCAPE ARCHITECTURE
- HDR, INC.
- HGA ARCHITECTS AND ENGINEERS
- HKS, INC.
- HMC ARCHITECTS
- HOK
- HOLDER CONSTRUCTION GROUP, LLC
- HUDSON PACIFIC PROPERTIES
- INTEL CORPORATION
- INTERNATIONAL WELL BUILDING INSTITUTE
- J.L.
- JONES LANG LASALLE
- JORDAN & SKALA ENGINEERS
- JPMORGAN CHASE & CO.
- KILROY REALTY CORPORATION
- Kohn Pedersen Fox Associates PC
- L2 GREEN DESIGN & CONSULTING
- LELAND CONSTRUCTION
- LENDELEASE
- LEVEL 10 CONSTRUCTION
- LGC INTERIOR DESIGN
- LINKEDIN
- LIVING DESIGN INTERIORS
- Mccormick and Wright
- Mcdonald’s Corporation
- McKissack & McKissack
- mead & Hunt, Inc.
- MICROSOFT
- MOSAIC ARCHITECTS
- Niagara Conservation
- New York City Department of Environmental Protection
- PAE Consulting Engineers
- Perkins and Will
- Perkins Eastman
- PREMIER ENVIRONMENTAL SERVICES
- SKANSKA
- Skidmore, Owings & Merrill LLP
- Southern California Edison
- Stephen Daltos Architects
- STO BUILDING GROUP
- STOK
- TARGET CORPORATION
- TD BANK GROUP
- The Coca-Cola Company
- THE WALT DISNEY COMPANY
- THE WHITING-TURNER CONTRACTING COMPANY
- THORNTON TOMASETTI, INC.
- Tlc Engineering Solutions
- Turner Construction Company
- U.S. Department of Energy
- U.S. Department of State
- U.S. Department of the Interior
- U.S. Environmental Protection Agency
- U.S. General Services Administration
- United Therapeutics
- Verdani Partners
- Vornado Realty Trust
- WIGHT & COMPANY
- YUM! Brands, Inc.
- ZGF Architects LLP
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.

- **4,000+** Greenbuild Virtual Participants
- **145** Average Session Attendance
- **136,000+** Audience Database
- **700+** Average Webinar Registrations
- **18,800+** Facebook Followers
- **5,000+** LinkedIn Followers
- **6,000+** Instagram Followers
- **47,000+** Twitter Followers