



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.



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.

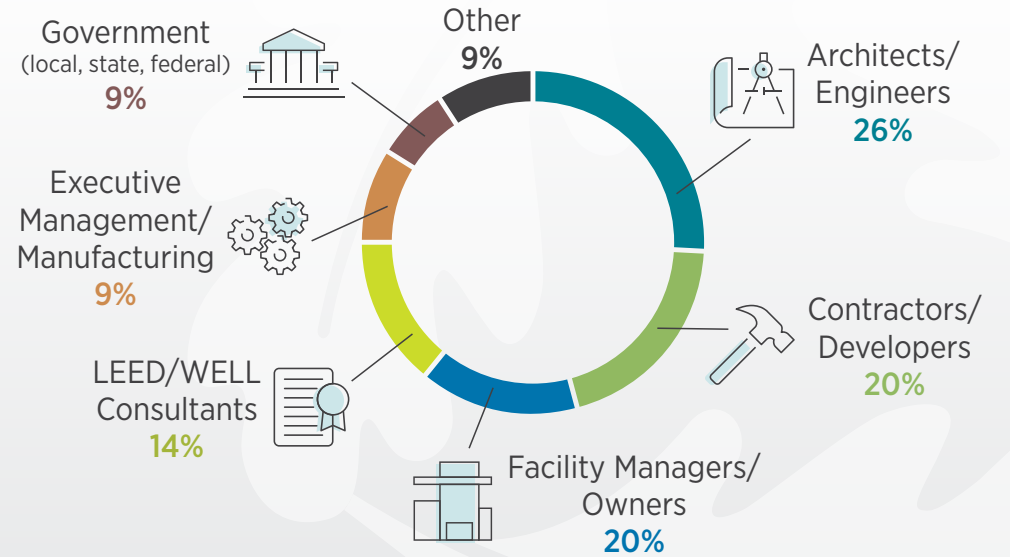


60%

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

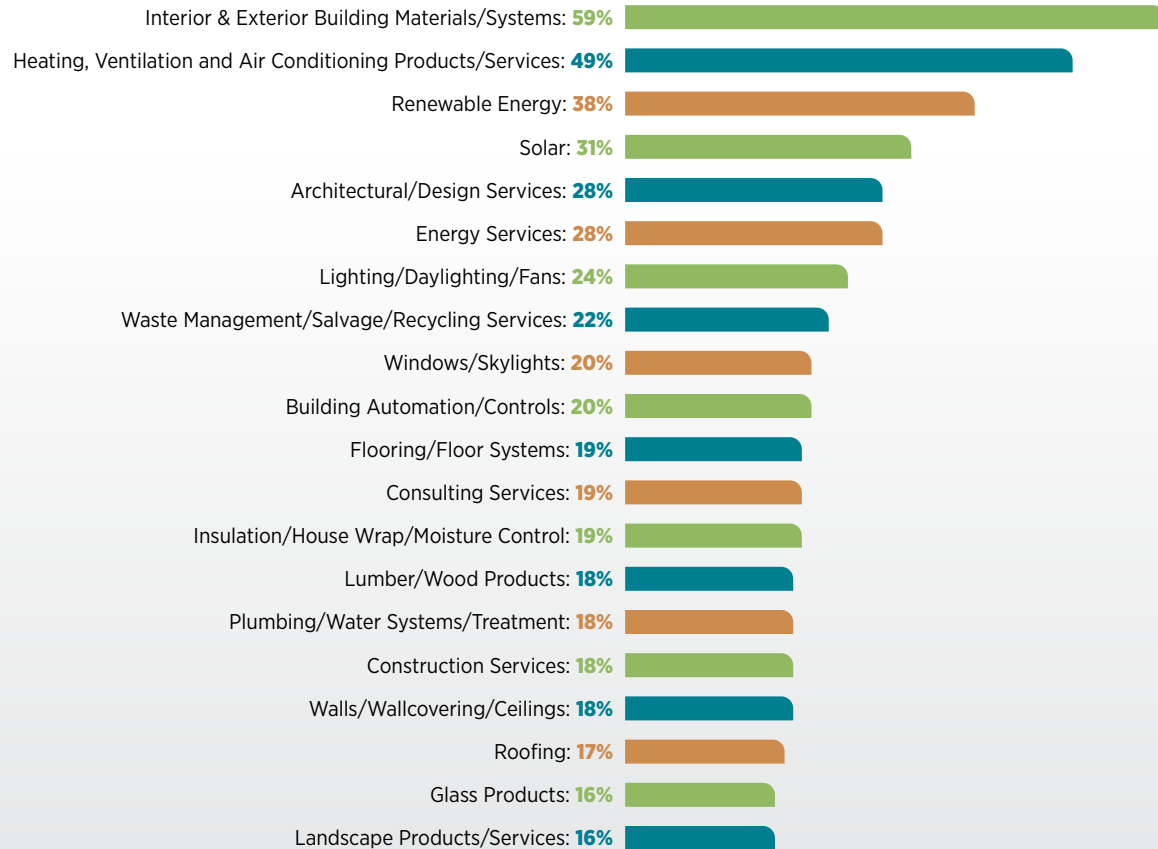


Audience Breakdown



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

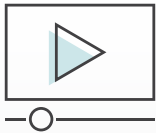
Digital Engagement

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



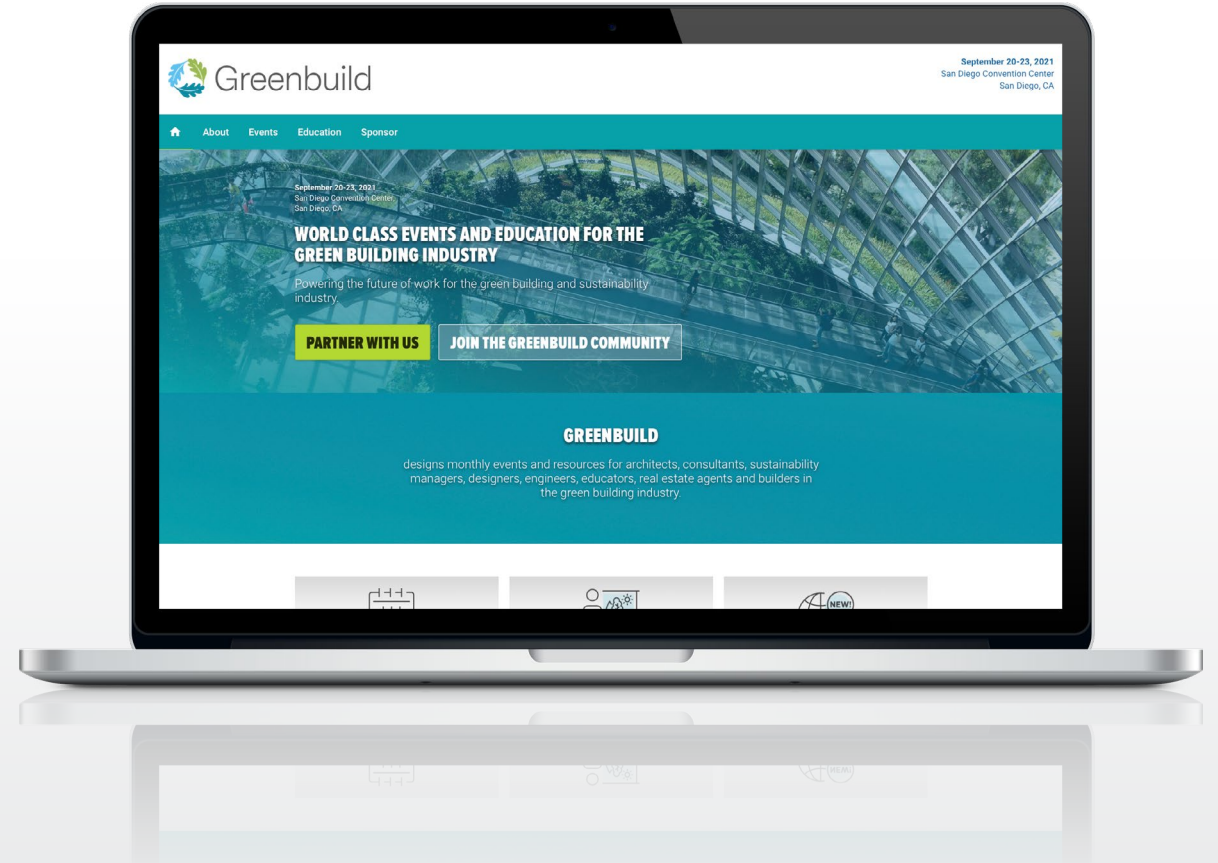
3,700+

LinkedIn Followers



5,300+

Instagram Followers

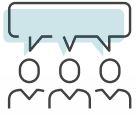


Turn Leads to Loyalty

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

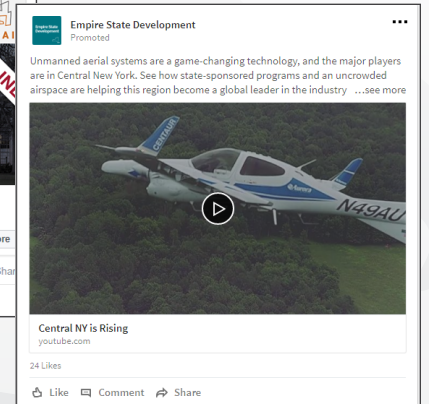
Extend your reach and stay in front of your most valuable prospects! Attendee AdTarget campaigns target the business decision-makers in our database who match your target criteria. Utilizing thousands of sites across the web, your campaign is displayed multiple times, ONLY to those who fit your targeted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

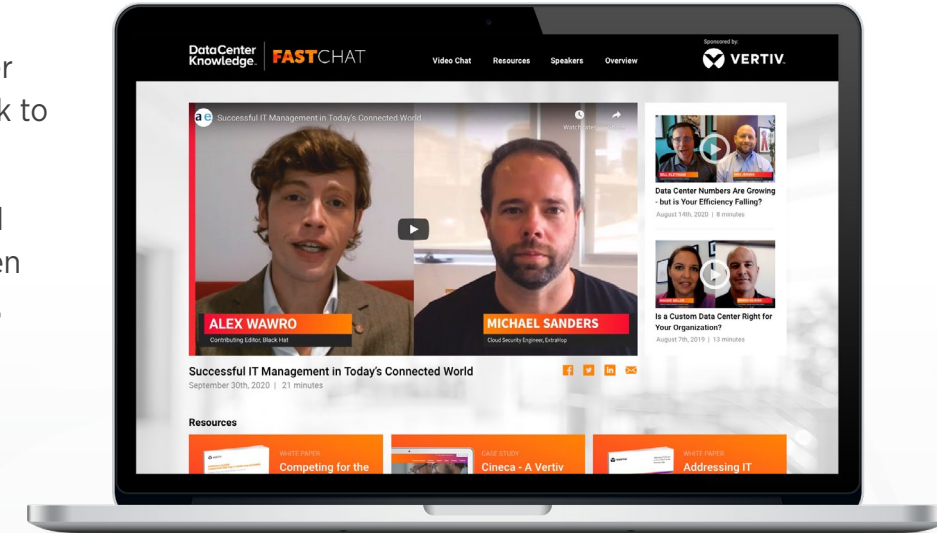
FastChat interviews balance shifting customer needs with agile marketing solutions by leveraging the power and popularity of video to create deeper connections with prospective customers. These compelling, editorially driven video interviews provide a platform for executives to tell the story of their 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 equivalencies?

4. Is the fixture a ballast lighting for a ballast environment, or harsh industrial?

Q: What do you see as the biggest challenge for these new retrofit customers need to know?

A: At my company, we see a lot of customers need to know that when you retrofit, you need to consider the fixture's wiring to re-line. If an accident manufacturer would be involved, these are the things that are most important. The problem with retrofit is that the depreciation is not accounted for and any dust accumulation can be only about 25% application at level.

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 using a wash light with high lumen flow/ahrs.

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.

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 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?

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 ENGINEERING AND SHORT BALLAST HIGH MAINTENANCE LOW QUALITY OF DIFFICULT MAINTENANCE

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

ITPro **CISCO**

CONTENT KICKSTART
Multicloud Management

informa engage

Study Changes: Average Frequency & Most Commonly Requested

The typical respondent reports going back to their RTSM/IRT vendors an estimated mean 2 times for an average study. The most commonly requested changes are changing inclusion criteria and adding/removing visits, followed by adding kits and safety issues.

Number of Times per Study (on Average) Changes Are Requested of RTSM/IRT Vendor

Frequency	Percentage
Never	8%
Once	29%
2 times	37%
3 times	14%
4 or more times	13%

Most Commonly Requested Mid-Study Changes (classified as "True" Choices)

Change	Percentage
Change inclusion criteria	50%
Add/remove visits	46%
Add kits	30%
Safety issue	28%
Add randomization numbers	20%
Add/remove treatment arm	17%
Change IRT	6%
Other	6%

Question: For an average study, how many times do you go back to your RTSM/IRT vendor for study changes? (Select all that apply)

Question: What are the most commonly requested mid-study changes? (Select up to three)

Base = 100 qualified respondents; up to three answers permitted per Q1.

ITPro Today

Technology Needs to Better Accommodate Inevitable Study Changes

Study changes are bound to occur. Virtually all respondents reported dealing with study changes; on average two times per study. In order to protect project timelines and often limited resources, the market requires RTSM/IRT solutions better equipped to handle such common occurrences.

Change	Percentage
Change inclusion criteria	50%
Add/remove visits	46%
Add kits	30%
Safety issue	28%

92% of respondents report having to make changes to their RTSM/IRT systems due to study changes.

ITPro Today

Social Intelligence Report

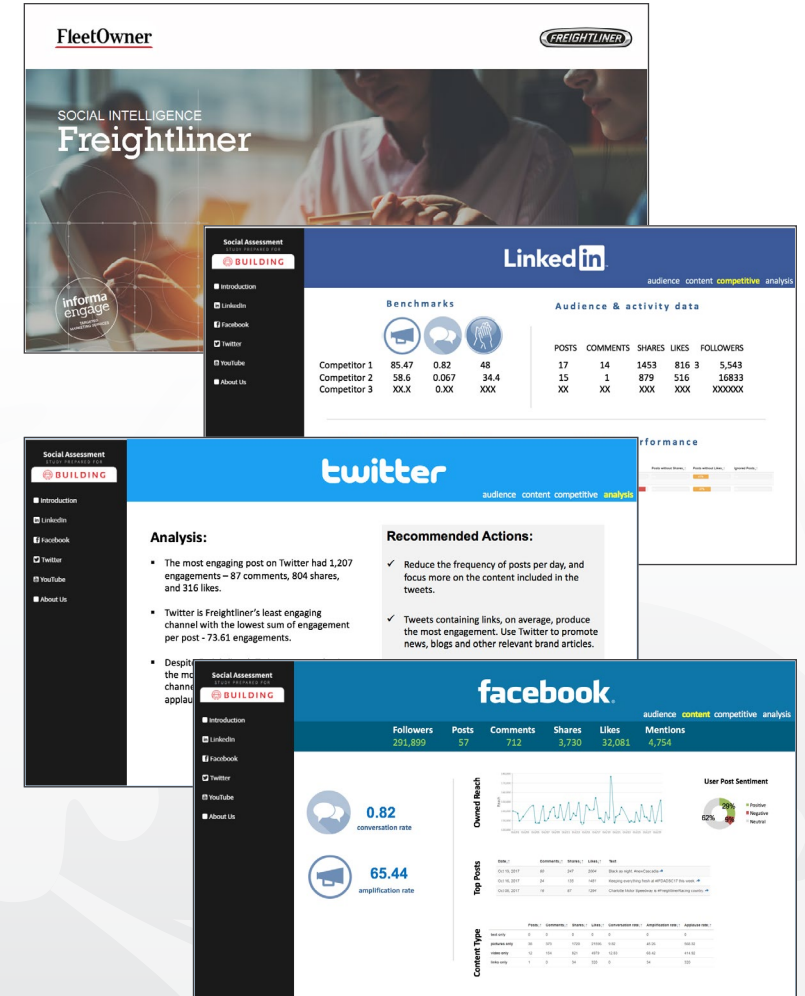
Social media marketing is a top marketing tactic and it's getting increased marketing budget, but many marketers struggle to show return. Do you really know how your social media marketing is performing relative to your competitors? Do you know what content is most effective with your prospects?

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



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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