

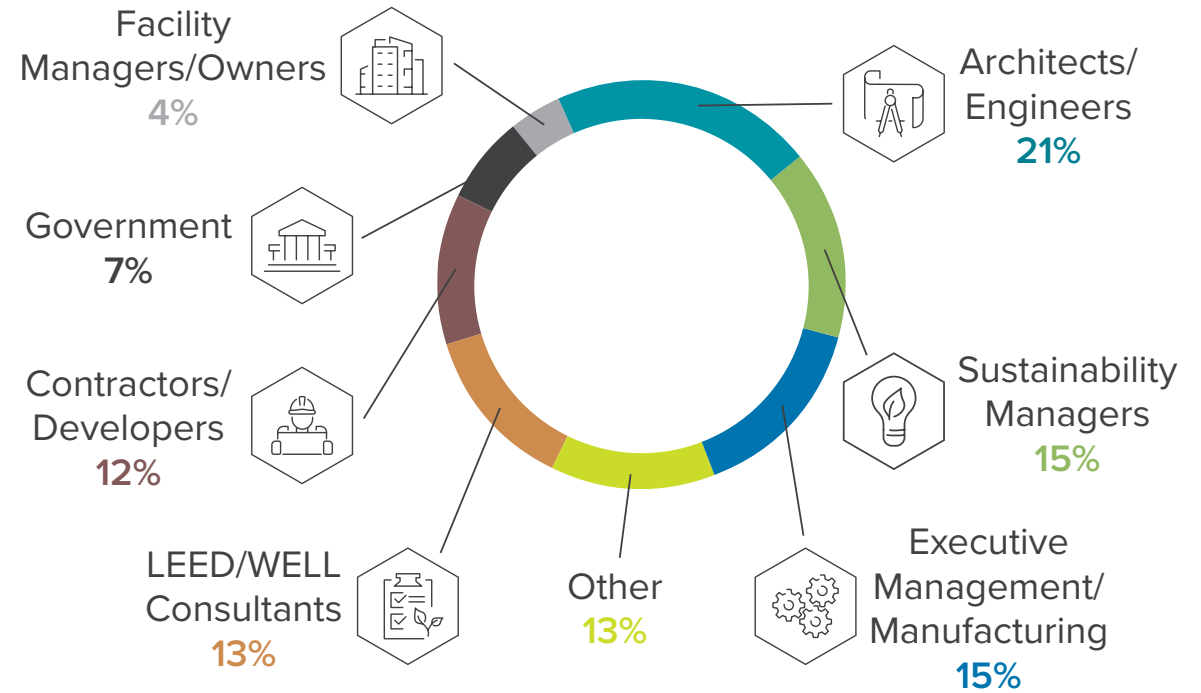


Greenbuild

2025 **Prospectus**

Greenbuild Audience Demographics

Greenbuild is the premiere event that brings the entire ecosystem of building professionals together under one roof for an exciting, immersive experience geared towards those who want to improve their building projects, meet new clients, and contribute to creating a healthier future for our communities.



Conference & Expo Audience Demographics

Expected Attendance:
10k

Expected Exhibitors:
250+

Product Categories:
80+



80%

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



Over **65%**

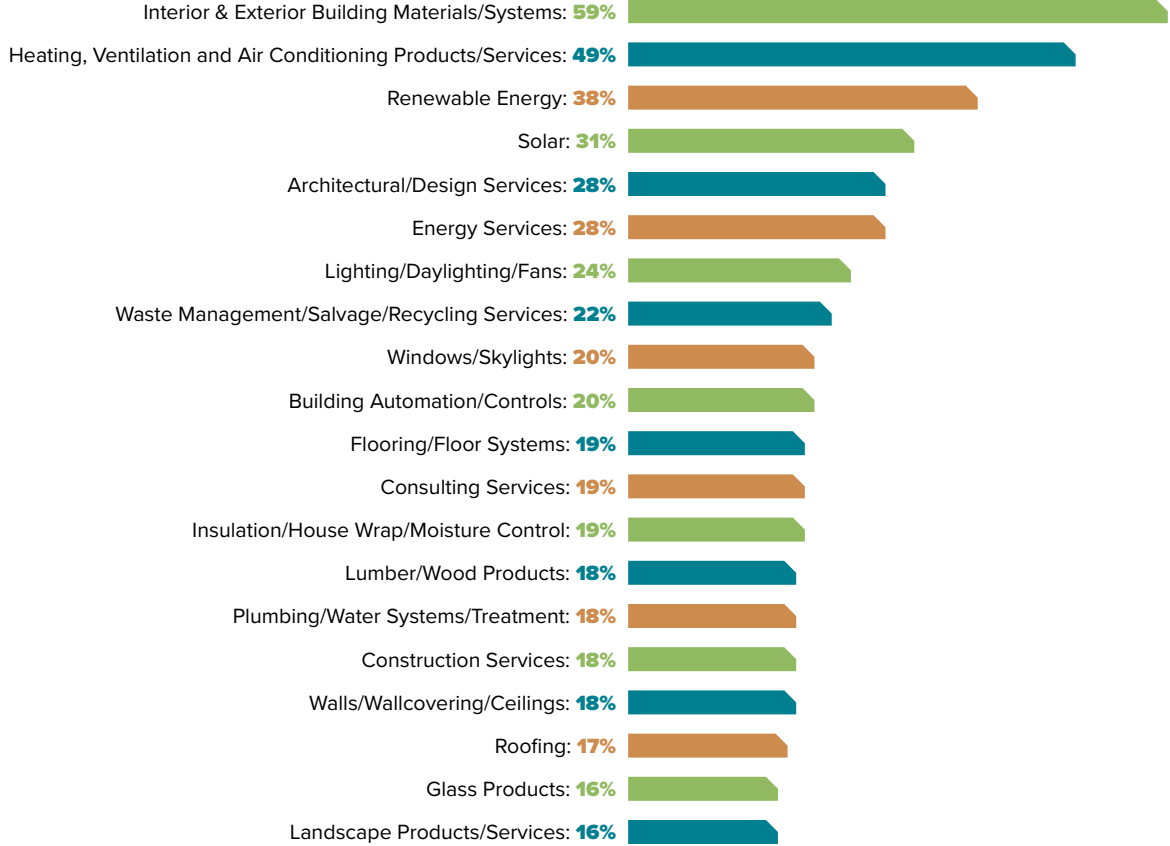
of Greenbuild attendees play an active role in the purchase of sustainability products.



60%

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

Top 20 Products/Services Attendees Want to See at Greenbuild





Greenbuild

INTERNATIONAL CONFERENCE + EXPO

NOVEMBER 4-7, 2025 • EXPO: 5-6

LOS ANGELES CONVENTION CENTER • LOS ANGELES, CA

Live Event Packages & Sponsorships

Exhibitor Booth Packages

The Greenbuild Expo is the hub where buyers will seek the latest cutting-edge products, services and technology.

ALL STANDARD ENHANCED BRANDING 10x10 BOOTH PACKAGES INCLUDE:

BRANDING & AWARENESS

PRE-EVENT EXPOSURE

- Company listing featured on Greenbuild website and in the official mobile app

BOOTH INCLUSIONS

- 8' draped back wall & 3' draped side wall
- (1) booth ID sign

LEAD GENERATION & INSIGHTS

- Lead Retrieval
- **NEW!** Access to post-event Lead Insights Dashboard

EVENT ACCESS

- Greenbuild Conference Pass (1 per 100 sqft)

EXHIBIT SPACE COST (PER SQ. FT.)	Through 6/1/25	After 6/1/25
Standard Rate	\$55.00	\$56.00
USGBC Member Rate	\$49.00	\$50.00

BOOTH CONFIGURATION	
Corner Cost	\$250
Peninsula Cost	\$500
Island Cost	\$1,000



BOOTH BRANDING PACKAGES

The Enhanced Branding Package is required for all booths.
Upgraded packages are available for additional exposure opportunities.

	PREMIUM RESERVED \$8,500	ADVANCED \$2,500	ENHANCED \$950
Premium Location at the front of the Show Floor (No USGBC Discount)	✓		
Company Listing on Greenbuild Website & Mobile App	✓	✓	✓
Greenbuild Conference Pass (1 per 100 sqft)	✓	✓	✓
Lead Retrieval	✓	✓	✓
NEW! Access to post-event Lead Insights Dashboard	✓	✓	✓
Mobile App Push Notification	✓	✓	
Company Profile in Greenbuild Pre-Show Email	✓	✓	

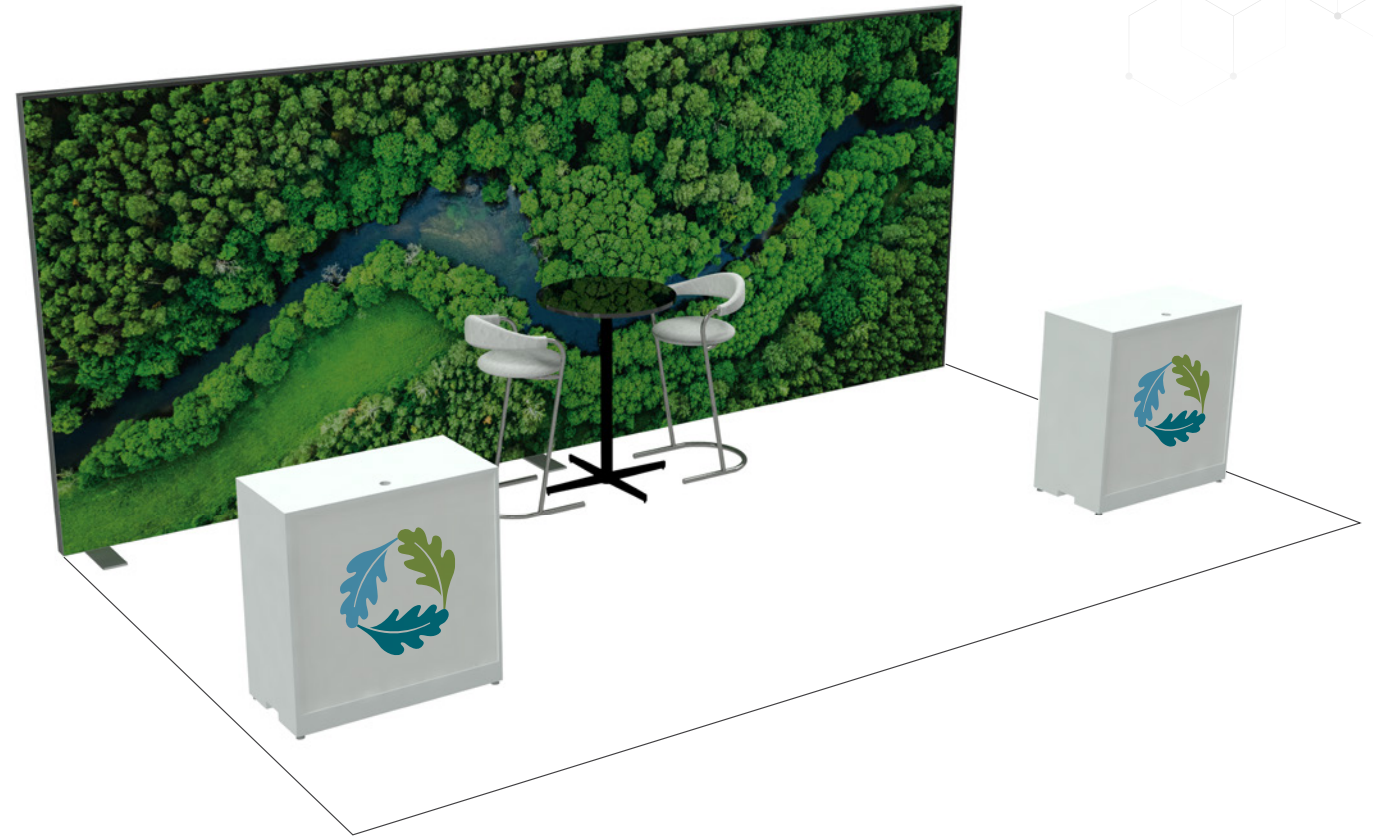
200 Sq Ft Furniture Rental Package

Exhibitor will receive the following with this all-inclusive booth rental package, in addition to the Basic Branding Package inclusions.

BOOTH & DISPLAY INCLUSIONS

- (1) 10' x 20' Smartwall with fabric graphic
- (1) 30" gunmetal bar table standard base
- (1) 500-watt outlet
- (1) backwall graphic (dimensions 233-1/2" x 93")
- (2) 42" power locking pedestal cabinet
- (2) white banana barstools

\$9,200*



**Furniture Rental Package does not include booth space rate.*

**Carpet is not included nor required.*

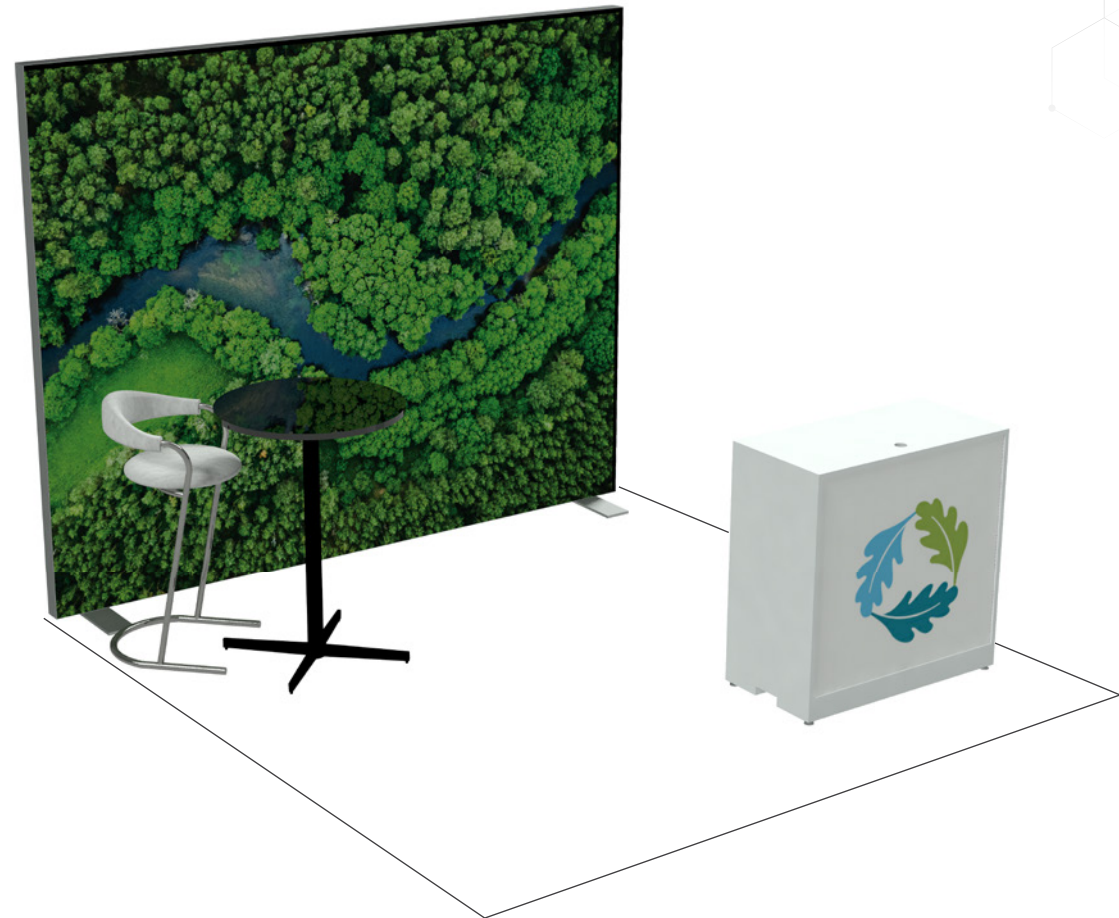
100 Sq Ft Furniture Rental Package

Exhibitor will receive the following with this all-inclusive booth rental package, in addition to the Basic Branding Package inclusions.

BOOTH & DISPLAY INCLUSIONS

- (1) 10' x 10' Smartwall with fabric graphic
- (1) 30" gunmetal bar table standard base
- (1) white banana barstools
- (1) 42" power locking pedestal cabinet
- (1) 500-watt outlet
- (1) backwall graphic (dimensions 117" x 93")

\$5,000*



**Furniture Rental Package does not include booth space rate.*

**Carpet is not included nor required.*

Enhanced Lead Insights 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 INSIGHTS INCLUDES:

- Access to post-event 'Lead Insights' dashboard with audience information
- Leads are cleaned, validated and unified
- Leads are ranked by score to reflect the most frequent and meaningful engagement with your content
- Lead profiles are detailed with engagement data and company intelligence data
- Ability to customize filters and segments on an individual and company level
- Ability to customize lead data exports
- Ability to measure success of your campaigns through campaign insights and reporting dashboards

PRICE UPON REQUEST



**Lead dashboard updated monthly, timeframe customizable*

Sponsorship Pricing

	BRANDING & AWARENESS	LEAD GENERATION & INSIGHTS	THOUGHT LEADERSHIP	EVENT ACCESS	PRICE
LIVE EVENT PACKAGES & SPONSORSHIPS					
Exhibitor Booths	✓	✓		✓	\$6,025+
200 Sq Ft Furniture Rental Package	✓	✓			\$9,200
100 Sq Ft Furniture Rental Package	✓	✓			\$5,000
Lead Insights Dashboard		✓			PRICE UPON REQUEST
Greenbuild Summits	✓	✓	✓	✓	PRICE UPON REQUEST
Registration Title Sponsor	✓			✓	\$50,000
Attendee Badges	✓			✓	\$40,000
Lanyards	✓			✓	\$47,000
VIP Lounge Sponsorship	✓	✓		✓	PRICE UPON REQUEST
Expo Floor Networking Lounge	✓	✓		✓	PRICE UPON REQUEST
Mobile App Title Sponsor (Exclusive)	✓			✓	\$35,000
Carbon Offset Sponsorship	✓			✓	PRICE UPON REQUEST
Microgrid Title Sponsorship	✓	✓		✓	PRICE UPON REQUEST
Waste Diversion Sponsorship	✓			✓	\$30,000
Water Conservation Sponsorship	✓			✓	\$20,000
Keynote Sponsorship	✓	✓		✓	\$55,000
Education Lab Sponsorship	✓	✓	✓	✓	\$51,000
Education Track Sponsorship	✓	✓	✓	✓	\$25,000
Sponsored Speaking Opportunity	✓	✓	✓		\$17,850 Accredited \$13,650 Standard
“Women in Green” Lunch (Exclusive)	✓	✓	✓	✓	\$46,500
Wellness Sponsor	✓				\$10,000

	BRANDING	LEAD GENERATION & INSIGHTS	THOUGHT LEADERSHIP	ACCESS	PRICE
LIVE EVENT PACKAGES & SPONSORSHIPS					
Exclusive Email	✓				\$5,500
Ask the Industry Video	✓		✓		\$3,875
Mobile App Push Notification	✓				\$3,875
Happy Hour in the Hall	✓				\$5,500
Passport to Prizes	✓				\$3,875
DIGITAL SPONSORSHIPS					
Greenbuild-Produced Sponsored Webinar (Exclusive per Webinar)	✓	✓	✓		\$13,000
Client-Sponsored Webinar (Exclusive per Webinar)	✓	✓	✓		\$20,000 Accredited \$16,000 Standard
MARKETING SERVICES					
Greenbuild Monthly Digest on LinkedIn	✓		✓		PRICE UPON REQUEST
Greenbuild Monthly Digest	✓		✓		\$6,000
Email Sponsorship	✓				\$5,250
Attendee AdTarget	✓				\$5,000 - \$10,000
FastChat Bundle	✓		✓		\$14,000
White Papers	✓		✓	✓	\$12,000 (< 2000 words) \$16,000 (2001-3000 words) \$20,000 (3001-4500 words)

Greenbuild Summits (Exclusive)

Exclusively align your brand and get mainstage exposure by sponsoring one of our Greenbuild Summits!

Our 5 Summits will kick off the conference and have sessions that run concurrently in-person all day Tuesday, November 12th. The Summits are open to all Conference Pass Holders and each will have its own theme*. Each Summit Sponsorship is exclusive, with only (1) sponsor per Summit. Estimated Summit Attendance 300-450+ each.

SPONSORSHIP INCLUDES:

BRANDING & AWARENESS

PRE-EVENT EXPOSURE

- (1) 600x150 banner ad featured on Greenbuild Monthly Digest on LinkedIn linking to content of your choice
- (3) co-branded email, social and newsletter ad promotions to drive Summit registrations

ON-SITE EXPOSURE

- Company logo featured on mainstage and session room entrance signage
- Company logo on session room podium sign (if using a podium)
- Company logo featured on session room walk-in / out slides
- Company logo featured on website with programming
- Company logo featured on mobile app with the session descriptions
- Company logo featured throughout Conference and Tradeshow

POST-EVENT EXPOSURE

- Company logo featured in post-show Thank You email to all Summit registrants

LEAD GENERATION & INSIGHTS

- Access to post-event Lead Insights dashboard with Summit attendee information

THOUGHT LEADERSHIP

- (1) 5-minute introductory remarks on Summit Stage

EVENT ACCESS

- (1) invite to the Women in Green Lunch (\$149 value)
- (4) Greenbuild Conference passes (\$6,796 value)

*[*Themes TBA](#)*

PRICE UPON REQUEST



Registration Title Sponsor (Exclusive)

Be the first company attendees see when they register online and onsite at the show!

SPONSORSHIP INCLUDES:

BRANDING & AWARENESS

PRE-EVENT EXPOSURE

- Company logo featured on online registration page
- Company logo, booth #, and profile featured in registration confirmation emails
- Company logo featured on Greenbuild floor plan
- (1) 600x150 banner ad featured on Greenbuild Monthly Digest on LinkedIn linking to content of your choice

ON-SITE EXPOSURE

- Company logo featured on registration kiosks
- Company logo featured throughout Conference and Tradeshow

POST-EVENT EXPOSURE

- Company logo featured in post-show Thank You email

EVENT ACCESS

- (2) invites to the Women in Green Lunch (\$298 value)
- (6) Greenbuild Conference passes (\$10,194 value)
- (6) VIP Greenbuild VIP Lounge passes (\$1,200 value)

\$50,000



Registration Sponsorships

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:

BRANDING & AWARENESS

PRE-EVENT EXPOSURE

- (1) 600x150 banner ad featured on Greenbuild Monthly Digest on LinkedIn linking to content of your choice

ON-SITE EXPOSURE

- Company logo featured on Greenbuild show badges
- Company logo featured throughout Conference and Tradeshow

POST-EVENT EXPOSURE

- Company logo featured in post-show Thank You email

EVENT ACCESS

- (1) invite to the Women in Green Lunch (\$149 Value)
- (4) Greenbuild Conference passes (\$6,796 Value)
- (4) Greenbuild VIP Lounge passes (\$800 value)

MORE DETAILS:

- Badges distributed at onsite registration
- Quantity of badges is based off anticipated attendance; approximately 10,000+

\$40,000

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:

BRANDING & AWARENESS

PRE-EVENT EXPOSURE

- (1) 600x150 banner ad featured on Greenbuild Monthly Digest on LinkedIn linking to content of your choice

ON-SITE EXPOSURE

- Company logo featured on Greenbuild lanyards
- Company logo featured throughout Conference and Tradeshow

POST-EVENT EXPOSURE

- Company logo featured in post-show Thank You email

EVENT ACCESS

- (1) invite to the Women in Green Lunch (\$149 Value)
- (4) Greenbuild Conference passes (\$6,796 Value)
- (4) Greenbuild VIP Lounge passes (\$800 value)

MORE DETAILS:

- 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

\$47,000

Lounge Sponsorships

VIP Lounge Sponsorship

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

SPONSORSHIP INCLUDES:

BRANDING & AWARENESS

PRE-EVENT EXPOSURE

- (1) 600x150 banner ad featured on Greenbuild Monthly Digest on LinkedIn linking to content of your choice

ON-SITE EXPOSURE

- Company logo featured on table tents in VIP lounge
- Company logo featured on room entrance signage
- Company ad featured on VIP lounge digital signage network screen
- Company logo featured throughout Conference and Tradeshow

POST-EVENT EXPOSURE

- Company logo featured in post-show Thank You email



LEAD GENERATION & INSIGHTS

- Access to post-event Lead Insights dashboard with VIP lounge attendee information

EVENT ACCESS

- (1) invite to the Women in Green Lunch (\$149 Value)
- (4) Greenbuild Conference passes (\$6,796 Value)
- (4) Greenbuild VIP Lounge passes (\$800 value)

\$20,000

Expo Floor Networking Lounge

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

SPONSORSHIP INCLUDES:

BRANDING & AWARENESS

PRE-EVENT EXPOSURE

- Company logo, profile and/or website featured on Greenbuild website and in the official mobile app where lounge is mentioned
- (1) 600x150 banner ad featured on Greenbuild Monthly Digest on LinkedIn linking to content of your choice

ON-SITE EXPOSURE

- Company logo featured on lounge banner
- Company logo featured throughout Conference and Tradeshow

POST-EVENT EXPOSURE

- Company logo featured in post-show Thank You email



LEAD GENERATION & INSIGHTS

- Access to post-event Lead Insights dashboard with lounge attendee information

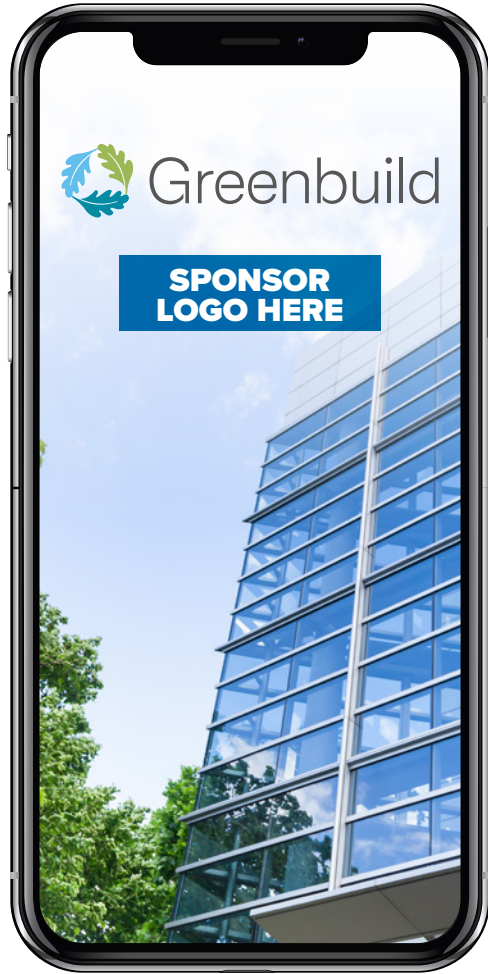
EVENT ACCESS

- (1) invite to the Women in Green Lunch (\$149 Value)
- (4) Greenbuild Conference passes (\$6,796 Value)
- (4) Greenbuild VIP Lounge passes (\$800 value)

Contact our sales team to learn more about customization options!

\$35,000

Mobile App Title Sponsor (Exclusive)



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:

BRANDING & AWARENESS

PRE-EVENT EXPOSURE

- (1) 600x150 banner ad featured on Greenbuild Monthly Digest on LinkedIn linking to content of your choice

ON-SITE EXPOSURE

- Company logo featured on mobile app splash page
- (1) banner ad featured on mobile app homepage
- (1) dedicated full-screen landing page linking to a website of your choice
- Company logo featured throughout Conference and Tradeshow

POST-EVENT EXPOSURE

- Company logo featured in post-show Thank You email

EVENT ACCESS

- (1) invite to the Women in Green Lunch (\$149 Value)
- (4) Greenbuild Conference passes (\$6,796 Value)
- (4) Greenbuild VIP Lounge passes (\$800 value)

\$35,000

AI Photobooth at Greenbuild

Generate first-hand visibility for your brand with an easily shareable, interactive, and a fun photo opportunity that will keep attendees talking.

Sponsor Greenbuild's AI-generated photobooth on the show floor that turns attendee headshots into larger-than-life images that offer add-on options to generate leads and display all the photos on a large virtual screen. More details [here](#).

SPONSORSHIP INCLUDES:

- Branded/logo featured on all AI generated images
- 30 days of live access to the photobooth technology
- 1 custom Snapshot AI microsite
- 1 custom AI portrait style
- Dedicated live gallery & link
- Branded email delivery to users
- Dedicated support from start to finish

ADD ON OPTIONS:

- Live Slideshow: \$800
- Lead Capture: \$500

PRICE UPON REQUEST



Carbon Offset Sponsorship

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

As a sponsor, 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 offsetting 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:

BRANDING & AWARENESS

BOOTH & DISPLAY INCLUSIONS

- Priority booth placement

PRE-EVENT EXPOSURE

- Company logo, profile and session listing featured on Greenbuild website, online registration platform and in the official mobile app
- Company logo featured on Greenbuild floor plan
- Company logo featured in (2-3) email promotions to all registrants
- Company logo featured in (2-3) social promotions across [LinkedIn, Instagram and/or Facebook] surrounding Greenbuild Carbon Offset project selection contest
- (1) 600x150 banner ad featured on Greenbuild Monthly Digest on LinkedIn linking to content of your choice

ON-SITE EXPOSURE

- Presence in sustainability hub
- Company logo featured throughout Conference and Tradeshow

POST-EVENT EXPOSURE

- Company logo featured in (2) post-event emails to all registrants
- Company logo featured in post-show sustainability report
- Company logo featured in post-show Thank You email

EVENT ACCESS

- (2) invites to the Women in Green Lunch (\$298 Value)
- (6) Greenbuild Conference passes (\$10,194 Value)
- (6) Greenbuild VIP Lounge passes (\$1,200 value)

\$45,000



Sustainability Sponsorships

Waste Diversion Sponsorship

Partner with us to minimize waste output at Greenbuild.

SPONSORSHIP INCLUDES:

BRANDING & AWARENESS

PRE-EVENT EXPOSURE

- Company logo featured on the Greenbuild website sustainability page
- (1) 600x150 banner ad featured on Greenbuild Monthly Digest on LinkedIn linking to content of your choice

ON-SITE EXPOSURE

- Company logo featured on signage at waste diversion station
- Company logo featured on volunteer t-shirts
- Company logo featured throughout Conference and Tradeshow

POST-EVENT EXPOSURE

- Company logo featured in post-show Thank You email

EVENT ACCESS

- (1) invite to the Women in Green Lunch (\$149 Value)
- (4) Greenbuild Conference passes (\$6,796 Value)
- (4) Greenbuild VIP Lounge passes (\$800 value)

MORE DETAILS:

- Signage includes 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

\$30,000



Water Conservation Sponsorship

Make sure attendees know who is quenching their thirst with branded water bottles!

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:

BRANDING & AWARENESS

ON-SITE EXPOSURE

- Company logo featured on sponsor supplied water bottles distributed to all attendees
- Company logo featured throughout Conference and Tradeshow

EVENT ACCESS

- (2) Greenbuild Conference passes (\$3,398 Value)
- (2) Greenbuild VIP Lounge passes (\$400 value)

MORE DETAILS:

- Sponsors are required to supply 8,000 branded water bottles that feature the sponsor logo and official Greenbuild logo
- Water bottle must be made in the US and comply with Greenbuild sustainability standards

\$20,000



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:

BRANDING & AWARENESS

PRE-EVENT EXPOSURE

- Company logo, profile and session listing featured on Greenbuild website, online registration platform and in the official mobile app
- Company logo on all emails, mailers, and social media with program mention
- Company logo featured on Greenbuild floorplan
- (1) 600x150 banner ad featured on Greenbuild Monthly Digest on LinkedIn linking to content of your choice

ON-SITE EXPOSURE

- Company logo featured throughout Greenbuild Conference and Tradeshow
- Company logo featured on keynote entrance signage
- Company logo featured on keynote walk in/out slides

POST-EVENT EXPOSURE

- Company logo featured in post-show Thank You email

LEAD GENERATION & INSIGHTS

- Access to post-event Lead Insights dashboard with keynote attendee information

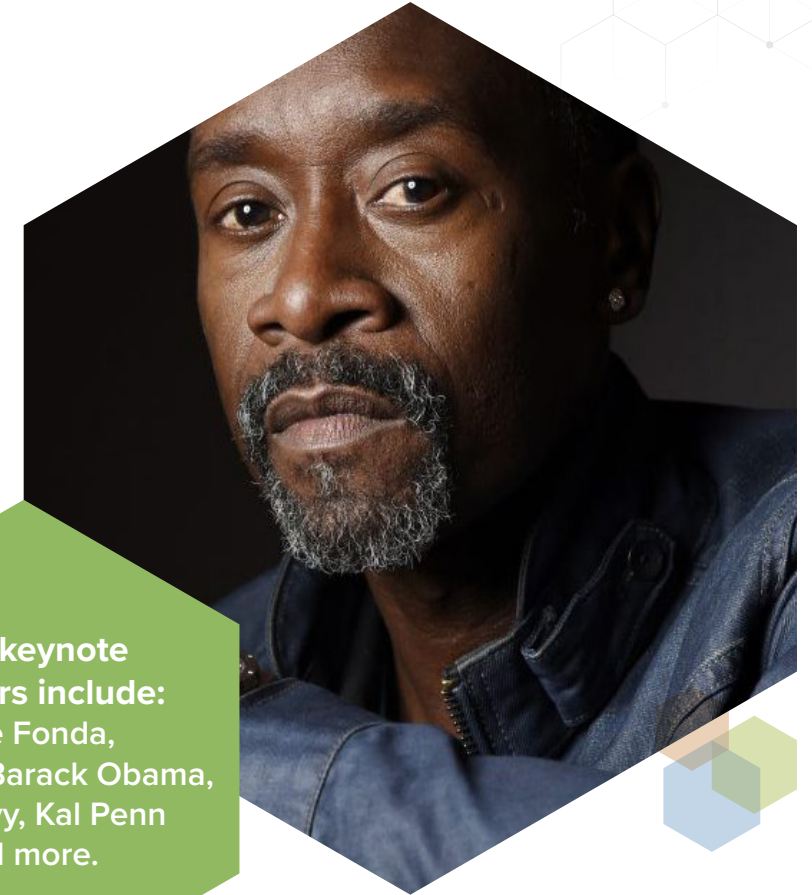
THOUGHT LEADERSHIP

- (1) 5 min. introductory remark to the keynote speaker

EVENT ACCESS

- (2) invites to the Women in Green Lunch (\$298 Value)
- (6) Greenbuild Conference passes (\$10,194 Value)
- (6) Greenbuild VIP Lounge passes (\$1,200 value)

\$55,000



Past keynote speakers include:
Jane Fonda,
President Barack Obama,
Dan Levy, Kal Penn
and more.

Education Lab Sponsorship

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 by Greenbuild for GBCI and AIA CE approval. Each lab will host 5-6 educational sessions during expo hours (scheduled by Show Management).

SPONSORSHIP INCLUDES:

BRANDING & AWARENESS

PRE-EVENT EXPOSURE

- Company logo, profile and session listing featured on Greenbuild website, online registration platform and in the official mobile app
- Company logo featured on Greenbuild floor plan
- (1) 600x150 banner ad featured on Greenbuild Monthly Digest on LinkedIn linking to content of your choice

ON-SITE EXPOSURE

- Company logo, session name and times featured on meter board stationed at Education Lab stage on expo hall floor
- Company logo featured on lectern signage & hanging signage
- Company logo featured throughout Conference and Tradeshow
- Session and stage activity featured in Greenbuild Expo Hall Events Schedule

POST-EVENT EXPOSURE

- Company logo featured in post-show Thank You email

LEAD GENERATION & INSIGHTS

- Access to post-event Lead Insights dashboard with Education Lab attendee information

THOUGHT LEADERSHIP

- Present (5-6) 60-minute CE accredited speaker sessions

EVENT ACCESS

- (2) invites to the Women in Green Lunch (\$249 Value)
- (6) Greenbuild Conference passes (\$10,194 Value)
- (6) Greenbuild VIP Lounge passes (\$1,200 value)

MORE DETAILS:

- Sponsor-created, custom branded, double sided back wall. Sponsor to provide final artwork.
- Theater Seating for up to 75 people
- AV Package: (2) speaker sound system, (1) podium mic, (1) handheld wired mic, (2) 55" monitors, wireless presenter or laser pointer

\$51,000



Education Track Sponsorship

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

Sponsor will choose education track from Greenbuild's agenda on first come first served basis. Tracks include 8 education sessions and sponsors will be featured in a 60-second video to be played before each session. Average session room holds 300 attendees.

SPONSORSHIP INCLUDES:

BRANDING & AWARENESS

PRE-EVENT EXPOSURE

- Company logo, profile and session listing featured on Greenbuild website, online registration platform and in the official mobile app
- (1) 600x150 banner ad featured on Greenbuild Monthly Digest on LinkedIn linking to content of your choice

ON-SITE EXPOSURE

- Company logo featured on session walk in/out slides
- Company logo featured on session entrance signage
- Company logo featured throughout Conference and Tradeshow

POST-EVENT EXPOSURE

- Company logo featured in post-show Thank You email

LEAD GENERATION & INSIGHTS

- Access to post-event Lead Insights dashboard with Education Track attendee information

THOUGHT LEADERSHIP

- (1) 60-second video commercial provided by the sponsor to be played in session room

EVENT ACCESS

- (1) invite to the Women in Green Lunch (\$149 Value)
- (4) Greenbuild Conference passes (\$6,796 Value)
- (4) Greenbuild VIP Lounge passes (\$800 value)

\$25,000



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 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.

SPONSORSHIP INCLUDES:

BRANDING & AWARENESS

PRE-EVENT EXPOSURE

- Company logo, profile and session listing featured on the online registration platform

ONSITE EXPOSURE

- Company logo featured on session walk in/out slides
- Company logo featured on lectern signage & hanging signage

LEAD GENERATION & INSIGHTS

- Access to post-event Lead Insights dashboard with audience information

THOUGHT LEADERSHIP

- (1) 60-minute presentation in a private meeting room
- Sponsor programming will be made available on streaming platform for 3-months post event

\$13,560

\$17,850 Accredited*

Note: Accrediting your speaking session also qualifies you for Green Level Investment benefits.

**Session will be submitted by Greenbuild to AIA and GBCI for CE approval for an additional cost.*



“Women in Green” Lunch (Exclusive)

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:

BRANDING & AWARENESS

PRE-EVENT EXPOSURE

- Company logo, profile and session listing featured on Greenbuild website and in the official mobile app
- (1) 600x150 banner ad featured on Greenbuild Monthly Digest on LinkedIn linking to content of your choice

ON-SITE EXPOSURE

- Company logo featured on room entrance signage
- Company logo featured on session walk in/out slides
- Company logo featured on podium (if using a podium)
- Company logo featured on table tent signs or menu cards
- Company logo featured throughout Conference and Tradeshow

POST-EVENT EXPOSURE

- Company logo featured in post-show Thank You email

THOUGHT LEADERSHIP

- (1) 5 min introductory remarks

LEAD GENERATION & INSIGHTS

- Access to post-event Lead Insights dashboard with WIG attendee information

EVENT ACCESS

- (4) Greenbuild Conference passes (\$6,796 Value)
- (8) tickets to WIG with the option to reserve (1) table (WIG ticket holders must be Greenbuild attendees) (\$1,192 Value)
- (4) Greenbuild VIP Lounge passes (\$800 value)

\$46,500



Wellness Sponsorship

Start the day refreshed by practicing self-care and take a moment to breath throughout the day.

The Greenbuild Wellness programs are a healthy way to start the day refreshed by practicing self-care and taking a moment to breath. Sponsor the yoga class, run club and meditation space each morning and align your brand with healthy living (sponsorship non-exclusive).

On Wednesday and Thursday mornings, Greenbuild will host (1) 45-minute yoga and meditation class (instructor and yoga mats provided) and (1) 45 minute run/walk club.

SPONSORSHIP INCLUDES:

BRANDING & AWARENESS

PRE-EVENT EXPOSURE

- Company logo, profile and yoga session listing featured on Greenbuild website and in the official mobile app

ON-SITE EXPOSURE

- Company logo featured on yoga class, meditation space and run club signage

MORE DETAILS:

- Sponsor can provide giveaways to distribute to participating attendees

\$10,000



Booth Traffic Drivers

Exclusive Email

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:

BRANDING & AWARENESS

PRE-EVENT EXPOSURE

- Company logo, website, branding and messaging in (1) exclusive email sent to registered Greenbuild attendees

MORE DETAILS:

- 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)
- Images in email to be hosted on Sponsor's server

\$5,500

Ask the Industry Video

Position yourself as an industry expert with a short Q&A played in highly-trafficked zones. Answer 2-3 preselected 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.

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

SPONSORSHIP INCLUDES:

BRANDING & AWARENESS

PRE-EVENT EXPOSURE

- Video featured on Greenbuild website and in pre-event emails, newsletters and social promotions across [LinkedIn, Instagram and/or Facebook]

ON-SITE EXPOSURE

- Video played continuously through registration

DIGITAL EXPOSURE

- Video will be hosted on Greenbuild YouTube channel

THOUGHT LEADERSHIP

- Answer 2-3 preselected 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*

\$3,875

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

Mobile App Push Notification

SPONSORSHIP INCLUDES:

BRANDING & AWARENESS

ON-SITE EXPOSURE

- (1) mobile app push notification during the event between 8 am - 4 pm on the hour including 25-character subject line, 150 body content and redirect link

\$3,875

Booth Traffic Drivers

Happy Hour in the Hall

Amplify your brand and network with attendees by hosting a happy hour at all of the bars on the lively Exhibit Hall floor. You'll even receive 100 drink tickets to pass out to attendees who visit your booth!



SPONSORSHIP INCLUDES:

BRANDING & AWARENESS

PRE-EVENT EXPOSURE

- Company logo, profile and program listing featured on Greenbuild website and in the official mobile app

ON-SITE EXPOSURE

- Company logo and happy hour listing featured on signage directing attendees to your booth for drink tickets
- Company logo and booth # featured on 8.5 x 11" easel back sign at all bars
- Company logo featured on party napkins
- Company logo featured on (100) drink tickets

\$5,500

Passport to Prizes

Drive booth traffic by participating in our popular contest!

Your company name and booth number will be featured in our "passport" program. All booths participating in the P2P program must be visited and stamped 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 Free Pass to Greenbuild 2025!

SPONSORSHIP INCLUDES:

BRANDING & AWARENESS

PRE-EVENT EXPOSURE

- Company logo, name, and booth # featured on Greenbuild Passport to Prizes Page

MORE DETAILS:

- Sponsor is required to provide a prize of \$100 or greater for participants to win

\$3,875





Greenbuild

Webinar
Sponsorships

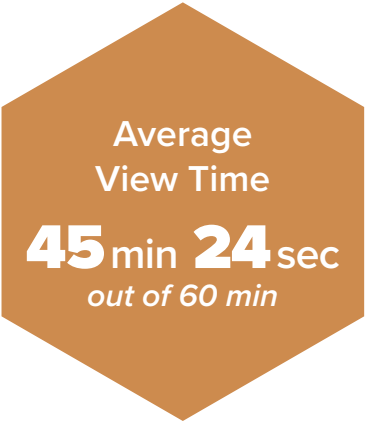
Greenbuild Webinar Sponsorships

Elevate your brand, generate qualified leads and maximize ROI with 2 sponsored webinar options!

Greenbuild Webinars are a leading resource for global sustainability professionals seeking year-round insights and education on the latest topics and trends.

REGISTRANT JOB TITLES:

- CEO
- Chief Sustainability Officer
- COO
- Director of Architecture
- Director of Building Performance
- Director of Engineering
- Director of ESG
- Energy and Sustainability Manager
- ESG Global Manager
- Founder
- Green Buildings Officer
- Owner
- President
- VP, Construction
- VP, Sales



Client Sponsored Webinar (Exclusive)

Showcase your thought leadership and industry expertise by producing your own webinar. You'll get to define the topic, provide the speakers and present the content of your choice, while the Greenbuild team provides the audience.

SPONSORSHIP INCLUDES

BRANDING & AWARENESS

PRE-EVENT EXPOSURE & PROMOTION

- (1) co-branded reminder email to webinar registrations
- (3) co-branded email, social and newsletter ad promotions to drive webinar registrations (3 week promotion time)

DAY-OF EXPOSURE

- Company logo featured on webinar slides (provided by sponsor)

POST-EVENT EXPOSURE

- (1) co-branded post-event Thank You email to all registrants

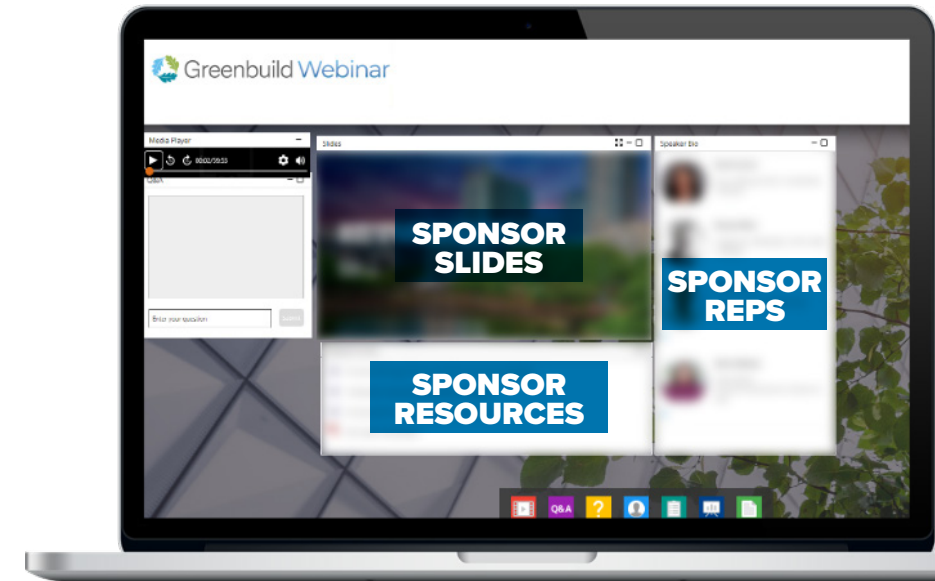
THOUGHT LEADERSHIP

- Present (1) 30-60 minute webinar, including a closing Q&A session

LEAD GENERATION & INSIGHTS

- Access to post-event Lead Insights dashboard with audience information such as attendance, duration, questions, and content downloads

\$20,000 Accredited
\$16,000 Standard



Greenbuild-Produced Webinar

Align your brand with a webinar produced by the Greenbuild team. The team provides the topic, speakers, content, and production so you don't have to!

SPONSORSHIP INCLUDES

BRANDING & AWARENESS

PRE-EVENT EXPOSURE & PROMOTION

- (3) co-branded email, social and newsletter ad promotions to drive webinar registrations (3 week promotion time)
- (1) co-branded reminder email to webinar registrations

DAY-OF EXPOSURE

- Company logo featured on webinar platform
- Company logo featured on closing slide of webinar presentation

POST-EVENT EXPOSURE

- (1) co-branded post-event Thank You email to all registrants

THOUGHT LEADERSHIP

- (1) 3-5 minute introductory remarks

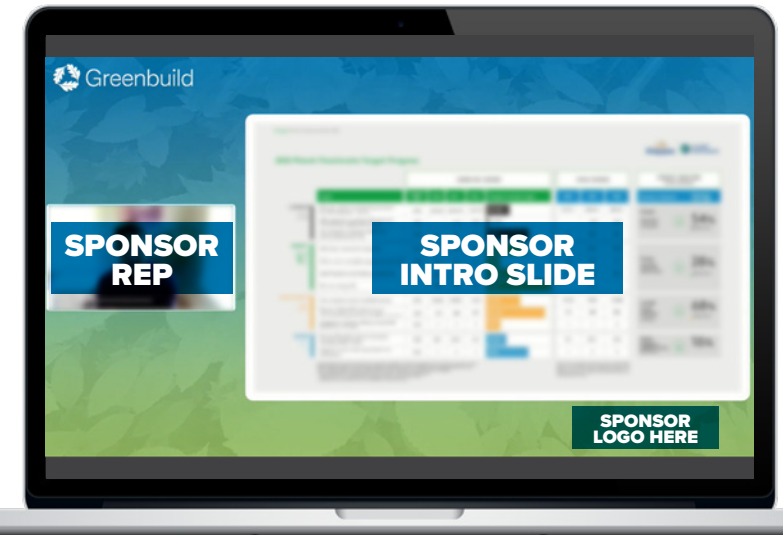
LEAD GENERATION & INSIGHTS

- Access to post-event Lead Insights dashboard with audience information such as attendance, duration, questions, and content downloads

\$13,000

TOPICS CAN INCLUDE:

- Biodiversity / Nature Positive
- Biophilia / Regenerative Design
- Decarbonization
- Embodied Carbon
- ESG
- Green Finance
- Innovation
- Nature-Based Solutions
- Net Zero
- Resilience





Greenbuild

Marketing
Services

Greenbuild Monthly Digest on LinkedIn

Amplify your brand to a wider and highly engaged audience by featuring it in our monthly newsletter on LinkedIn.

With over 11,000 followers and a subscriber base of over 5,500, our LinkedIn newsletter is the perfect platform to showcase your brand and connect with potential customers.

SPONSORSHIP INCLUDES:

BRANDING & AWARENESS

DIGITAL EXPOSURE

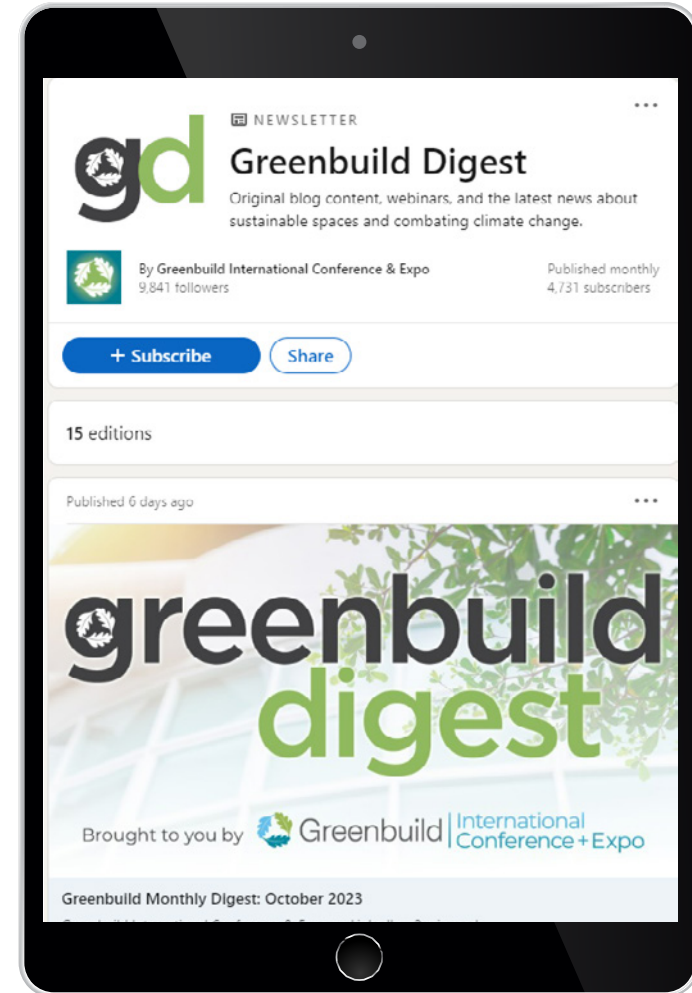
- (1) dedicated in-app notification and email notification to all LinkedIn subscribers
- (1) 1200x628 banner ad with provided branding and messaging

CONTENT DISTRIBUTION

- In-feed reach to LinkedIn followers

Price Upon Request

NEWSLETTER AVAILABLE HERE



Greenbuild Monthly Digest (Email Version)

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

The Greenbuild Monthly Digest 50,000+ email list includes builders, contractors, building owners/managers, architects, designers, engineers, international decision makers, and more!

SPONSORSHIP INCLUDES:

BRANDING & AWARENESS

DIGITAL EXPOSURE

- 600x130 banner ad or 600x400 box ad with branding and messaging (provided by sponsor)
 - Include an image or company logo and 25-30 words (including title) of copy
- [Read More] link to Greenbuild blog with 470 words of content and direct link to sponsor website or dedicated landing page

\$6,000

Ask the sales team about bundle options with the Monthly Digest LinkedIn. A perfect way to further your reach across our mailing list AND engaged LinkedIn community!



Email Sponsorship

Build visibility for your brand before and/or after Greenbuild with an Exclusive Email.

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:

BRANDING & AWARENESS

DIGITAL EXPOSURE

- (1) branded email provided by your team to be deployed to our pre-registration list. Receive email analytics, including click and open rates, to measure impact.

MORE DETAILS:

- 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

\$5,250



Attendee AdTarget

Extend your reach and stay in front of your most valuable prospects!

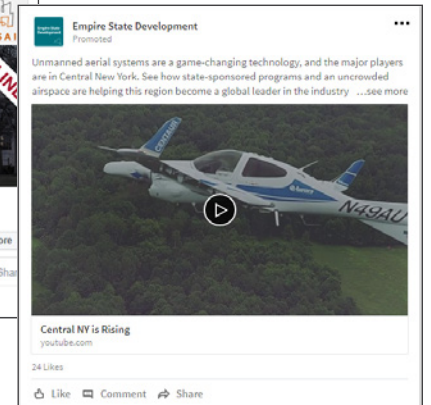
Attendee AdTarget campaigns target the business decision makers in our database who match your target criteria. Utilizing thousands of sites across the web, your campaign is displayed multiple times, ONLY to those who fit your targeted profile.

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.

SPONSORSHIP INCLUDES:

- 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.*

FastChat Bundle

Elevate your experts with powerful video interviews.

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.

SPONSORSHIP INCLUDES:

BRANDING & AWARENESS

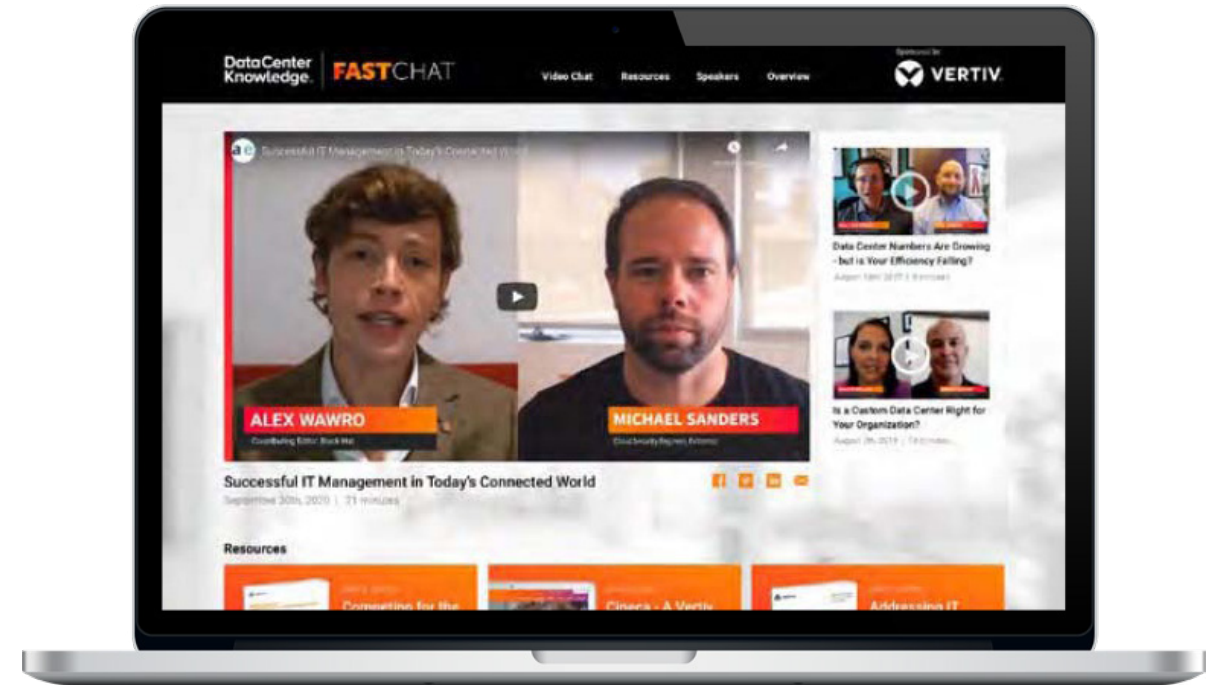
DIGITAL EXPOSURE

- (1) dedicated landing page with up to (3) assets provided by your team (live for (#) months)
- (1) branded email provided by your team to be deployed to our database. Receive email analytics, including click and open rates, to measure impact.
- (2-3) co-branded social promotions across LinkedIn and Facebook

THOUGHT LEADERSHIP

- 3-5 question remote 10-15-minute video interview featuring your brand's executive (with editing provided)

\$14,000



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.

SPONSORSHIP INCLUDES:

BRANDING & AWARENESS

CONTENT DISTRIBUTION

- Co-branded email and social promotions across LinkedIn and Facebook to drive white paper downloads

LEAD GENERATION & INSIGHTS

- Receive a detailed report with lead information from white paper download form

THOUGHT LEADERSHIP

- (1) supplied white paper featuring your subject matter expertise

ACCESS

- Access to whitepaper to feature/embed on your digital outlets

MORE 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)

\$12,000 (up to 2000 words)

\$16,000 (2001 – 3000 words)

\$20,000 (3001 – 4500 words)

**Max word count capped at 4500 words.*

**Sponsor does not receive design files.*

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





Greenbuild

Thank you!

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



Jeff Stasko
Director of Sales
+1 203.400.4574
jeffrey.stasko@informa.com



Dave Pruka
Sponsorship Director
+1 612.518.8084
dave.pruka@informa.com



Kelly Gutermuth
Business Development Manager
+1 214.930.4056
kelly.gutermuth@informa.com



Jonathan Hudgins
Sales Executive
+1 804.774.1416
jonathan.hudgins@informa.com



Brought to you by
informa connect