



Greenbuild

365 Digital
Opportunities

Digital Engagement

Greenbuild's influence extends beyond the physical event experience reaching the full spectrum of sustainable industry professionals across a suite of media platforms.



185,000+

Audience
Reach



820+

Average Webinar
Registrations



410+

Average Webinar
Attendance



50,000+

Monthly Newsletter
Audience



18,200+

Facebook
Followers



12,500+

LinkedIn
Followers



8,600+

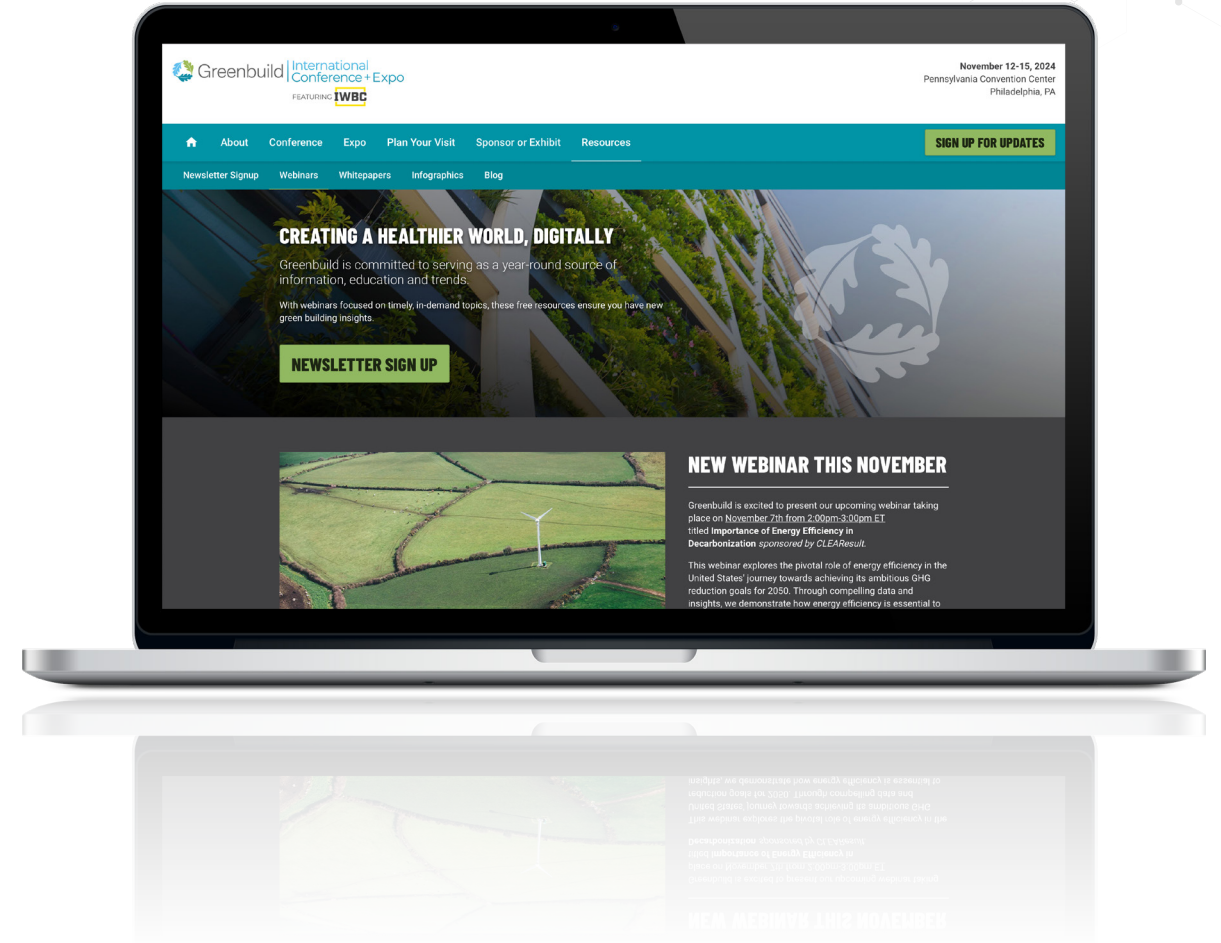
Instagram
Followers



6,200+

LinkedIn
Newsletter
Subscribers

Total Social Media Reach: **312,000+** accounts



Greenbuild Webinar Sponsorships

Elevate your brand, be seen as an industry thought leader, 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

Average
Registrations
Per Webinar
800+



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

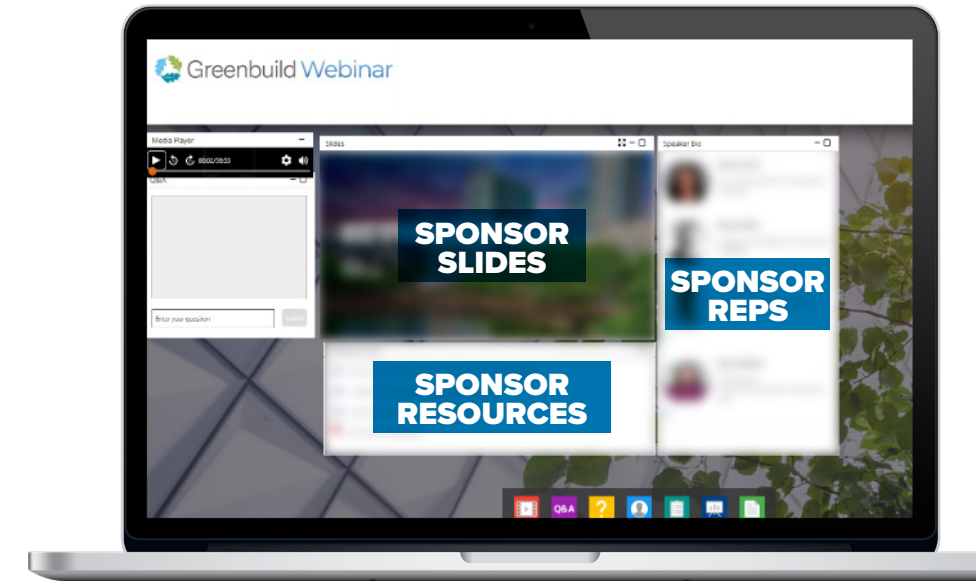
THOUGHT LEADERSHIP

- 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

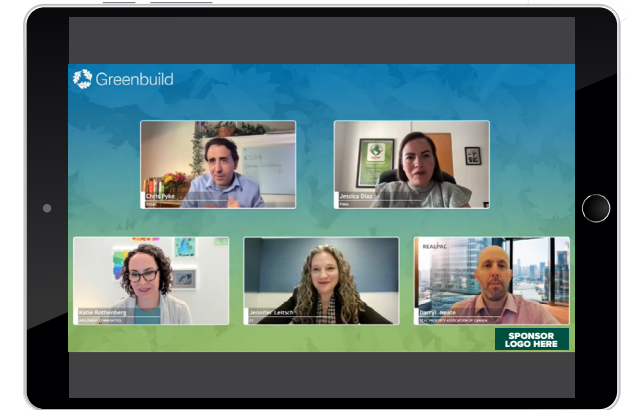
LEAD GENERATION & INSIGHTS

- 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 Monthly Digest (Email + LinkedIn)

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 is sent to 50,000+ inboxes and shared on LinkedIn with 6,000 opted-in subscribers that include architects, designers, engineers, sustainability managers, builders, contractors, building owners/property managers, LEED/WELL consultants, government, and international decision makers, and more.

Have your brand's latest news, products, and services featured in a sponsored content article to our highly engaged audience!

SPONSORSHIP INCLUDES:

BRANDING & AWARENESS

DIGITAL EXPOSURE (EMAIL SUBSCRIBERS)

- 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

SOCIAL EXPOSURE (LINKEDIN SUBSCRIBERS)

- (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

\$6,000

NEWSLETTER AVAILABLE HERE



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

\$5,500



Attendee AdTarget

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

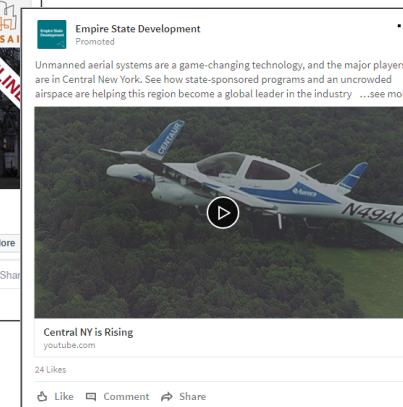
Attendee AdTarget campaigns target the business decision makers in our database who match your target criteria. Utilizing thousands of sites across the web, your campaign is displayed multiple times, ONLY to those who fit your targeted profile.

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: \$6,000
- 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: \$6,000
- 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: \$11,500
- 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.*

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





Thank you!

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



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