



Greenbuild

2024 **Prospectus**

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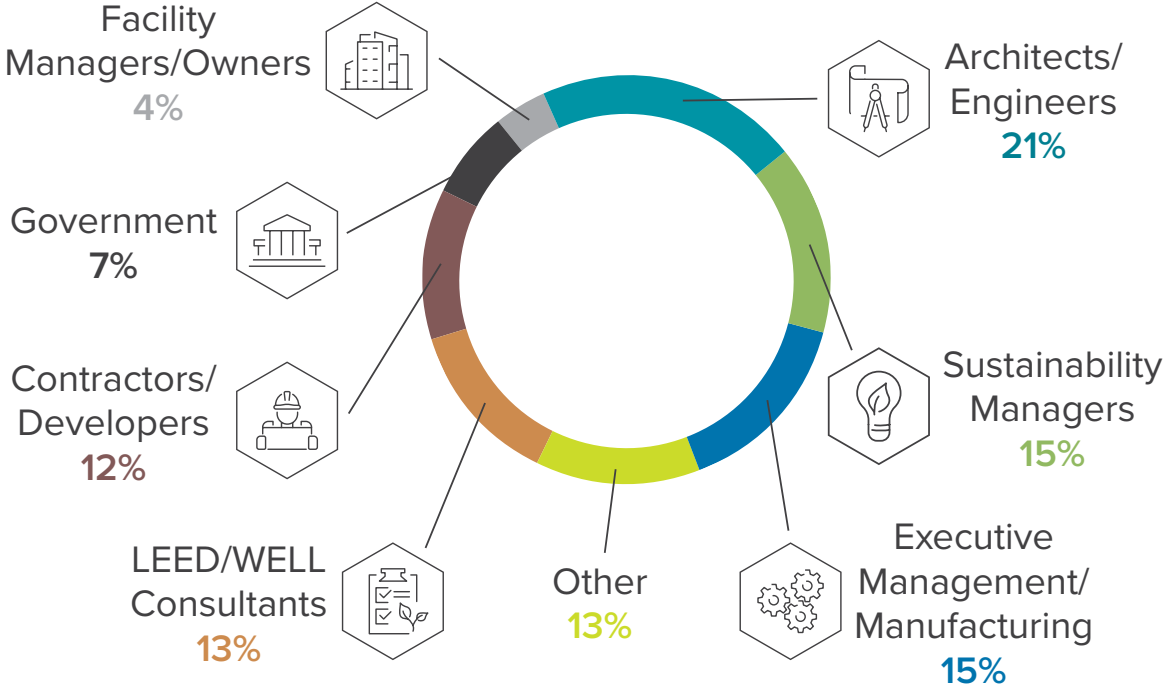
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## CONTACT INFO – GET IN TOUCH!

# 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



**80%**

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



Over **65%**

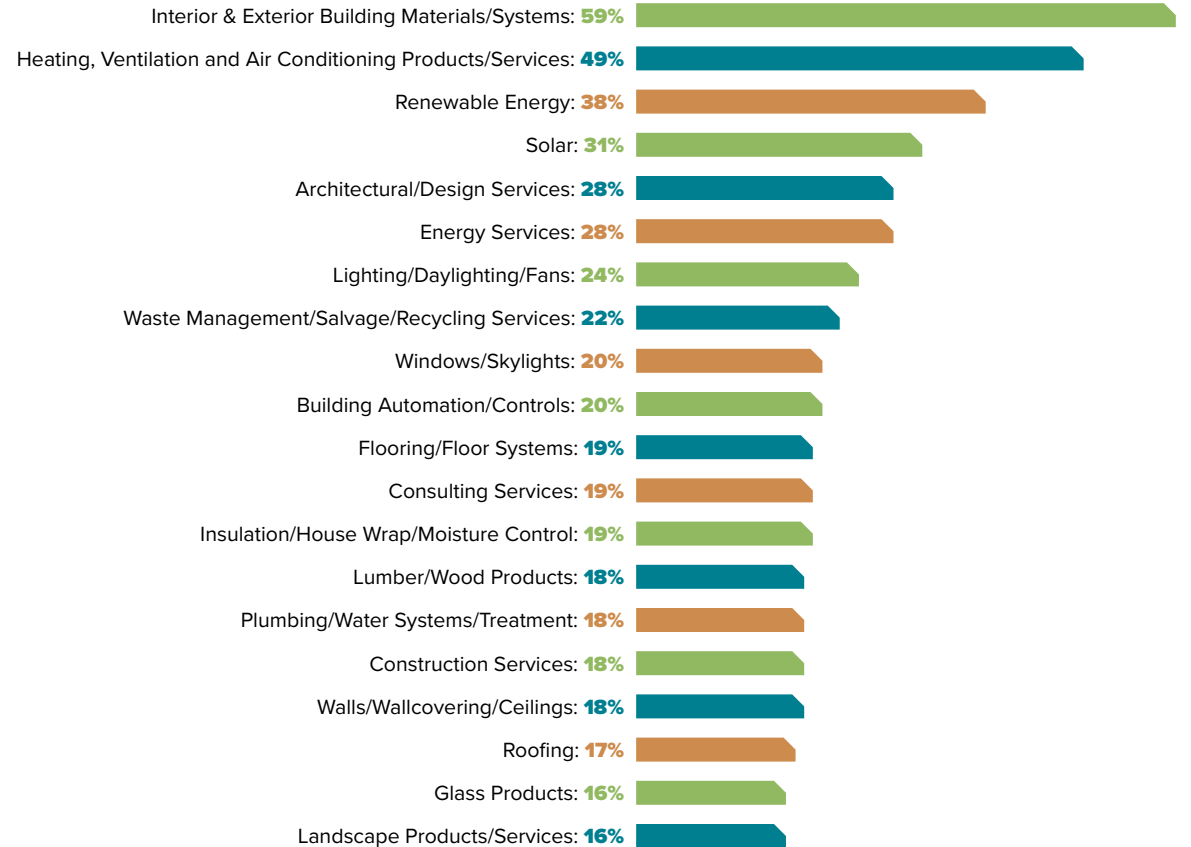
of Greenbuild attendees play an active role in the purchase of sustainability products.



**60%**

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

## Top 20 Products/Services Attendees Want to See at Greenbuild



# 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.



**100,000+**

Audience Reach



**1,300+**

Average Webinar Registrations



**760+**

Average Webinar Attendance



**50,000+**

Monthly Newsletter Audience



**18,000+**

Facebook Followers



**11,000+**

LinkedIn Followers



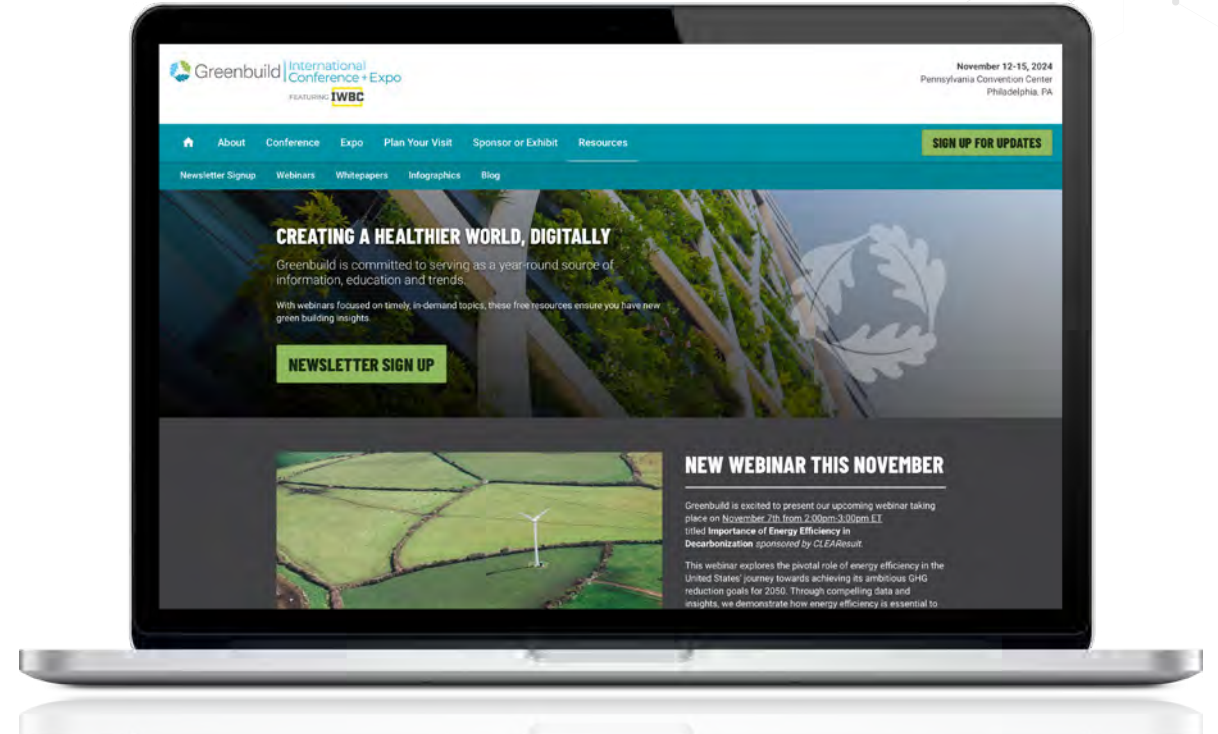
**8,000+**

Instagram Followers



**5,500+**

LinkedIn Newsletter Subscribers





# Greenbuild

INTERNATIONAL CONFERENCE + EXPO

— NOVEMBER 12-15, 2024 | EXPO: 13-14 —  
PENNSYLVANIA CONVENTION CENTER | PHILADELPHIA, PA

## Live Event Packages & Sponsorships

# Exhibitor Booth Packages

The Greenbuild 2024 Expo is the hub where buyers will seek the latest cutting-edge products, services and technology.

## ALL STANDARD BASIC BRANDING 10x10 BOOTH PACKAGES INCLUDE:

### BRANDING & AWARENESS

#### PRE-EVENT EXPOSURE

- Company logo 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 within the Mobile App
- Real-time detailed list of lead data

### EVENT ACCESS

- (1) Greenbuild Conference Pass
- (3) booth staff badges
- Unlimited Expo Passes for your clients and prospects

[VIEW THE EXPO HALL FLOOR PLAN](#)

EXHIBIT SPACE COST (PER SQ. FT.)	USGBC Member Rate	Standard Rate
Tier 1	\$49.00	\$55.00
Tier 2	\$48.00	\$54.00
Tier 3	\$47.00	\$53.00

BOOTH CONFIGURATION	
Corner Cost	\$225
Peninsula Cost	\$450
Island Cost	\$900



### BOOTH BRANDING PACKAGES

The Basic Branding Package is required for all booths.

Upgraded packages are available for additional exposure opportunities.

	BASIC \$825	ADVANCED \$2,500	PREMIUM RESERVED \$8,300
Company logo featured on Greenbuild website and in the official mobile app	✓	✓	✓
Real-time detailed list of lead data	✓	✓	✓
Lead Retrieval within the Mobile App	✓	✓	✓
Access to post-event Lead Insights dashboard with audience information		✓	✓
Enhanced Company Listing on Greenbuild website <ul style="list-style-type: none"> <li>• Company Logo</li> <li>• Your company boosted to the top of exhibitor list</li> <li>• Ability to select 3 additional product categories</li> </ul>		✓	✓
Placement of item within the Digital Show Bag		✓	✓
Premium booth location at front of Show Floor			✓

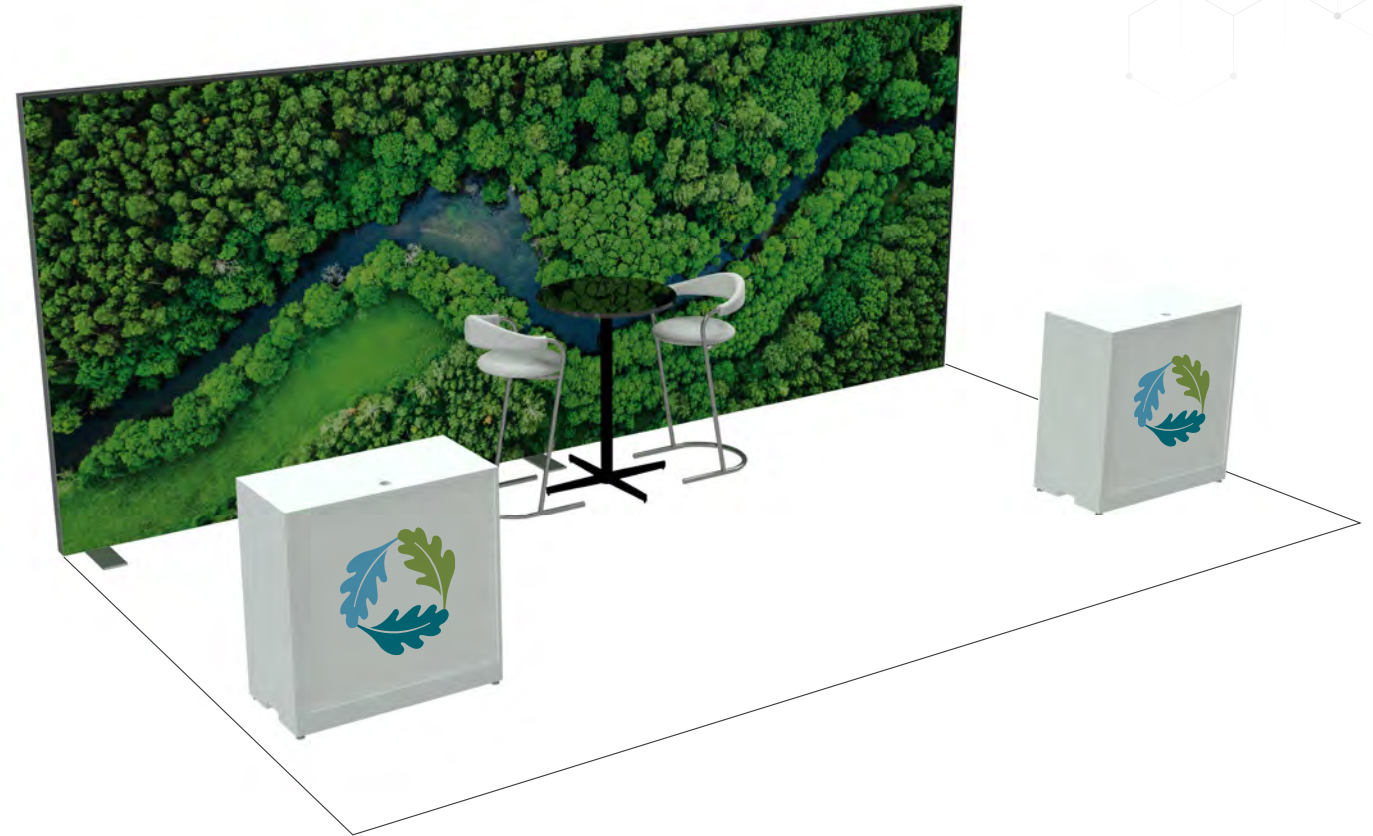
# 200 Sq Ft Furniture Rental Package

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

**\$8,600\***



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

*\*Carpet is not included nor required.*



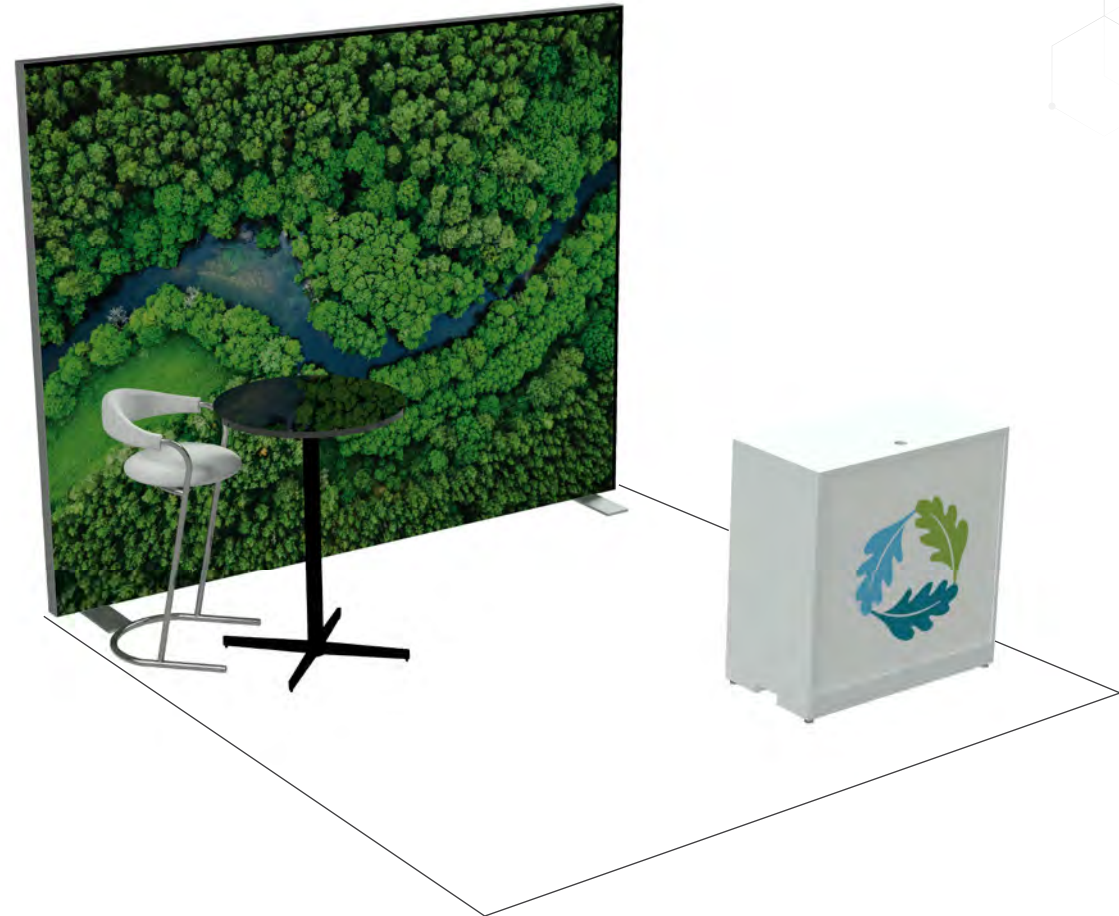
# 100 Sq Ft Furniture Rental Package

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")

**\$4,600\***



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

*\*Carpet is not included nor required.*

# Enhanced Lead Insights Dashboard

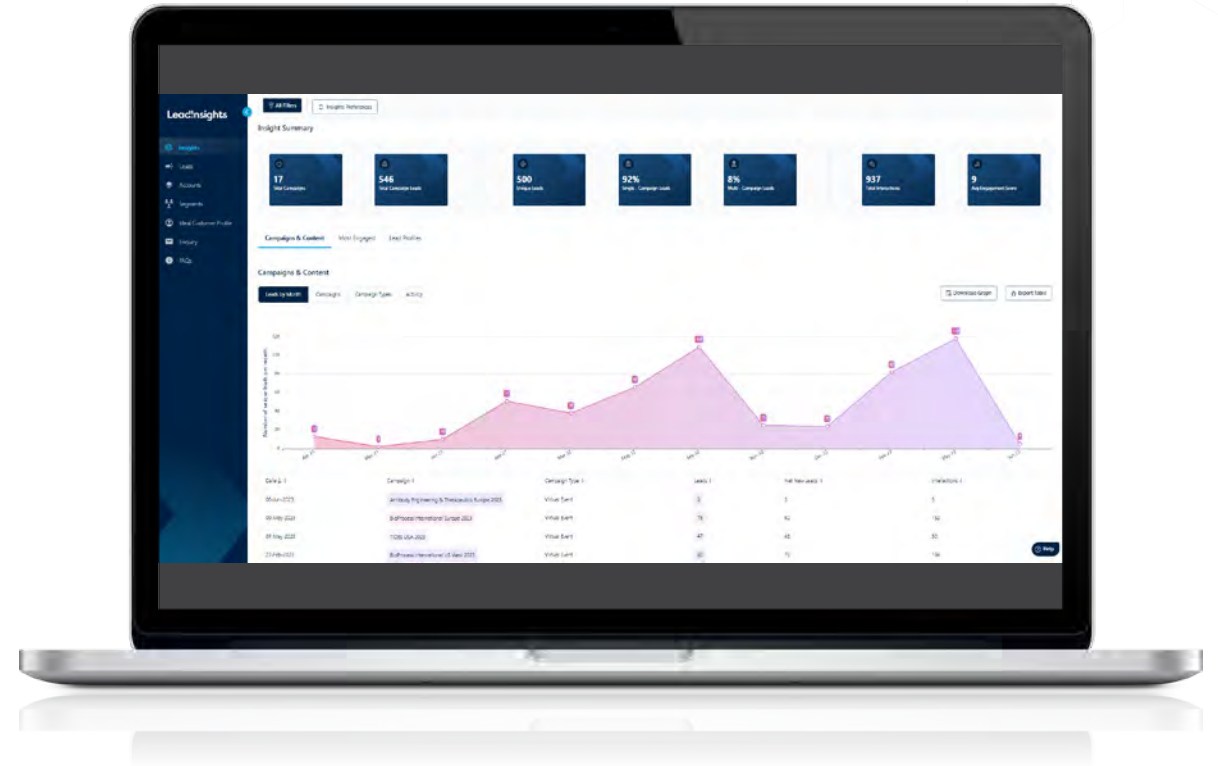
Get direct access to user-friendly lead reporting dashboard that provides deep-dive analysis.

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 Levels

Greenbuild's sponsorship opportunities are designed to fit a variety of budgets. Any of the available sponsorships can be combined into a custom package to increase your visibility with the Greenbuild audience.

	<b>PREMIER LEVEL Investment: \$125,000</b>	<b>PLATINUM LEVEL Investment: \$75,000</b>	<b>GOLD LEVEL Investment: \$50,000</b>	<b>SILVER LEVEL Investment: \$25,000</b>	<b>GREEN LEVEL Investment: \$15,000</b>
Greenbuild Conference passes	12	8	6	4	2
Company logo featured throughout Conference & Tradeshow	✓	✓	✓	✓	✓
Lead Insights Dashboard	✓	✓	✓	✓	✓
Company logo featured in Post-Show Thank You Email	✓	✓	✓	✓	
Sponsor Content Feature in the GB Monthly Digest on LinkedIn	✓	✓	✓	✓	
Company logo featured on Greenbuild floor plan	✓	✓	✓		
Access to Greenbuild VIP Lounge	✓	✓	✓		
Sponsor Spotlight Eblast (pre or post event)*	✓	✓			
Company name featured as the XX Sponsor featured in Greenbuild press release	✓	✓			
Women in Green Lunch Tickets	5	3	2	1	

\*Based on inventory

# Sponsorship Pricing

	BRANDING & AWARENESS	LEAD GENERATION & INSIGHTS	THOUGHT LEADERSHIP	EVENT ACCESS	PRICE
<b>LIVE EVENT PACKAGES &amp; SPONSORSHIPS</b>					
Exhibitor Booths	✓	✓		✓	\$6,025+
200 Sq Ft Furniture Rental Package	✓	✓			\$8,600
100 Sq Ft Furniture Rental Package	✓	✓			\$4,600
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	✓	✓	✓		\$17,000 Accredited \$13,000 Standard
Innovation Showcase	✓	✓	✓		\$10,000
“Women in Green” Lunch (Exclusive)	✓	✓	✓	✓	\$44,000
Wellness Sponsor	✓				\$10,000

	BRANDING	LEAD GENERATION & INSIGHTS	THOUGHT LEADERSHIP	ACCESS	PRICE
<b>LIVE EVENT PACKAGES &amp; SPONSORSHIPS</b>					
Exclusive Email	✓				\$5,250
Ask the Industry Video	✓		✓		\$3,675
Mobile App Push Notification	✓				\$3,500
Happy Hour in the Hall	✓				\$5,250
Passport to Prizes	✓				\$3,675
<b>DIGITAL SPONSORSHIPS</b>					
Greenbuild-Produced Sponsored Webinar (Exclusive per Webinar)	✓	✓	✓		\$13,000
Client-Sponsored Webinar (Exclusive per Webinar)	✓	✓	✓		\$20,000 Accredited \$16,000 Standard
<b>MARKETING SERVICES</b>					
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*

**\$25,000**



# 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

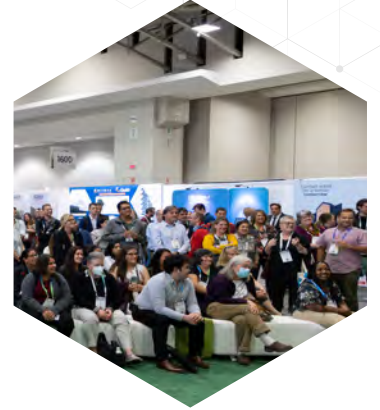
- Company logo, profile and/or website featured on Greenbuild website and in the official mobile app where lounge is mentioned
- (1) 600x150 banner ad featured on Greenbuild Monthly Digest on LinkedIn linking to content of your choice

##### 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

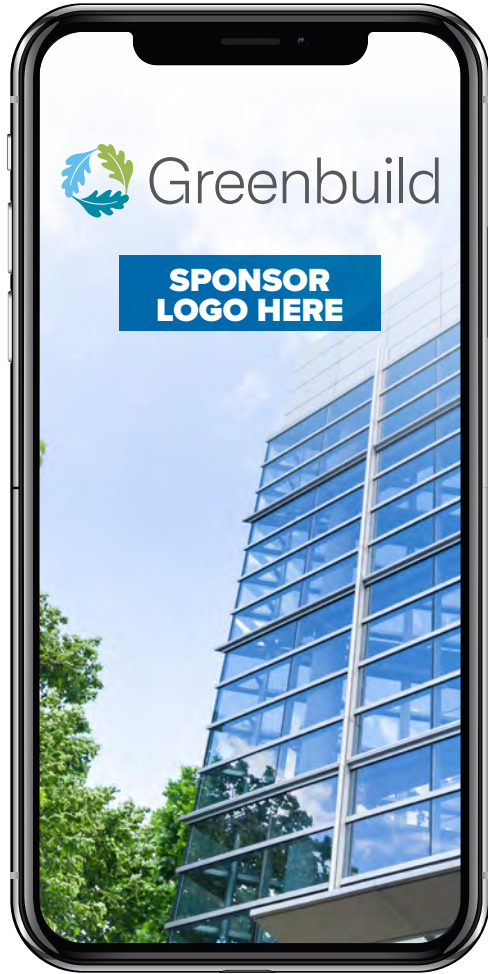
- (1) invite to the Women in Green Lunch (\$149 Value)
- (4) Greenbuild Conference passes (\$6,796 Value)
- (4) Greenbuild VIP Lounge passes (\$800 value)

*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

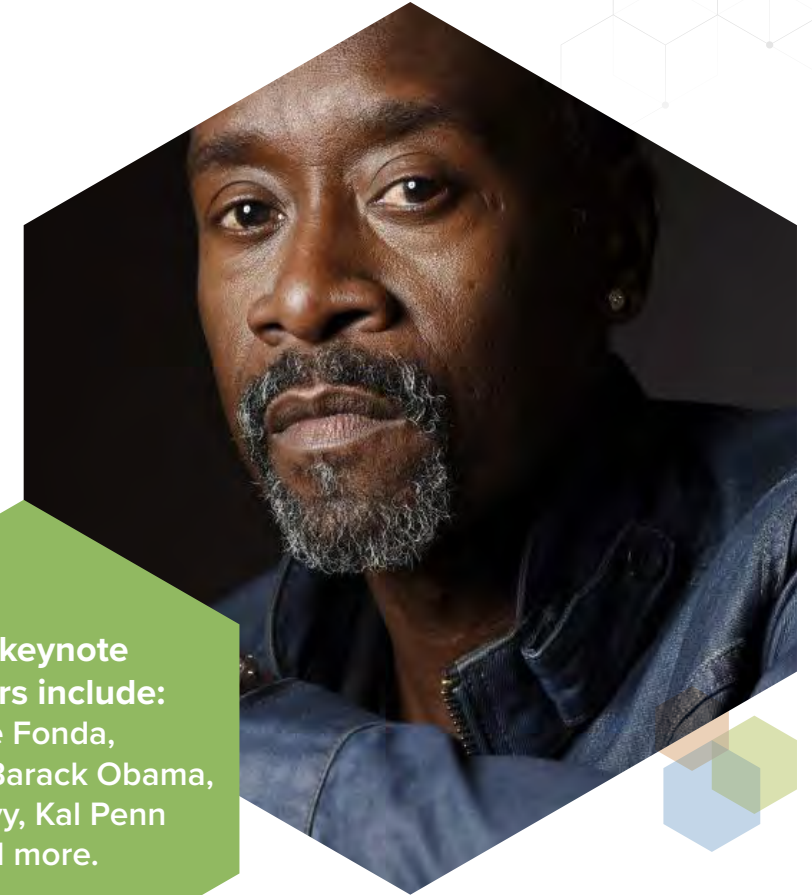
#### THOUGHT LEADERSHIP

- (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

**\$13,000**  
**\$17,000 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.*





# Innovation Showcase

**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 rein 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 Showcase is your chance to tell industry decision-makers how you can solve their challenges.

## 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

#### ON-SITE EXPOSURE

- Company logo, session name and times featured on meterboard stationed at Innovation Showcase stage on expo hall floor
- Session and stage activity featured in Greenbuild Expo Hall Events Schedule

### LEAD GENERATION & INSIGHTS

- Access to post-event Lead Insights dashboard with Innovation Showcase attendee information

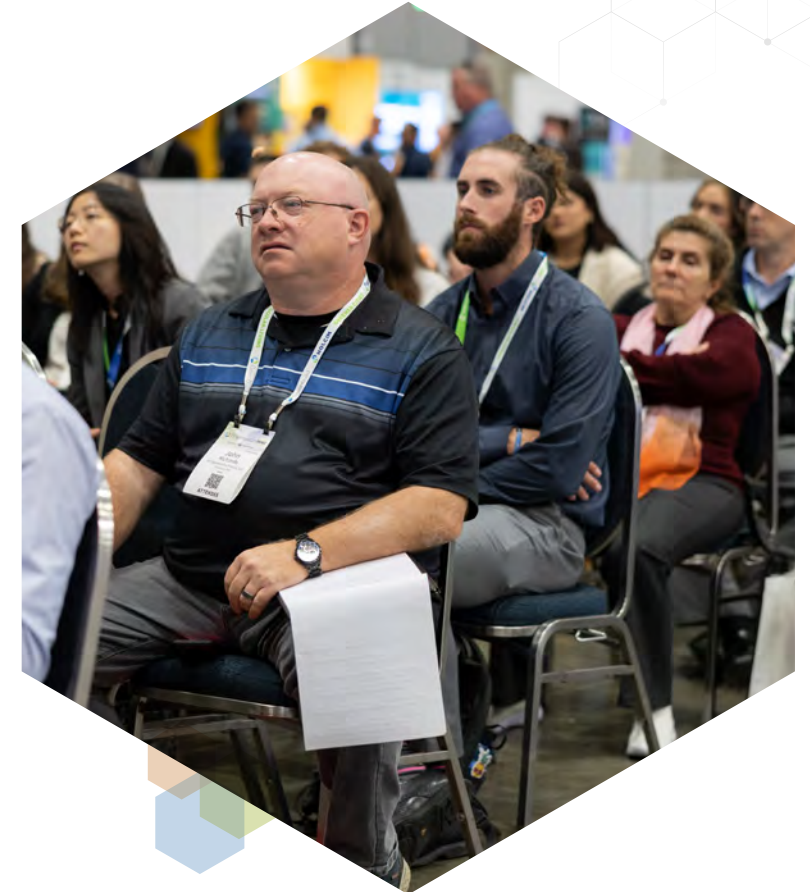
### THOUGHT LEADERSHIP

- 40 minutes total on-stage product presentation on expo floor stage
  - 20-minute time slot on Wednesday, November 13
  - 20-minute time slot on Thursday, November 14
- Sponsor programming will be made available on streaming platform for 3-months post event

### MORE DETAILS:

- 55" monitor with laptop will be provided for sponsor presentations
- Theater Seating for up to 75 people

**\$10,000**



# “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)

**\$44,000**



# 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

**\$5,250**

## 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\*

**\$3,675**

*\*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

**\$3,500**

# 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

**\$5,250**

## 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

**\$3,675**



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

Average  
Registrations  
Per Webinar  
**1,300+**

Average  
View Time  
**45 min 24 sec**  
*out of 60 min*



# 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

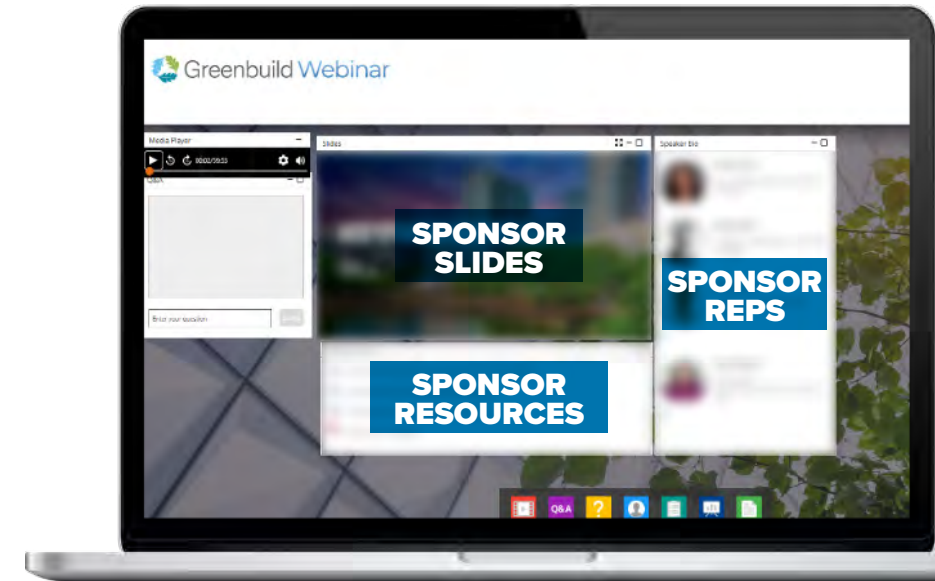
### THOUGHT LEADERSHIP

- 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

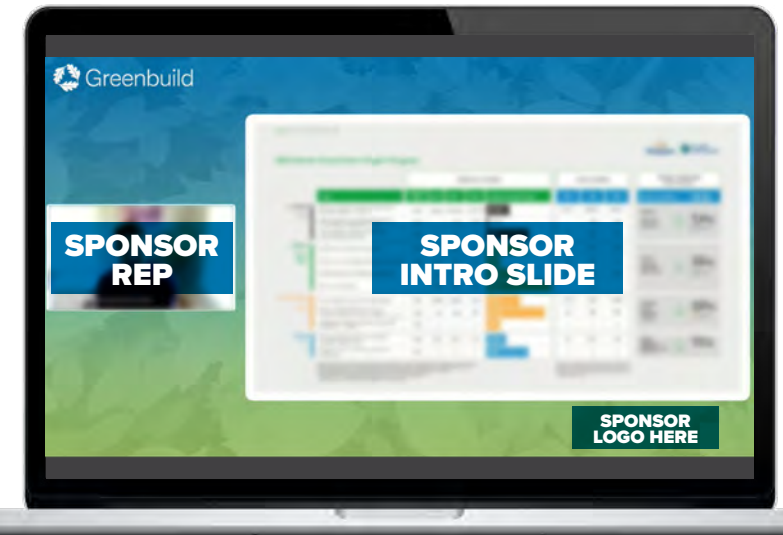
### LEAD GENERATION & INSIGHTS

- 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

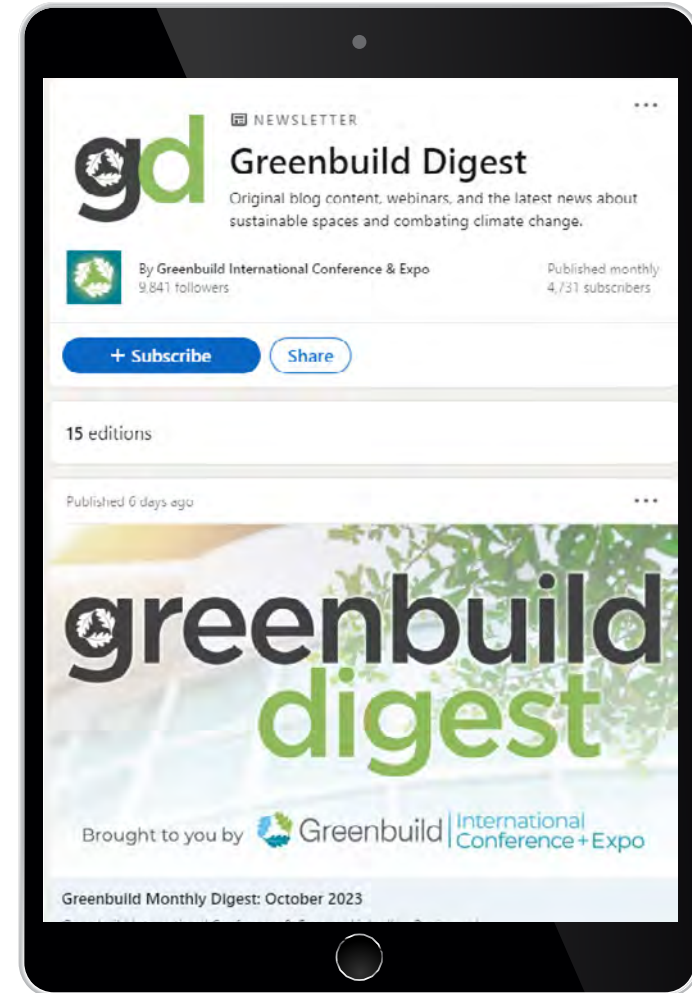
- (1) dedicated in-app notification and email notification to all LinkedIn subscribers
- (1) 1200x628 banner ad with provided branding and messaging

#### 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!

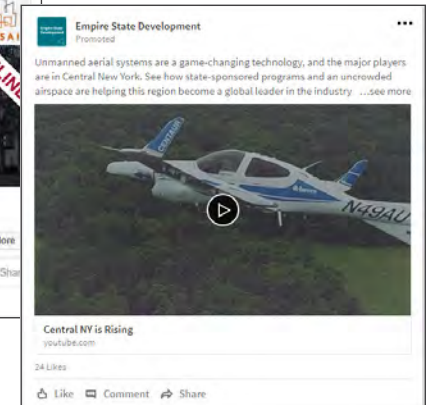
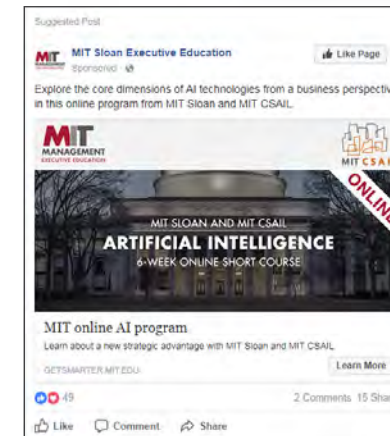
Attendee AdTarget campaigns target the business decision makers in our database who match your target criteria. Utilizing thousands of sites across the web, your campaign is displayed multiple times, ONLY to those who fit your targeted profile.

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

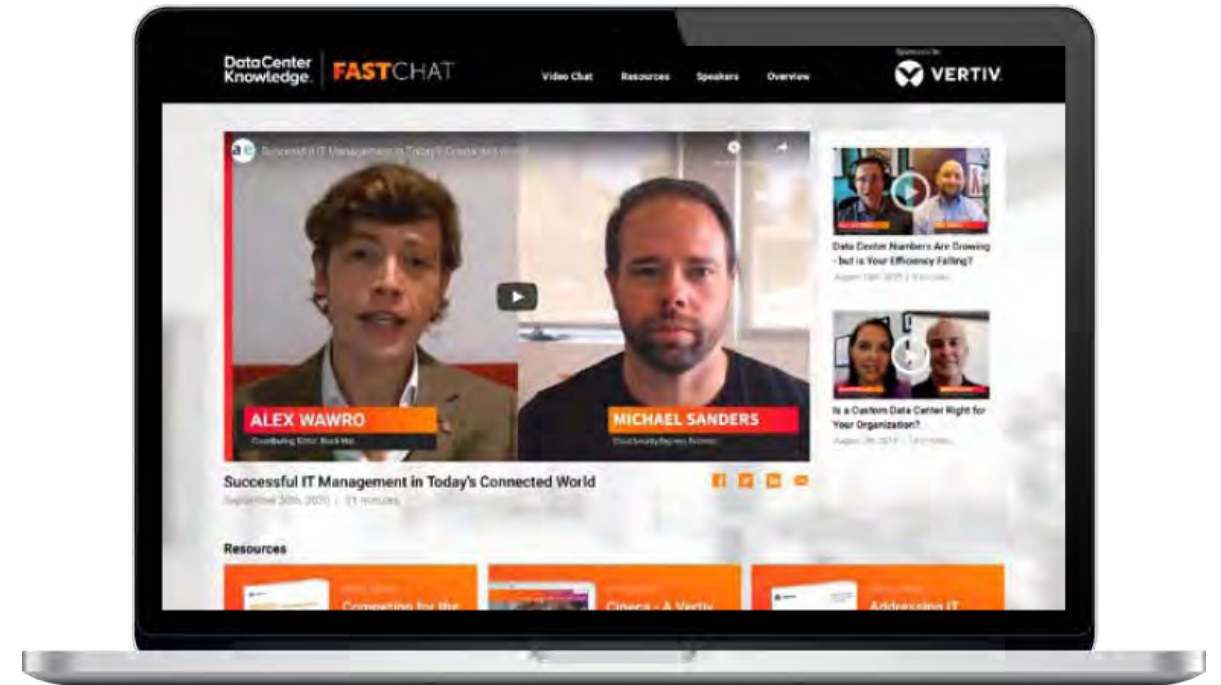
##### DIGITAL EXPOSURE

- (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!



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