



Greenbuild

2023 Prospectus

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PRICE SHEET

CONTACT INFO – GET IN TOUCH!

Audience Demographics

The Greenbuild audience is a cutting-edge community for global green building professionals to improve sustainability, resilience, equity, health and wellness in the spaces we live, work, play and learn.

Greenbuild by the Numbers



80%

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



Over **65%**

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



60%

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



“Loved the exhibitors and my booth got an absolute ton of foot traffic. Great show overall.”



Expected Attendance:

10k

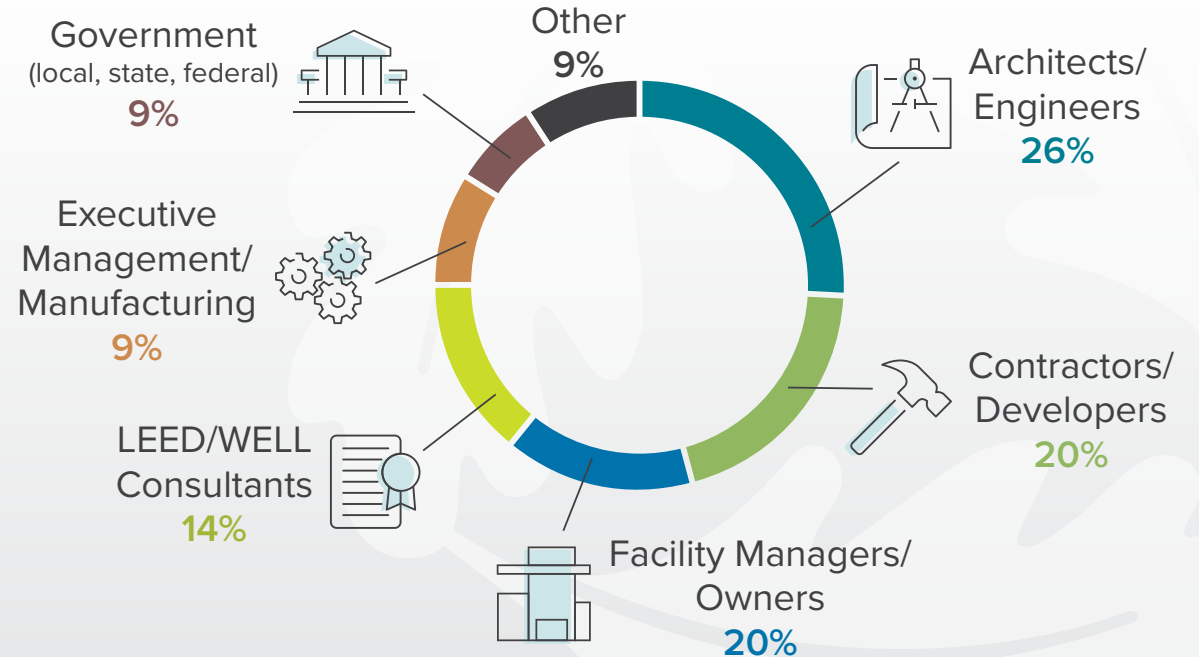
Expected Exhibitors:

250+

Product Categories:

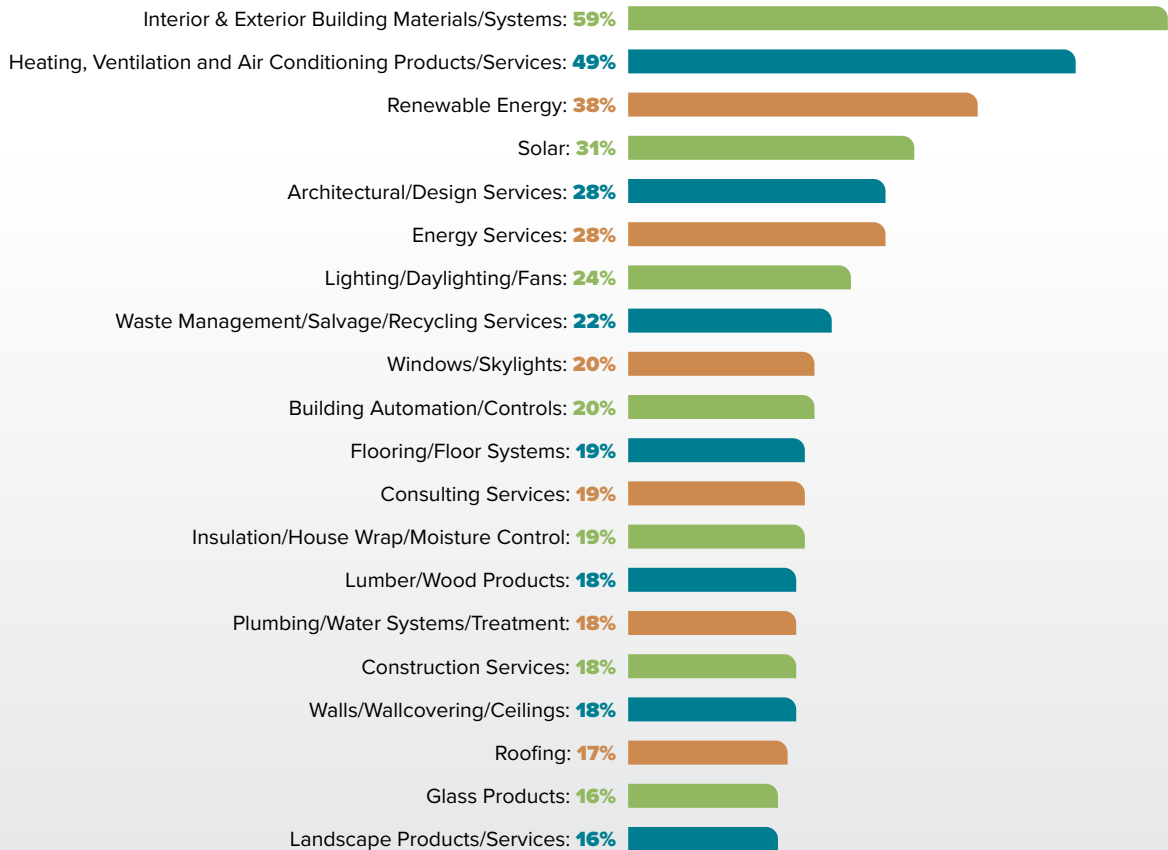
80+

Audience Breakdown



Audience Demographics

Top 20 Products/Services Attendees Want to See at Greenbuild



Previous Attendees:

ACE HARDWARE CORPORATION	HOK	PERKINS EASTMAN
AES	HOLDER CONSTRUCTION GROUP, LLC	PREMIER ENVIRONMENTAL SERVICES
ALBUQUERQUE PUBLIC SCHOOLS	HUDSON PACIFIC PROPERTIES	SKANSKA
BASSETTI ARCHITECTS	INTEL CORPORATION	SKIDMORE, OWINGS & MERRILL LLP
BRIGHTWORKS SUSTAINABILITY	INTERNATIONAL WELL BUILDING INSTITUTE	SOUTHERN CALIFORNIA EDISON
BROOKFIELD PROPERTIES	JLL	STEPHEN DALTON ARCHITECTS
CBRE	JONES LANG LASALLE	STO BUILDING GROUP
CITY OF FORT LAUDERDALE	JORDAN & SKALA ENGINEERS	STOK
COLUMBUS METROPOLITAN HOUSING AUTHORITY	JPMORGAN CHASE & CO.	TARGET CORPORATION
COMCAST NBCUNIVERSAL	KILROY REALTY CORPORATION	TD BANK GROUP
COOKFOX ARCHITECTS	KOHN PEDERSEN FOX ASSOCIATES PC	THE COCA-COLA COMPANY
CUSHMAN & WAKEFIELD	L2 GREEN DESIGN & CONSULTING	THE WALT DISNEY COMPANY
DPR CONSTRUCTION	LELAND CONSTRUCTION	THE WHITING-TURNER CONTRACTING COMPANY
DURA CONSTRUCTION	LENLEASE	THORNTON TOMASETTI, INC.
ECOHOUSE	LEVEL 10 CONSTRUCTION	TLC ENGINEERING SOLUTIONS
ECOWORKS STUDIO	LGC INTERIOR DESIGN	TURNER CONSTRUCTION COMPANY
EMPIRE STATE REALTY TRUST	LINKEDIN	U.S. DEPARTMENT OF ENERGY
ENERBANK USA	LIVING DESIGN INTERIORS	U.S. DEPARTMENT OF STATE
EVOLVEEA	MCCORMICK AND WRIGHT	U.S. DEPARTMENT OF THE INTERIOR
FACEBOOK	MCDONALD'S CORPORATION	U.S. ENVIRONMENTAL PROTECTION AGENCY
GENSLER	MCKISSACK & MCKISSACK	U.S. GENERAL SERVICES ADMINISTRATION
GOVERNMENT OF CANADA	MEAD & HUNT, INC.	UNITED THERAPEUTICS
HARVARD SCHOOL OF PUBLIC HEALTH	MICROSOFT	VERDANI PARTNERS
HBB LANDSCAPE ARCHITECTURE	MOSAIC ARCHITECTS	VORNADO REALTY TRUST
HDR, INC.	NYC DEPARTMENT OF ENVIRONMENTAL PROTECTION	WIGHT & COMPANY
HGA ARCHITECTS AND ENGINEERS	PAE CONSULTING ENGINEERS	YUM! BRANDS, INC.
HKS, INC.	PERKINS AND WILL	ZGF ARCHITECTS LLP
HMC ARCHITECTS		

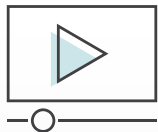
Digital Engagement

Greenbuild’s industry influence extends beyond the physical event experience reaching the full spectrum of green, sustainable industry professionals across a suite of media platforms to drive meaningful results for marketers.



170,000+

Audience Reach



1,300+

Average Webinar Registrations



760+

Average Webinar Attendance



46,800+

Twitter Followers



17,800+

Facebook Followers



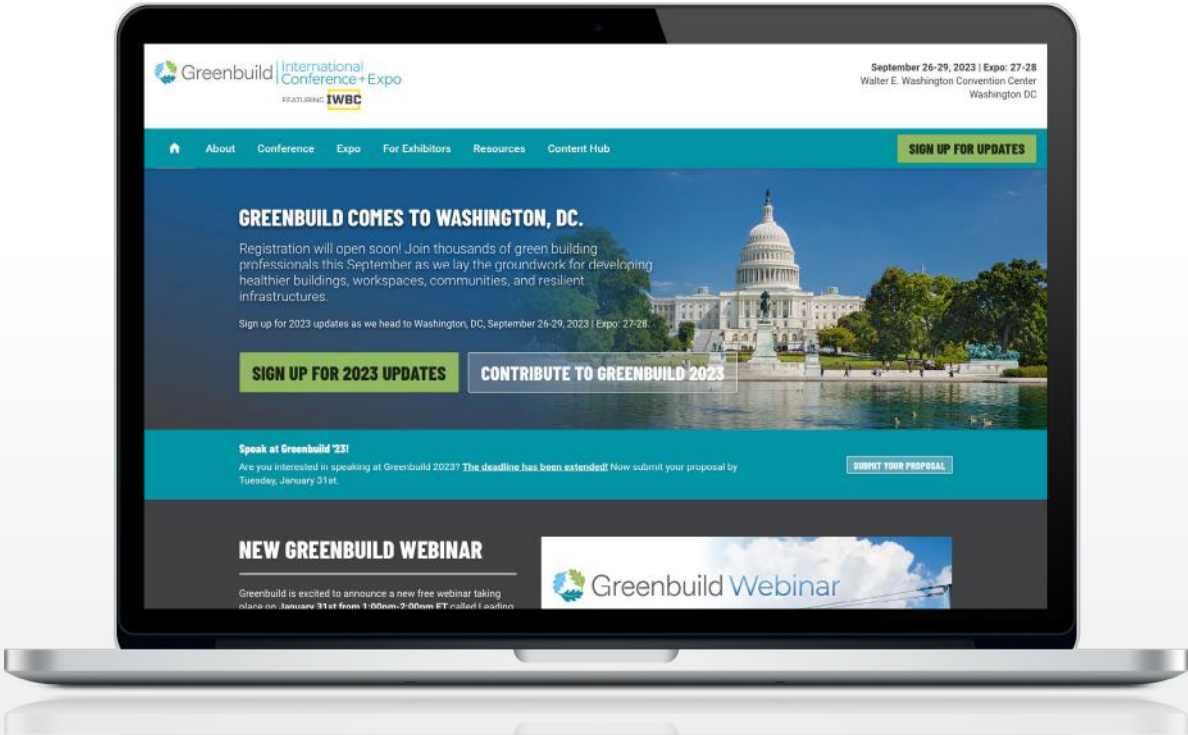
7,800+

LinkedIn Followers



7,100+

Instagram Followers





Greenbuild

September 26-29, 2023 | Expo: 27-28

Walter E. Washington Convention Center
Washington DC

Live Event Packages & Sponsorships

Exhibitor Booth Packages

The Greenbuild 2023 Expo will be engaging, highly experiential, and accessible to our full global audience.

All Standard 10x10 booth packages include:

- (1) Greenbuild Learning Pass
- (3) booth staff badges (exhibit only)
- 150 expo passes per company
- 3’ high side drape between exhibits
- 8’ high back drape
- One booth ID sign
- Branding & Awareness: Company logo included on greenbuildexpo.com and in the official mobile app
- Lead Generation: Accessible via the Lead Retrieval platform

EXHIBIT SPACE COST (PER SQ. FT.)	Advanced through 5/4/23	Standard after 5/4/23
USGBC Member (Silver & Above)	\$44.00	\$45.00
USGBC Member (Organizational)	\$50.00	\$51.00
Non-Member	\$50.00	\$51.00

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



BOOTH BRANDING PACKAGES

All booths are required to take the Basic Branding Package or select an upgraded package for additional exposure.

Basic Branding Package \$825

- Online Company Profile
- Mobile App Listing
- Lead Generation

Advanced Branding Package \$2,325

- Online Company Profile
- Mobile App Listing
- Lead Generation
- Full Interactivity & Outbound Meeting Requests
- Enhanced Company Listing
- Digital Show Bag

Premium Reserved Branding Package..... \$7,425

- 10x10 booth located at the front entrance reserved area
- Online Company Profile
- Mobile App Listing
- Lead Generation
- Full Interactivity & Outbound Meeting Requests
- Enhanced Company Listing
- Digital Show Bag

10x20 Booth Space + Furniture Rental Package

Exhibitor will receive the following with this all-inclusive booth rental package.

PACKAGE INCLUDES:

- (1) 10'x20' Inline booth space (add a corner for \$225)
- (1) Basic Branding Package
- (1) 10'x20' Smartwall with fabric graphic
- (2) Banana barstools white
- (1) 30" Bar table standard base - gunmetal
- (2) 42" Power locking pedestal cabinet
- (1) 500 watt outlet

INCLUDED GRAPHICS:

- A 233-1/2" x 93"

10x20 Booth Space + Furniture Rental Package Price: \$17,515



10x10 Booth Space + Furniture Rental Package

Exhibitor will receive the following with this all-inclusive booth rental package.

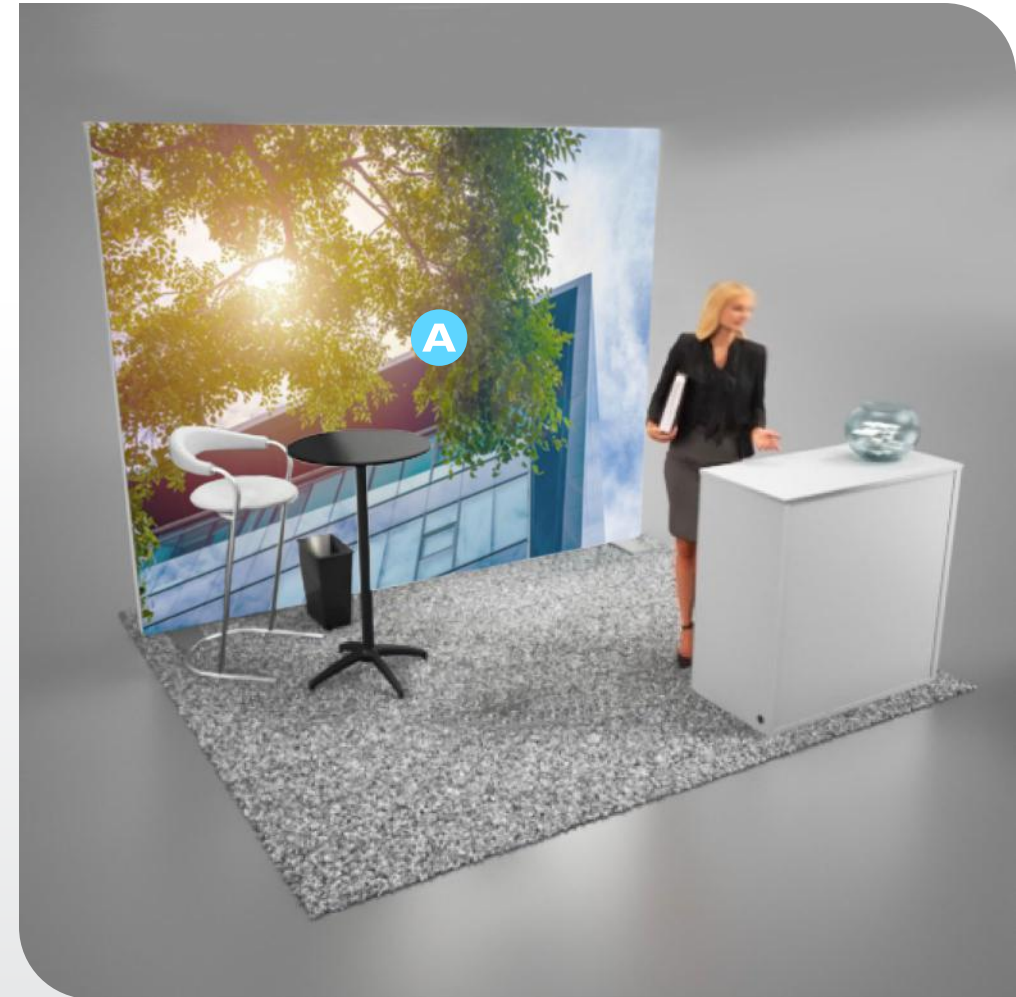
PACKAGE INCLUDES:

- (1) 10'x10' Inline booth space (add a corner for \$225)
- (1) Basic Branding Package
- (1) 10'x10' Smartwall with fabric graphic
- (1) Banana barstool white
- (1) 30" Bar table standard base - gunmetal
- (1) 42" Power locking pedestal cabinet
- (1) 500 watt outlet

INCLUDED GRAPHICS:

- A 117" x 93"

10x10 Booth Space + Furniture Rental Package Price: \$9,715



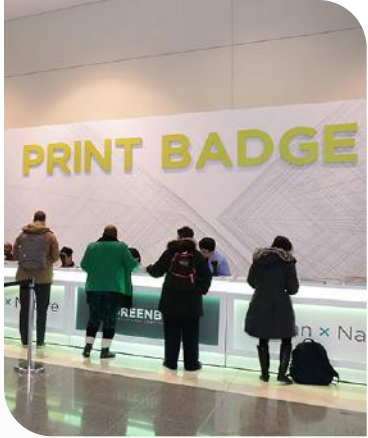
Sponsorship Levels

The opportunities listed in this brochure are designed to fit a variety of budgets and can be combined to meet the desired sponsorship level. For example, by sponsoring the Keynote for \$52,500 and the Education Lab for \$50,000, you will receive the benefits associated with those items as well as Premier Level sponsor benefits.

	PREMIER LEVEL Investment: \$100,000	PLATINUM LEVEL Investment: \$75,000	GOLD LEVEL Investment: \$50,000	SILVER LEVEL Investment: \$25,000	GREEN LEVEL Investment: \$15,000
Greenbuild Learning Passes	12	8	6	4	2
Sponsor Logo featured throughout Conference & Tradeshow	✓	✓	✓	✓	✓
Sponsor Logo featured in Post-Show Thank You Email	✓	✓	✓	✓	
Sponsor Content Feature in the GB Monthly Digest on LinkedIn	✓	✓	✓	✓	
Rotating Logo on Greenbuild Floorplan	✓	✓	✓		
Passport to Prizes Participation	✓	✓			
Sponsor Spotlight Eblast (pre or post event)*	✓	✓			
Sponsor Name, Link and brief description in Greenbuild Press Release	✓	✓			
Push Notification in Mobile App	✓	✓			
Sponsor of the Welcome Reception	✓				
60 Minute Sponsored Session	✓				

**Based on inventory*

Branding & Awareness: Registration



Registration Sponsor

Be the first company attendees see when they register online and onsite at the show! Sponsorship features your logo on the online registration page and on every other registration counter kick panel at the in-person event.

Registration area subject to show management change in layout.

\$45,000



Registration Confirmation Emails

All attendees receive confirmations of their registration via email. As a sponsor, your company name, booth number, and logo with URL will be included in all registration confirmation emails.

\$25,000



Branding & Awareness: Registration



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:

- Sponsor logo in full color featured on the front of every Greenbuild show badge
- 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:

- Sponsor logo featured on official Greenbuild lanyard
- 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

Branding & Awareness: Lounge Sponsorships

VIP Lounge Sponsorship

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

SPONSORSHIP INCLUDES:

- Ad displayed on VIP lounge digital signage network screen
- Sponsor created design or logo on table tents in the VIP Lounge
- (5) VIP Pass upgrades with access to VIP Lounge
- Logo on room entrance signage
- Lead Generation: Receive detailed list of all VIP lounge attendees

\$35,000

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:

- Sponsor logo on lounge banner
- Sponsor logo in mobile app/website where lounge is mentioned
- Lead Generation: Receive detailed list of lounge attendees

Contact our sales team to learn more about customization options!

Price Upon Request



Branding & Awareness: Mobile App Sponsorships



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:

- Exclusive sponsorship
- Sponsor logo on splash page
- Sponsor-created banner ad which appears on homepage
- Sponsor-created, full-screen landing page linking to a website of your choice

\$36,750



Mobile App Push Notification

Push your very own invite or product message with your website link to Greenbuild attendees through the mobile app.

SPONSORSHIP INCLUDES:

- (1) Mobile app push notification to be sent during the event between 8 am - 4 pm on the hour. Sponsor to select date and time
- Push notification includes 25-character subject line, 150-character body content, and link to redirect

\$3,200

Sustainability Sponsorships

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:

- Sponsor included on all marketing, including 2-3 social media posts surrounding Greenbuild Carbon Offset project selection contest
- Priority booth placement
- Social media posts promoting sponsor
- Inclusion in pre-show and post show emails to all event registrants
- Promotion in Greenbuild show app
- Sponsor logo on website’s sustainability page
- Logo in post-show sustainability report
- Sponsor mentioned in online registration, noting that carbon offset donations will be matched by sponsor
- Presence in sustainability hub

Price Upon Request

Microgrid Title Sponsorship

The Smart Energy Micro Grid Marketplace is the only concept of its kind at any tradeshow.

This unique opportunity is designed to showcase the operation and components of a resilient building-level hybrid AC/DC microgrid.

This indoor/outdoor display provides your company the opportunity to showcase your products/services (renewable energy sources, storage, management, distribution) for the microgrid inside the expo hall that provides onsite-generated power that will be stored and distributed to a special area of exhibit booths inside the hall.

SPONSORSHIP INCLUDES:

- (2) 60-min. speaking opportunities on expo floor
- Event branding showcasing microgrid sponsor
- Sponsor logo on website with programming
- Lead Generation: Receive detailed list of session attendees

\$52,500

Sustainability Sponsorships



Waste Diversion Sponsorship

Partner with us to minimize waste output at Greenbuild.

SPONSORSHIP INCLUDES:

- Signage at each waste diversion station with your branding and 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
- Logo displayed on t-shirts worn by volunteers at each waste station

\$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:

- Sponsor-branded water bottle distributed to all attendees at registration
- Note: 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

Events & Education: 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:

- (1) 5 min. speaking opportunity, including the introduction of keynote speaker
- Logo on keynote entrance signage
- Logo on website with programming
- Company listing in mobile app with the session description
- Logo on keynote walk in/out slides
- Logo on all emails, mailers, and social media with program mention
- Lead Generation: Receive detailed list of session attendees

\$55,000

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



Events & Education: Education Lab Sponsor

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:

- (5-6) 60-minute CE accredited session presentations
- Sponsor-created, custom branded, double sided back wall. Sponsor to provide final artwork
- Lectern with signage
- Theater Seating for up to 50 people
- Hanging Sign with Sponsor Logo
- Logo on website with programming
- Session listing in mobile app
- Sessions will be listed on the online registration platform for attendees to pre-register for sessions
- Lead Generation: Receive detailed list of session attendees

\$50,000

AV Package:

- (2) speaker sound system, (1) podium mic, (1) handheld wired mic, (2) 55" monitors, wireless presenter or laser pointer



Events & Education: Education Track Sponsor

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 10 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:

- (1) 60-second video commercial to be played in session room before each session begins
- Logo on session room entrance signage
- Logo in website with programming
- Logo on podium sign (if using a podium)
- Session listing in mobile app
- Logo on session room walk-in / out slides
- Lead Generation: Receive detailed list of attendees from all 10 sessions

\$25,000



Events & Education: 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:

- 60-minute presentation in a private meeting room
- Session included in Greenbuild conference schedule
- Sponsor Programming will be made available on Streamly for 3-months post event
- Lead Generation: Receive detailed list of session attendees

\$12,000

\$17,000 Accredited*

**Session will be submitted by Greenbuild to AIA and GBCI for CE approval*



Events & Education: Innovation Showcase

Combine your in-person booth presence with two separate speaking sessions at the focal point of the exhibit hall.

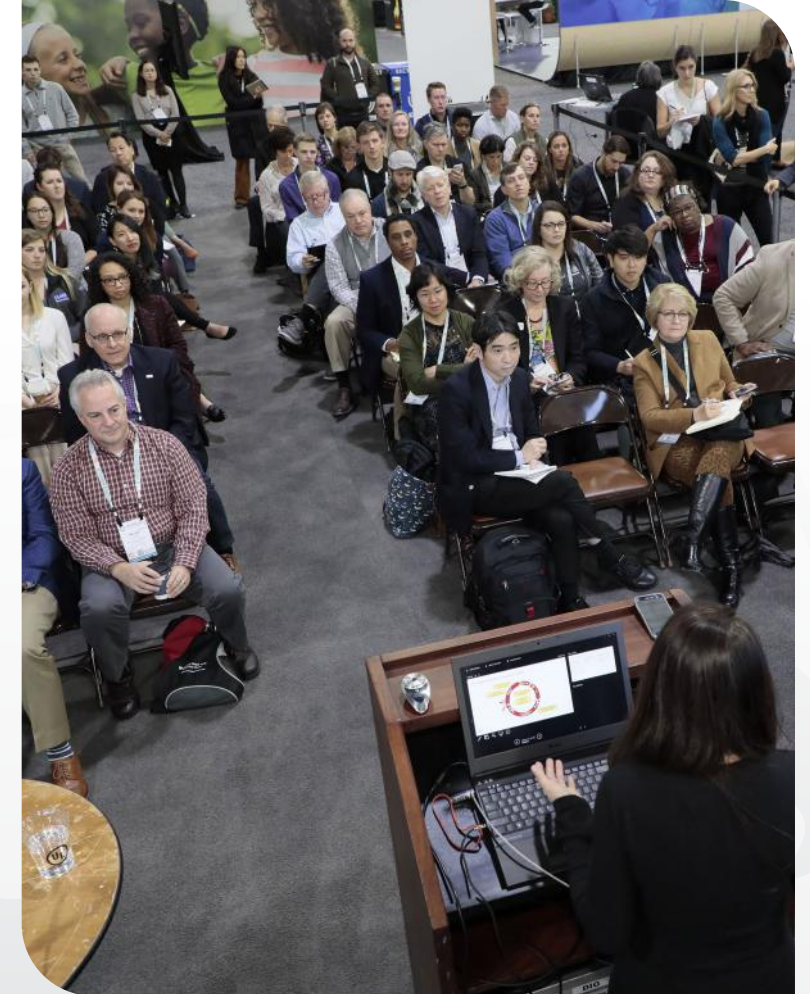
In these demo-style sessions, you have free rein to share your products and services with the Greenbuild community on the main stage within the expo hall.

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:

- 10x10 Inline booth with Basic Branding Package
- 40 minutes of presentation time
 - 20 minute time slot on Wednesday, September 27
 - 20 minute time slot on Thursday, September 28
- Stage will be located on the Expo Floor
 - 55" monitor with laptop will be provided for sponsor presentations
 - Meter board promoting Sponsor & Times
- Session or stage activities included in Greenbuild Expo Hall Events Schedule
- Lead Generation: Receive detailed list of session attendees
- Sponsor programming will be made available on Streamly On-Demand for 3 months of post event digital streaming

\$14,000



Events & Education: “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:

- Exclusive sponsorship
- (1) 5 min speaking opportunity
- Logo on room entrance signage
- Logo on podium sign (if using a podium)
- Session listing in mobile app
- Logo on website with session listing
- Logo on table tent signs or menu cards
- (8) tickets to WIG with the option to reserve (1) table - WIG ticket holders must be Greenbuild attendees
- Lead Generation: Receive detailed list of session attendees

\$44,000



Events & Education: Wellness Sponsor

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:

- Logo on yoga class, meditation space and run club signage
- Logo on Greenbuild events page website
- Company logo in mobile app where the yoga class, run club and meditation room are listed
- Sponsor can provide giveaways to distribute to participating attendees

\$10,000



Booth Traffic Driver Sponsorships

Exclusive Email

Build visibility for your brand before and/or after Greenbuild! 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:

- 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

\$5,000

Ask the Industry Video

Position yourself as an industry expert with a short Q&A played onsite at the Walter E. Washington Convention Center 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](#).

Submit all entries [here](#).

SPONSORSHIP INCLUDES:

- Video will be hosted on the Greenbuild YouTube channel
- Promoted through Greenbuild marketing efforts: newsletters, social media, featured on the Greenbuild website.
- Played continuously through the conference breaks
- Played continuously through registration

\$3,500

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

Booth Traffic Driver Sponsorships

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:

- 8.5 x 11" easel back sign at all bars with all sponsor logos and booth number
- Branded cocktail napkins at bars with all sponsor logos
- 100 custom drink tickets with sponsor logo
- Logo in mobile app with program listing
- Logo on website with program listing
- Happy hour listed on signage directing attendees to your booth for drink tickets

\$5,000

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 \$1,000 Gift Card!

SPONSORSHIP INCLUDES:

- Sponsor is required to provide a prize of \$100 or greater for participants to win
- Company name and booth # listed on the Greenbuild website Passport to Prizes page

\$3,675

Greenbuild Pavilion

Expand your reach in North America and connect with powerful buyers in the Canadian market.

JOIN GREENBUILD IN CANADA AND EXHIBIT
AT OUR PARTNER EVENTS:



+



THE
BUILDINGS
SHOW

+



Nov 29 - Dec 1, 2023
Metro Toronto
Convention Centre

Feb 14-15, 2024
Vancouver Convention
Centre

For more information, contact the Greenbuild Sales Team





Greenbuild

Digital
Sponsorships

Greenbuild Monthly Webinars

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

Client-Sponsored Webinar (Exclusive)

Be a thought-leader and exclusively produce your own webinar to the Greenbuild audience. You'll get to define the topic, provide the speakers and present the content of your choice. The perfect way to put your team front and center as industry experts!

\$15,000 Standard

\$20,000 Accredited

Greenbuild-Produced Sponsored Webinar (Exclusive)

Align your brand with a Greenbuild-produced webinar. Greenbuild will provide the topic, speakers and content. As a sponsor, you will connect directly with the Greenbuild audience seeking year-round industry education.

\$12,000

SPONSORSHIP INCLUDES:

- Exclusive sponsorship per webinar
- 30-60 minutes, with live Q&A
- Robust platform offers user-friendly production with features such as webcam, screen-sharing, PPT and video slides, live polling, moderated Q&A, group chat, related resources, social feeds, and more
- Timing: 5-6 weeks, including 3 weeks of promotion
- Promotional campaign targeting event attendees and wider audience via email, newsletters, and social posts
- Lead Generation: Receive a detailed report with lead info and activity data such as attendance, duration, questions, and content downloads

Greenbuild Summits (Exclusive)

Exclusively align your brand with one of the below Summits! Summit attendees are full Greenbuild Conference participants, ensuring you have access to the most qualified leads.

Net Zero Summit | September 7, 2023

This Summit will demonstrate real-world case-studies and practical applications to help you on your road to net zero.

Nature-Based Solutions Summit | September 14, 2023

This Summit will dive into a variety of practical design solutions, explore how LEED addresses critical ecological issues through proposed LEED v5 updates and review research on the positive effects of bringing biodiversity to our buildings and maintaining a richly diverse ecological landscape for our future generations.

Innovation Summit | October 24, 2023

This Summit will bring together sustainability professionals to discuss new innovation strategies and interventions that will accelerate our impact on the built environment.

SPONSORSHIP INCLUDES:

- **Exclusive sponsorship**
- **Speaking Opportunity:** 3-5 minute introductory remarks and host of closing Q&A session
- **Branding:** Logo placement on all Summit sessions and event promotions
- **Lead Generation:** Receive a detailed report with lead info and activity data such as attendance, duration, questions, and content downloads
- **Post-Event Marketing:** (1) exclusive post-event eblast sent to all registered attendees

\$40,000





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.

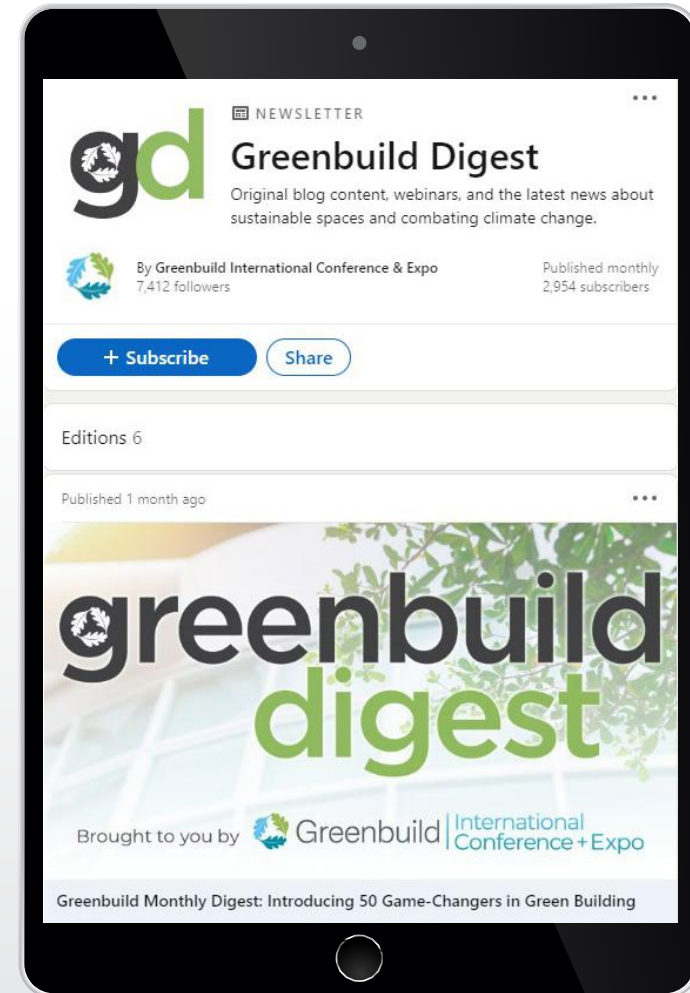
With over 7,000 followers and a subscriber base of over 3,000, our LinkedIn newsletter is the perfect platform to showcase your brand and connect with potential customers.

SPONSORSHIP INCLUDES:

- (1) Dedicated in-app notification and email notification to all LinkedIn subscribers
- In-feed reach to all LinkedIn followers
- 1200x628 banner ad with branding and messaging (provided by sponsor)

Price Upon Request

NEWSLETTER AVAILABLE HERE



Greenbuild Monthly Digest

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.

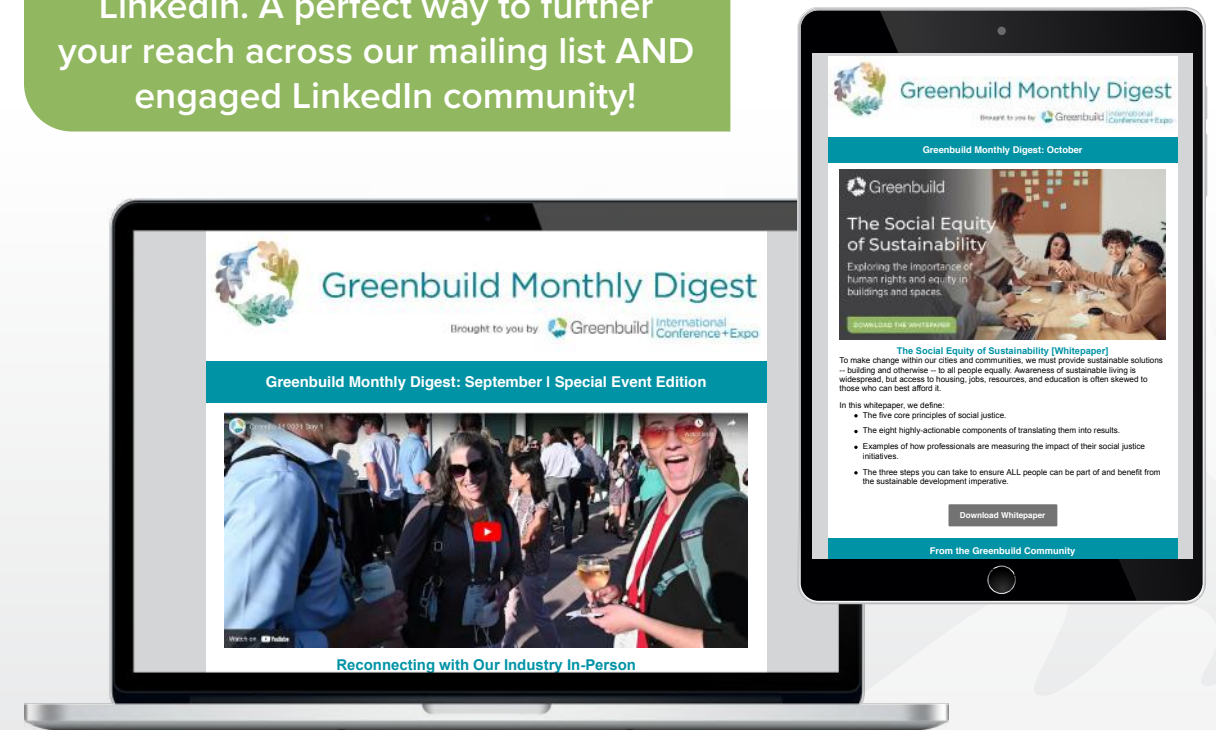
The Greenbuild Monthly Digest mailing list includes builders, contractors, building owners/managers, architects, designers, engineers, international decision makers, and more!

SPONSORSHIP INCLUDES:

- Include an image or company logo and 25-30 words (including title) of copy
- A link [Read More] to the Greenbuild blog is included, with an additional 470 words of content + a URL can be used to drive traffic back to sponsor's website or a dedicated landing page
- Ad formats include banner ads (600x130) and box ads (600x400)

\$6,000

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



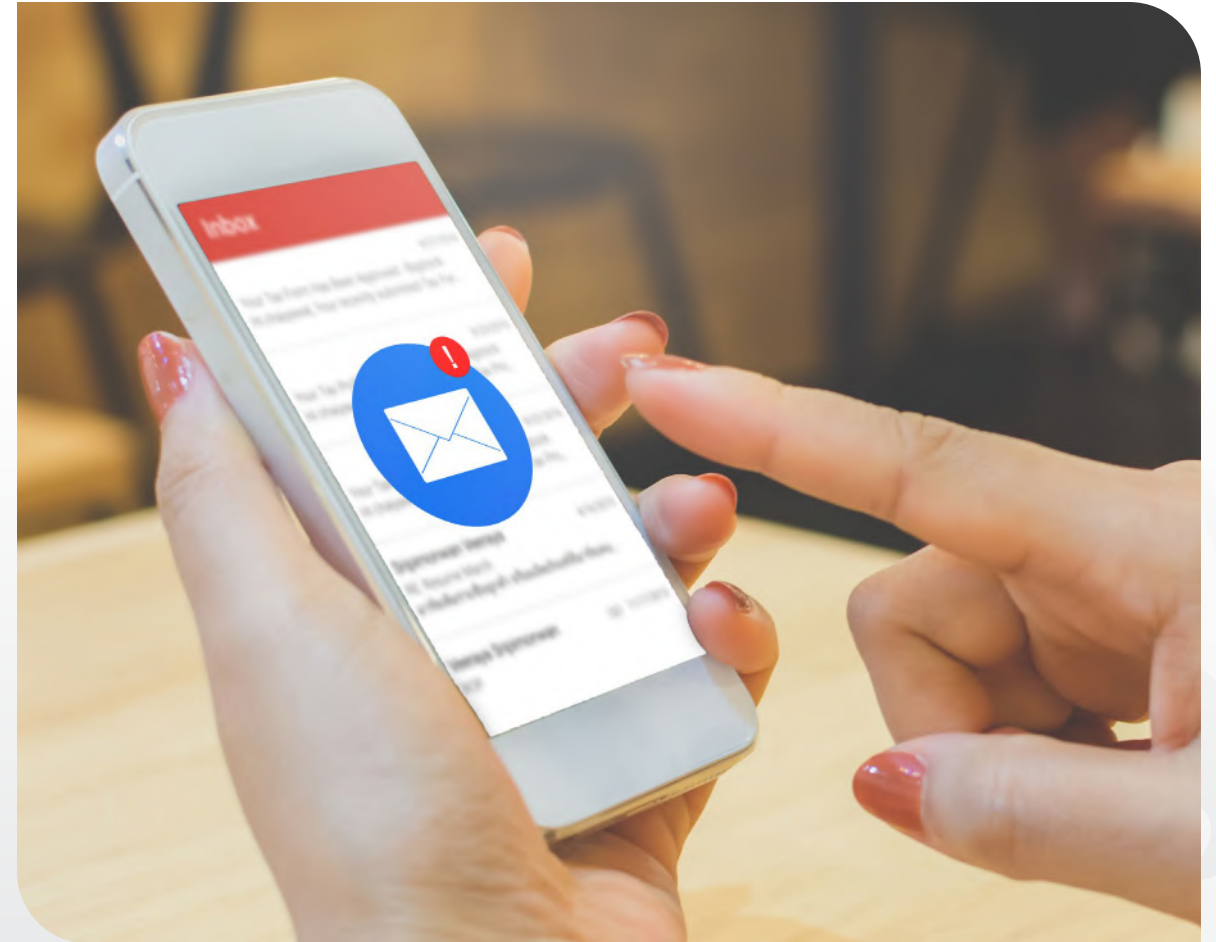
Build visibility for your brand before and/or after Greenbuild with an Exclusive Email.

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:

- 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

\$5,000



Attendee AdTarget

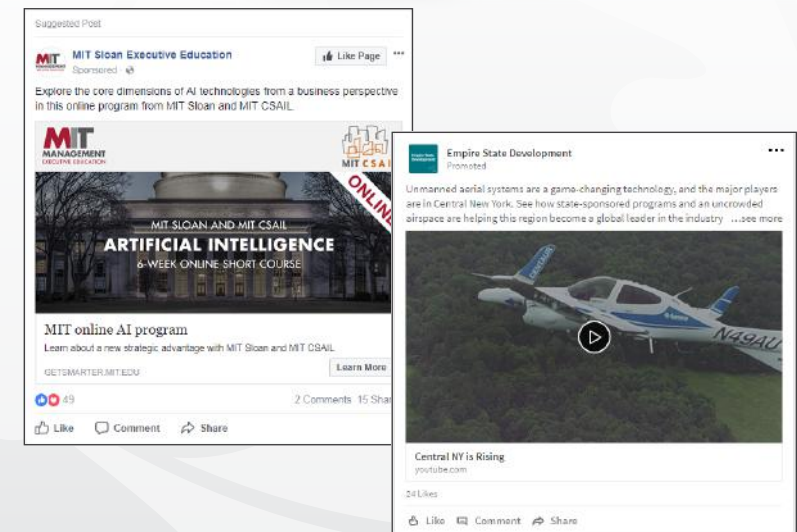
Extend your reach and stay in front of your most valuable prospects! Attendee AdTarget campaigns target the business decision makers in our database who match your target criteria. Utilizing thousands of sites across the web, your campaign is displayed multiple times, ONLY to those who fit your targeted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

Attendee AdTarget ensures your ads are viewed on the trusted sites your targets frequent; no wasting valuable marketing dollars on sites your prospects aren't accessing.

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:

- 3-5 question interview with remote video capture, 10-15 mins in length
- Single option or a series of 2-3 videos, with light editing
- Dedicated landing page with up to 3 assets (provided by sponsor)
- Exclusive Eblast: Provide us with an email and we'll deploy to our database! You'll receive email analytics to measure the impact.
- Social Media Booster: Increase your brand awareness on social media with boosted posts directly to your target audiences across LinkedIn and Facebook.

\$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:

- End-to-end program management including topic discovery, content development, design, and production
- Experienced editors or subject-matter experts work closely with you during content creation process to ensure messaging is on target
- Can include text, images, graphs/charts, embedded links, and sidebar with existing client content (e.g. testimonials or case history)
- Sponsor owns final content asset to use in content marketing initiatives
- Promotional campaign targeting event attendees and wider audience via email, newsletters, and social posts

\$12,000

75%
of B2B marketers view white papers as a key component in their overall marketing strategy

USEFUL FOR

- Positioning as industry expert
- Educating and persuading without selling
- Generating demand
- Accelerating decision-making



Enhanced Lead Analysis Dashboard

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

This lead dashboard will provide access to recommended leads who might not have engaged yet with your brand, but they are in the Greenbuild community and have aligned content interests.

ENHANCED LEAD DATA INCLUDES:

- Full contact information
- Role
- Company Type
- Number of locations
- Purchasing Role

\$5,000 net

Lead dashboard updated monthly, timeframe customizable



Sponsorship Pricing

	BRANDING	LEAD GENERATION	THOUGHT LEADERSHIP	PRICE
LIVE EVENT PACKAGES & SPONSORSHIPS				
Exhibitor Booths	✓	✓		\$5,825+
10x20 Booth Space + Furniture Rental Package	✓	✓		\$17,515
10x10 Booth Space + Furniture Rental Package	✓	✓		\$9,715
Keynote Sponsorship	✓	✓		\$55,000
Microgrid Title Sponsorship	✓	✓		\$52,500
Education Lab Sponsor	✓	✓	✓	\$50,000
Lanyards	✓			\$47,000 SOLD
Registration Sponsor	✓			\$45,000
“Women in Green” Lunch (Exclusive)	✓	✓	✓	\$44,000 SOLD
Attendee Badges	✓			\$40,000 SOLD
Mobile App Title Sponsor (Exclusive)	✓			\$36,750
VIP Lounge Sponsorship	✓	✓		\$35,000
Waste Diversion Sponsorship	✓			\$30,000
Registration Confirmation Emails	✓			\$25,000
Education Track Sponsor	✓	✓	✓	\$25,000
Water Conservation Sponsorship	✓			\$20,000
Innovation Stage	✓	✓	✓	\$14,000
Sponsored Speaking Opportunity	✓	✓	✓	\$12,000
Wellness Sponsor	✓			\$10,000
Exclusive Email	✓			\$5,000
Happy Hour in the Hall	✓			\$5,000

	BRANDING	LEAD GENERATION	THOUGHT LEADERSHIP	PRICE
LIVE EVENT PACKAGES & SPONSORSHIPS				
Passport to Prizes	✓			\$3,675
Ask the Industry Video	✓		✓	\$3,500
Mobile App Push Notification	✓			\$3,200
Expo Floor Networking Lounge	✓	✓		Price Upon Request
Carbon Offset Sponsorship	✓			Price Upon Request
Greenbuild Pavilion	✓	✓		Price Upon Request
DIGITAL SPONSORSHIPS				
Greenbuild @ Home: ESG	✓	✓	✓	\$40,000
Greenbuild Virtual Summits	✓	✓	✓	\$40,000
Greenbuild Post-Event Replay	✓	✓	✓	\$40,000
Client-Sponsored Webinar (Exclusive per Webinar)	✓	✓	✓	\$20,000 Accredited \$15,000 Standard
Greenbuild-Produced Sponsored Webinar (Exclusive per Webinar)	✓	✓	✓	\$12,000
MARKETING SERVICES				
FastChat Bundle	✓		✓	\$14,000
White Papers	✓		✓	\$12,000
Greenbuild Monthly Digest on LinkedIn	✓		✓	Price Upon Request
Greenbuild Monthly Digest	✓		✓	\$6,000
Attendee AdTarget	✓			\$5,000 - \$10,000
Email Sponsorship	✓			\$5,000
Enhanced Lead Analysis Dashboard		✓		\$5,000 net



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
Director of Strategic Accounts
+1 612.518.8084
dave.pruka@informa.com



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