



Thank you for helping to spread the word about Greenbuild Mexico taking place in Mexico City June 19-21, 2018. Greenbuild is the world's largest green building conference experience, connecting industry professionals, experts and leaders like you who are dedicated to a more sustainable future. The power of Greenbuild extends beyond the conference floor and engages a global online community who are passionate about the latest in green building and sustainability. As a sponsor, you are uniquely positioned to help communicate your own involvement with this global show and highlight the power of convening an industry to address some of today's most pressing issues. This year's official conference hashtag is #GreenbuildMexico and to further assist with communicating your involvement with your network, below you will find sample outreach language. Should you need any additional resources, please don't hesitate to let us know.

SAMPLE DESCRIPTION

For event listings, newsletter inclusions and/or Facebook and LinkedIn posts. For social media posts, please also include #GreenbuildMexico

Join [SPONSOR NAME] at Greenbuild Mexico, the world's largest green building conference experience. Greenbuild offers a forum for the green building community to unite, change lives, revolutionize business and address pressing issues, such as air quality, human health, energy use and global climate change.

The conference will be held June 19-21 in Mexico City at Camino Real Polanco Mexico. The event will feature inspiring keynotes from industry leaders, invaluable networking, and robust sessions detailing the latest green building and LEED case studies and the opportunity for participants to earn continuing education hours at our educational sessions.

[Register](#) today! Visit greenbuild.usgbc.org/mexico for more information.

SAMPLE EMAIL

For sharing with contacts and via email blasts

Subject: Join us in supporting Greenbuild Mexico 2018!

[Introduction explains your personal or organizational connection to the show, and lets the recipient know that you wanted to let them know about the exciting programs, educational sessions and networking opportunities.]

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[Insert text specific to your audience, such as their relationship with you and why sustainability in schools is a joint effort or topic of interest.]

We hope you'll join us. See you in Mexico City!

For more information and to register, visit greenbuild.usgbc.org/mexico

IMAGES AND LOGO

Promote your participation with our badges for [speakers](#) and [attendees](#)! Three styles are included in each downloadable zip file.

SOCIAL MEDIA

We've created sample social media content for you to share with your followers. Please remember to always use the official hashtag, #GreenbuildMexico, when posting or covering the event live, and be sure to tag us so that we can engage with your posts!

USGBC

Twitter: [@usgbc](#) | Facebook: [U.S. Green Building Council \(USGBC\)](#) | Instagram: [@usgbc](#)

General Messaging

- Proud to support @USGBC and #GreenbuildMexico, the flagship event for sustainability professionals! Don't miss us in Mexico City, 6/19-6/21. [greenbuild.usgbc.org/mexico](#)
- Excited to announce that I'm speaking at #GreenbuildMexico in Mexico City! Can't wait to engage those working at the intersection of #sustainability, education, social equity and more. Join us June 19-21! Learn More: [greenbuild.usgbc.org/mexico](#)
- Have you heard? #GreenbuildMexico is coming to #Mexico City! Join us 6/19-6/21 to hear from Nobel laureate, Dr. Mario Molina; Edda Fernandez Luiselli; @USGBC's @m_raman & many other innovators in green design. Register: [greenbuild.usgbc.org/mexico](#)
- All the latest #greenbuilding trends will be up for discussion at #GreenbuildMexico! Register now to join us along w/ @USGBC, and loads of other educators & advocates in the local sustainability community. [greenbuild.usgbc.org/mexico](#)
- #GreenbuildMexico offers a forum for the green building community to unite, change lives, revolutionize business and address pressing issues, such as air quality, human health, energy use and global climate change. Register now! [greenbuild.usgbc.org/mexico](#)
- Inspiring keynotes; Invaluable networking; robust and diverse education sessions... Don't miss these extraordinary opportunities at #GreenbuildMexico, June 19-21. Still time to register: [greenbuild.usgbc.org/mexico](#)