Sponsorship and Exhibitor Opportunities
Since 2002, Greenbuild has become the go-to place for the green building industry, where like-minded people gather, inspiration is sparked, business deals are made, innovation is recognised and people from around the globe reconnect and remind each other why we do what we do—and why we work hard every day to better the built environment.

The European green building community continues to raise the bar with its sustainability initiatives. With 62 million gross square meters of LEED-certified space, three nations in the Top 10 Countries for LEED and more than 200 USGBC member organisations, there is a great deal to celebrate!

Greenbuild Europe in Dublin will bring together professionals from throughout the European region in March 2020 for two days of inspiration from sustainability thought leaders, invaluable networking opportunities, and cutting-edge educational sessions presented by industry experts. With a commitment to delivering the latest green building education and sustainability trends and solutions, the conference will help drive market transformation in Europe.
Greenbuild Europe 2019 Recap

400+ attendees

24 robust educational sessions

160,000+ social media impressions

Top attendee professions represented
• Architect
• Consultant
• Engineer (MEP)
• Executive management
• Project manager

Top attendee sectors represented
• Architecture
• Manufacturing
• Non-profit
• Professional services/Consulting
• Real estate
Why sponsor?

Becoming a Greenbuild Europe sponsor provides you with an industry-leading platform to show your clients, stakeholders, and brand champions that you are a leader in the green building movement. Our tailored sponsorship opportunities are designed not only to optimise brand exposure, but to offer you a direct line to communicate your brand’s purpose and call to action to Greenbuild attendees.

Demonstrate thought leadership
Attend the premier green building event in the world and elevate your company’s role in the discussion around critical green building issues

Exclusive branding
Enjoy prominent branding online and on-site and generate brand awareness with decision makers at leading European organisations

Reach market influencers
Maximise the reach of your messaging and drive engagement among green building leaders throughout Europe

Generate new business leads
Sponsoring or exhibiting means new business for your products and services

92% of sponsors were likely to purchase from fellow sponsors and exhibitors.

“Greenbuild Europe 2019 was an excellent event. We were delighted to take part as a Gold Sponsor, and the set up of our video lounge was exactly what we had hoped for. If you’re serious about advancing the green building movement and making great new connections with your European peers, Greenbuild Europe is a must-attend event!”

— Dr. Birgit Memminger-Rieve
Managing Director and Partner, EnviroSustain GmbH
# Sponsorship Packages*

## Sponsorship opportunities by level

Choose one to receive associated benefits. Click each opportunity for more information.

<table>
<thead>
<tr>
<th>PREMIER</th>
<th>PLATINUM</th>
<th>GOLD</th>
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<tbody>
<tr>
<td>€25,000+</td>
<td>€15,000+</td>
<td>€10,000+</td>
<td>€6,500+</td>
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<tr>
<td>Plenary Session w/ remarks (2 available)</td>
<td>Registration</td>
<td>Education Track w/ remarks</td>
<td>Networking Break (4 available)</td>
<td>Digital branding benefits only (see below)</td>
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<tr>
<td>or</td>
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<tr>
<td>Education Lab (3 available)</td>
<td>Green Travel</td>
<td>Pre-Conference Workshop or Post-Conference Tour w/ remarks</td>
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<tr>
<td>Women in Green</td>
<td>Culinary Journey</td>
<td>Half-Day Sponsored Lounge</td>
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<tr>
<td>Celebration event w/ remarks (2 available)</td>
<td>Full-Day Sponsored Lounge</td>
<td>Brand Escalator Screen</td>
<td>or</td>
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## EVENT PASSES

| Full conference passes† | 5 full (2-day) or 10 one-day Value of €4,125 | 4 full (2-day) or 8 one-day Value of €3,300 | 3 full (2-day) or 6 one-day Value of €2,475 | 2 full (2-day) or 4 one-day Value of €1,650 | 1 full (2-day) or 2 one-day Value of €825 |

## CONTENT DISTRIBUTION

| Sponsored content on usgbc.org (200,000 users monthly/2.7 million page views) | x | | | | |
| Featured social media promotion on the official USGBC Twitter, Facebook, and/or LinkedIn pages | x | x | |

†Full and one-day conference passes include the following: admission to plenary sessions, education sessions, coffee breaks, lunches, and one invitation to the Celebration Event. They do not include Women in Green tickets or tickets to the workshops or tours.
# Sponsorship Opportunities by Level

<table>
<thead>
<tr>
<th>CONFERENCE MOBILE APP</th>
<th>PREMIER</th>
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<tr>
<td>Sponsor Listing</td>
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# Branding

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<tbody>
<tr>
<td>Company logo on event website</td>
<td>x</td>
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<tr>
<td>Logo inclusion on sponsor recognition slide at general session</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
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<tr>
<td>Company logo on event signage</td>
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<tr>
<td>Hyperlink in marketing emails</td>
<td>x</td>
<td>x</td>
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Premier sponsorship packages

Minimum €25,000 investment

*Position yourself as a green building leader by presenting a plenary session open to all attendees.*

Plenary session (2 available)

- Exclusive sponsorship of opening OR closing plenary session (available on a first come, first served basis)
- 3-5 minutes for sponsor video, remarks, or combination of video and remarks
- Digital recognition in mobile app (e.g., “Opening Plenary presented by XX”)
- Logo inclusion on walk-in slide of plenary session
- Online recognition of plenary sponsorship on event website (e.g., “Opening Plenary presented by XX”)
Platinum sponsorship packages

Minimum €15,000 investment

Registration

- Exclusive sponsorship of Greenbuild Europe 2020 registration
- Logo and brand recognition in association with online event registration function (e.g., “Conference registration presented by XX”)
- Brand integration within conference registration area alongside Greenbuild Europe branding
- Logo featured on check-in software used during registration
- Co-branded lanyards (sponsor logo alongside Greenbuild Europe logo)

Education Lab (3 available)

- Exclusive opportunity to share industry knowledge
- Acknowledgement under Education Labs on the event website
- Education Lab title and company logo on signage outside of Education Lab area (digital or printed)
- Push notification throughout mobile app (160 characters/20 words or fewer) directing attendees to sponsored Education Lab session

Women in Green

- Exclusive sponsorship of the Women in Green event
- 3-5 minutes for sponsor video, remarks, or combination of video and remarks
- Three (3) invitations to Women in Green to be distributed to registered conference attendees of the sponsor’s choice
- Logo exposure on event signage
- Digital recognition in mobile app
- Mobile app alert/invite via push notification regarding event
- Online recognition of Women in Green sponsorship on event website (e.g., “Women in Green presented by XX”)

Celebration Event (2 available)

- Logo on event signage
- Digital recognition in mobile app
- Mobile alert, with sponsor mention, inviting all attendees to the Celebration Event
- Opportunity for demonstration/display table/station
- Five (5) Celebration Event invitations to be distributed to registered or non-registered conference attendees of the sponsor’s choice
- Branded cocktail napkins (subject to sponsor’s approval)
Gold sponsorship packages

Minimum €10,000 investment

Education Track
Limited availability

• Logo on room signage
• Logo on walk-in slide
• 2-3 minutes for sponsor remarks or video at beginning of education track
• Digital recognition in mobile app (e.g., “Education Track XX presented by XX”)
• Online recognition of track sponsorship on event website (e.g., “Education Track XX presented by XX”)

Green Travel

• Offset the carbon emissions of attendee travel associated with Greenbuild Europe 2020
• Receive recognition and appreciation in event article and post-event attendee email promotion
• Rotating branded sustainability tips on outdoor pitch display, visible from exhibit space (details TBA)
• Recognition on Greenbuild Europe website

Culinary Journey

• Signage at food stations for all culinary events (AM and PM breaks and networking lunches)
• Branded cocktail napkins (subject to sponsor’s approval)
• Logo inclusion on signage (digital or printed)
• Digital recognition on conference mobile app (e.g., “Greenbuild Europe Culinary Journey sponsored by XX”)
• Online recognition of Culinary Journey on event website (e.g., “Greenbuild Europe Culinary Journey sponsored by XX”)
• Opportunity to provide branded reusable utensil to attendees*

*Subject to USGBC’s approval.

Full-Day Sponsored Lounge

• Exclusive space to host attendees, conduct interviews and meetings, or provide quiet refuge between education sessions
• Digital recognition in mobile app (e.g., “Sponsored lounge presented by XX”)
• Mobile app alert from sponsor inviting attendees to visit the lounge
• Opportunity for in-kind contribution of company products to enhance location (furniture, carpet, etc.)
Silver sponsorship packages

Minimum €6,500 investment

Networking break (4 available)

- Exclusive branding at one of four breaks (first come, first served)
- Mobile app alert via push notification during break (customised message limit of 160 characters or 20 words)
- Logo on signage at coffee stations
- Opportunity for demonstration, display table, or station during networking break

Pre-Conference Workshop or Post-Conference Tour (Limited availability)

- Logo on signage where applicable
- 2-3 minutes for sponsor remarks or video at beginning of workshop or tour
- Digital recognition in mobile app (e.g., “Workshop XX presented by XX” or “Tour XX presented by XX”)
- Online recognition of workshop or tour sponsorship on event website (“XX workshop presented by XX” or “XX tour presented by XX”)

Half-Day Sponsored Lounge

- Exclusive space to host attendees, conduct interviews and meetings, or provide quiet refuge between education sessions
- Branded lounge for sponsor use (can either be promoted to all attendees or used for small meetings)
- Digital recognition in mobile app (e.g., “Sponsored lounge presented by XX”)
- Mobile app alert from sponsor inviting attendees to visit the lounge
- Opportunity for in-kind contribution of company products to enhance location (furniture, carpet, etc.)

Brand Escalator Screen (€8,000)

- Branded event welcome at top and bottom of primary access points to conference space
- Branded material on digital signage by venue escalators and print signage within venue elevators
Stand-alone sponsorship packages

Stand-alone sponsorship opportunities are available a la carte. They are not associated with the sponsorship packages above. Sponsors may purchase any of the stand-alone sponsorship opportunities individually or they can add one or more stand-alone sponsorship enhancements to any of the packages detailed above.

Reach attendees with your brand’s message:

**Sponsor Email (€1,750)**
- Custom HTML content (200 words or fewer written by sponsor, distributed by USGBC before or after the conference), driving attendees to a sponsor-related activity at the conference (exhibit booth, event, etc.) or to company website, social media platform, or other green initiative
- First-come, first-served selection of day and time to be distributed pre or post-conference (subject to USGBC marketing approval)
- Can be filtered by attendee type or location

**Push Notification (€1,000)**
- Scheduled message (limit 160 characters or 20 words) sent directly to event attendees’ mobile devices to stop by an exhibit booth, take part in a challenge, remind about an event, etc.
- According to CrowdCompass, the read rate on push notifications is 50% higher than opt-in emails!

Go green and sight-see:

**Running Tour (€2,000)**
- Co-branded event promotion
- Digital recognition in mobile app (e.g., “Running Tour sponsored by XX”)
- Opportunity to sponsor tour t-shirts and/or additional sponsored giveaways* to participants

*Event collateral is subject to USGBC’s Greening Guidelines.

**Print or Digital Ad in USGBC+ Magazine***
- Reach the readers of the Spring issue of USGBC+, the member magazine of the U.S. Green Building Council
- Hard copies of this magazine will be sent to 10,000 subscribers

*Pricing available upon request.*
Exhibition opportunities*

<table>
<thead>
<tr>
<th>Sponsor rate</th>
<th>€1,600</th>
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<tbody>
<tr>
<td>Non-sponsor rate</td>
<td>€2,600</td>
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</table>

Each exhibitor receives:

- One (1) table and two (2) chairs
- Power
- Wi-Fi
- Two (2) expo-only passes with access to all networking breaks on the exhibit floor
- One (1) full conference pass

*Additional display features to be provided by exhibitor in line with USGBC Greening Guidelines

Passport to Prizes
Premium Destination (€350) (10 available)

- Enhance your company's exhibit experience by being a part of Greenbuild Europe 2020's Passport to Prizes
- Opportunity to increase engagement with attendees by offering a customised experience or challenge (e.g., “Take a selfie with XX at booth XX” or “Talk to XX at booth XX about a sustainability initiative you were proud to implement”)

Enquire about our additional premium exhibit upgrades.
For more details on sponsorship and exhibit opportunities, please contact:

LISA BOWERS (Sponsorship)
Washington, DC
Sponsorship Director
U.S. Green Building Council
lbowers@usgbc.org

KAY KILLMANN (MD Europe)
Munich, Germany
Managing Director
GBCI Europe
kkillmann@gbcic.org