Greenbuild Mexico is the flagship event for sustainability professionals.

Greenbuild Mexico in Mexico City brings together sustainability professionals from across the Latin American region connecting them to influential thought leaders, invaluable networking opportunities, and cutting-edge educational sessions presented by prominent experts in the sustainability and green building industry.

With more than 31 million gross square meters of space, over 1,050 LEED projects, and over 700 LEED professionals, Mexico is one of the top 10 global markets for LEED. Come to Greenbuild Mexico in 2020 to showcase your company and connect with your customers. This is your company’s opportunity to tell your story with unparalleled in-person access to hundreds of sustainability professionals integral to this region and green building.
Greenbuild Mexico 2019 Recap

350+ attendees representing 13 countries

8,800+ Mobile app engagements

24 robust educational sessions

100% of sponsorship and exhibition survey respondents had a positive experience

92% of conference attendees would recommend Greenbuild Mexico to a colleague

92% of conference attendees were satisfied with the conference

Top attendee professions represented
- Architects
- Consultants
- Executive Management
- Marketing and Communications Professionals
- Project Managers

Top attendee sectors represented
- Commercial Architecture
- Commercial Construction
- Professional Services Consulting
- Manufacturing
- Marketing/Communication/Media
Past sponsors include Latin America’s sustainability leaders:
Why sponsor?

Becoming a Greenbuild Mexico sponsor provides your company 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 optimize brand exposure, but to offer you a direct line to communicate your brand’s purpose and call to action to Greenbuild attendees.

We’ve tailored a unique collection of sponsorship opportunities designed to help you meet your business objectives:

**Exclusive branding**
Enjoy prominent branding online and onsite to generate brand awareness among conference attendees and important decision makers.

**Thought Leadership**
Associate your brand with the premier green building event in Mexico and showcase your organization’s participation in the green building conversation.

**Reach Market Influencers**
Maximize the reach of your messaging and engage with green building leaders from Mexico and across Latin America.

**Generate New Business Leads**
Highlight your products and services in the Greenbuild Exchange, Greenbuild Mexico’s multi-purpose exhibition space.

“This is the main event for green building professionals in Mexico.”
— Fernando Diez, Marketing Manager, *Vitro Vidrio Arquitectónico*

“We were completely satisfied with the layout, size, placement and traffic of our exhibit, and we’re grateful for the opportunity to engage with current and potential clients at the prestigious VIP event.”
— Rebecca Menes, Global Marketing Lead, *EDGE*
# Sponsorship Packages

## Sponsorship opportunities by level

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

### EVENT PASSES

<table>
<thead>
<tr>
<th></th>
<th>PREMIER</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>GREEN</th>
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</thead>
<tbody>
<tr>
<td>Full conference passes†</td>
<td>5 full (2-day) or 10 one-day</td>
<td>3 full (2-day) or 6 one-day</td>
<td>2 full (2-day) or 4 one-day</td>
<td>1 full (2-day) or 2 one-day</td>
<td></td>
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<tr>
<td>Exchange Only Passes</td>
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### BUSINESS DEVELOPMENT OPPORTUNITIES

<table>
<thead>
<tr>
<th>Two (2) introductions to attendees, sponsors, or exhibitors</th>
<th>PREMIER</th>
<th>PLATINUM</th>
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<tr>
<td>SPONSORSHIP OPPORTUNITIES BY LEVEL</td>
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<tr>
<td><strong>CONTENT DISTRIBUTION</strong></td>
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<td>Sponsored content on usgbc.org (2.7 million page views)</td>
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<tr>
<td>Featured social media promotion on the official USGBC Twitter, Facebook, and/or LinkedIn pages</td>
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<td>✗</td>
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<tr>
<td>Inclusion in Product Spotlight Eblast</td>
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<tr>
<td><strong>BRANDING</strong></td>
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<td>Company logo on event website and event signage</td>
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<td>✗</td>
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<td></td>
</tr>
<tr>
<td>Logo inclusion on sponsor recognition slide at general session</td>
<td>✗</td>
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<td>Hyperlink in marketing emails</td>
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<td>Sponsor Listing on conference mobile app</td>
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Premier sponsorship packages

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

Plenary (390,000 MXN) - 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”)

Ask us about upgrading your Premier sponsorship with an ad in USGBC+ Magazine!
Platinum sponsorship packages

Registration (200,000 MXN)
• Exclusive sponsorship of Greenbuild Mexico 2020 registration
• Logo and brand recognition within online event registration site (e.g., "Conference registration presented by XX")
• Brand integration within conference registration area alongside Greenbuild Mexico branding
• Logo featured on check-in software used during registration
• Co-branded lanyards (sponsor logo alongside Greenbuild Mexico logo)

Stakeholder Forum (250,000 MXN)
• Introductory remarks at the USGBC senior management-hosted forum, convening a select stakeholder community
• Opportunity to provide signage in forum room
• Three (3) invitations for sponsor to extend to guests to attend the forum
• Exclusive sponsorship of invitation-only event convening Latin American green building leaders to discuss key issues and challenges affecting green building

Celebration Event (200,000 MXN) - 2 available
• Logo on event signage
• Digital recognition in mobile app
• Mobile app push notification (160 characters/20 words or fewer) directing attendees to the sponsored Celebration
• 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)

Education Lab* (200,000 MXN) - 2 available
• Exclusive opportunity to share industry knowledge within a highly-trafficked area
• Acknowledgement under Education Labs on the Greenbuild Mexico website
• Education Lab title and company logo on signage outside of Education Lab area (digital or printed)
• Opportunity to distribute one item to Education Lab attendees (subject to USGBC greening guidelines)
• Mobile app push notification (160 characters/20 words or fewer) directing attendees to sponsored Education Lab session
*Education Labs are eligible for CE credits; contact us for more details.

Ask us about upgrading your Platinum sponsorship with an ad in USGBC+ Magazine!
Gold sponsorship packages

Education Track (100,000 MXN) – 3 available

- 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”)
- Exclusive opportunity limited to one sponsor per education track

Women in Green (100,000 MXN) – 2 available

- 2-3 minutes for sponsor video, remarks, or combination of video and remarks
- Three (3) invitations to Women in Green to be distributed to guests of the sponsor’s choice
- Logo exposure on event signage
- Digital recognition in mobile app
- Mobile app push notification (160 characters/20 words or fewer) directing attendees to the Women in Green event
- Online recognition of Women in Green sponsorship on event website (e.g., “Women in Green presented by XX”)

Conference Sustainability (100,000 MXN)

- Offset carbon emissions from attendee travel to the 2020 event
- Logo on event website
- Digital recognition in mobile app
- Recognition in post-event attendee email
- Article around story of local project made possible by sponsor
- Choice of:
  » Branded sustainability tip on electronic signage outside of session rooms OR
  » Branded sustainability tip on walk-in or walk-out slides for the Plenary
- 1-3 min of sponsor remarks before Behind the Scenes Sustainability Tour(s)

Ask us about enhancing the sustainability sponsorship with a custom Sustainability Challenge.
Gold sponsorship packages

Student and Emerging Professionals Volunteer Program (100,000 MXN)

Support the education and inspiration of the next generation of green leaders by providing complimentary registration passes for college students and emerging professionals who volunteer for the event

- Online recognition of sponsorship on the volunteer application form
- Sponsor logo on volunteer name badges
- Recognition in volunteer orientation webinar
- Inclusion on pre-event email, distributed to all conference attendees
Silver sponsorship packages

Networking Break (50,000 MXN) - 4 available

- Exclusive branding at one of four breaks (first-come, first-served)
- Mobile app push notification (160 characters/20 words or fewer) directing attendees to the Networking Break
- Logo on signage at coffee stations
- Opportunity for demonstration, display table, or station during networking break

Pre-Conference Green Building Tour or Workshop (50,000 MXN)

- Logo on room signage
- 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”)

Meeting Lounge (50,000 MXN)

- Exclusive space to hold meetings for 1/2 day
- Branded lounge for attendees to share during conference breaks and exhibit hours
- Digital recognition in mobile app (e.g., “Sponsored lounge presented by XX”)
- Mobile app alert from sponsor inviting attendees to visit the meeting lounge
- Opportunity for in-kind contribution of company products to enhance lounge location (furniture, carpet, etc.)
Standalone sponsorship packages

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

**Targeted Email (25,000 MXN)**

- 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
- Preference on attendee group to be targeted based on title and/or industry
- First-come, first-served selection of day and time to be distributed pre or post-conference (subject to USGBC marketing approval)

**Mobile App Push Notification (16,000 MXN)**

- Scheduled message (limit 160 characters or 20 words) sent directly to event attendees’ mobile device to stop by an exhibit booth, take part in a challenge, remind about an event, etc.

**USGBC+ Magazine – contact us for pricing**

- Reach the readers of USGBC+, the member magazine of the U.S. Green Building Council
- Hard copies of this magazine will be sent to 10,000 subscribers
- A digital version will be sent to a list of 78,000 subscribers

**In-Kind Sponsorship – contact us for details**

- Logo recognition on event website
- One (1) pop-up banner
- One (1) full conference pass
Exhibition opportunities*

<table>
<thead>
<tr>
<th>Sponsor rate</th>
<th>30,000 MXN</th>
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<tbody>
<tr>
<td>Non-sponsor rate</td>
<td>50,000 MXN</td>
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</tbody>
</table>

Standard Exhibition Package:

- 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.

Premium Exhibition Upgrade (+30,000 MXN)

Premium exhibitors receive all standard package items in addition to the following benefits to increase traffic and enhance visibility of their exhibit:

- Listed as Premium Passport to Prizes Destination
For more details on sponsorship and exhibit opportunities, please contact:

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