

URBAN
GREEN
EXPO

U.S. GREEN
BUILDING
COUNCIL

NEW YORK

PUSHING THE ENVELOPE

Metropolitan Pavilion & Altman Building
New York, New York

SEPTEMBER 29-30, 2010

EXPO 2010:

PUSHING THE ENVELOPE

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DEMONSTRATE YOUR LEADERSHIP AND COMMITMENT TO INNOVATION AT URBAN GREEN EXPO 2010.

Urban Green Expo, the annual two-day conference and tradeshow of the non-profit Urban Green Council, will promote green building by delivering best practices and valuable knowledge to building owners and development firms, architects and engineers, government officials and construction industry stakeholders. Meet these industry leaders at Urban Green Expo, raise your visibility, and align your brand with the burgeoning green building movement.

Urban Green Expo 2009, our inaugural year, enjoyed more than **2,000 attendees**. They selected from educational topics like financing green retrofits and gathered real-world knowledge through case studies from industry leaders like Hines and Cushman & Wakefield. The 2009 keynote speakers were energy guru **Amory Lovins** of the Rocky Mountain Institute and policy savant **Rohit Aggarwala** from the NYC Mayor's Office. Our 2009 partner organizations included AIA New York, Corenet Global, Real Estate Board of New York, Urban Land Institute New York, and a host of supporting organizations.

PUSHING THE ENVELOPE

Urban Green Expo's 2010 conference theme, Pushing the Envelope, focuses on two distinct issues; building envelope design, and verification of whole building performance.

As the New York City outpost of the hugely successful U.S. Green Building Council, Urban Green Council is uniquely positioned to bring together everyone with a stake in greening their facilities, tackling topics from retrofitting older buildings to developing LEED certified new construction. 2009 participating organizations included:

- Related
- Jonathan Rose Companies
- Trinity Real Estate
- Tishman Speyer
- Johnson Controls
- MetLife
- Vornado

Our 2010 educational sessions will cover a variety of topics, from selection and design of high performance envelope systems, to mitigating common energy losses like thermal bridging, air infiltration and unwanted solar heat gain.

Sessions will also explore the importance of measuring and verifying performance expectations and tuning systems post-occupancy. These will include the latest examples of sub-metering for energy and water use, measuring occupant satisfaction, and commissioning.

The conference will cover other important green building topics like the Passivhaus standard, with an emphasis on existing building retrofit case studies, and new building design solutions relevant to an urban context.



EXHIBITORS



URBAN GREEN EXPO 2010 IS AN INTIMATE FORUM TO LEARN AND NETWORK.

Unlike national shows where your products and services might get lost in the acres of exhibit floor, Urban Green Expo 2010 will be limited to 125 booths, resulting in a high concentration of building industry stakeholders. Generous time will be allotted between educational sessions for trade floor browsing. Food & drink and the exhibitor showcase will be located to maximize floor traffic. And this year we cater to the lunchtime and after-work crowds by opening the trade floor for New York Hours-11 am to 7 pm.

Sign up early and select from the following Early Bird Incentives:

- Participate in Passport for Prizes (Limit: 10)
- Complimentary quarter-page add in conference program (Limit: 8)
- Product Showcase session- a 15 minute presentation of your products, services or company on the trade show floor (Limit: 30)
- Corner booths (First-come, first-served)

For more information about Urban Green Expo visit our website at: www.urbangreenexpo.com.

For questions about exhibiting or to register as an Urban Green Expo 2010 exhibitor please contact Lisa Grayson at Resource Dynamics: **215.428.9655**.

Choose a booth from the attached floor plan.

A non-refundable 50% deposit is due at time of signing to secure a booth on our highly selective exhibit floor. Full payment must be received by Sept 1st, 2010 for inclusion in the conference program, no exceptions.

EXHIBITOR PACKAGE - \$3400

- 8' x 10' exhibit booth in Metropolitan Pavilion
- 2 Full Conference Passes (Enjoy our highly regarded educational sessions as well as Master and Keynote speakers)
- Conference Program: Your contact information in our conference program
- Conference Website Floorplan: Interactive conference floor plan including your location on our exhibit floor and link to your website and the Exhibitors Forum
- Conference Website Exhibitors Forum: describe the green features of your products or organization in your own words
- Complimentary Floor Passes for your clients and contacts (Limit: Varies)
- Enjoy the Early Bird Incentives listed above (if available)
- Returning Exhibitors enjoy a reduced package rate of \$2900 if they register by May 1st, 2010.

BOOTH DETAILS

- 8' high rear drape
- 3' high side drapes
- 6' table
- 2 side chairs

Additional Exhibitor Services*:

- Electric Service: \$75/day
- Telephone line: \$90 1st day (\$70 each add'l)
- WiFi internet access point: \$195 1st user (\$50 each add'l)

*Sign-up forms will be provided with more details on Additional Services.

Conference Program Color Advertisement

- \$1,000 Full Page
- \$750 Half Page
- \$375 Quarter Page
- \$2,000 Back Cover
- \$1,500 Inside Cover

SPONSORSHIP OPPORTUNITIES

POSITION YOUR COMPANY WITHIN THE VANGUARD OF THE ENVIRONMENTAL MOVEMENT BY SPONSORING URBAN GREEN EXPO 2010.

The central role green building must play in addressing the threat of climate change is now widely recognized. Through lowering energy and water use, and the selection of better systems or products, all companies can respond to the increasing pressure to cut costs and improve the environmental performance of their facilities.

Your company can demonstrate leadership in this growing field and a commitment to innovation through support of Urban Green Expo 2010, the Northeast region's premier green building event.

TOWN SQUARE SPONSOR

\$50,000

Naming rights to central "town square" area on trade show floor

Verbal acknowledgement at opening and closing keynote presentations

Exclusive access to VIP lounge at conference location

Prominent placement of company name and logo on Urban Green Expo website, all printed materials and event signage

Complimentary exhibit booth in prime location near Town Square on trade show floor (\$3,400 value)

Complimentary full-page color advertisement in conference program

Complimentary table of ten (10) at the Urban Green Council Gala for corporate representatives and clients, including listing in Gala program (\$10,000 value)

Complimentary one-year membership to Urban Green Council for up to ten (10) corporate representatives with all attendant privileges

Complimentary Product Showcase session

LEADING SPONSOR

\$20,000

Naming rights for one of the following opportunities: Educational Classroom; WiFi Lounge; exhibit badge lanyards

Exclusive access to VIP lounge at conference location

Prominent placement of company name and logo on Urban Green Expo website, all printed materials and event signage

Complimentary exhibit booth in prime location on trade show floor (\$3,400 value)

Complimentary full-page color advertisement in conference program

Complimentary one-year membership to Urban Green Council for up to five (5) corporate representatives with all attendant privileges

SUSTAINING SPONSOR

\$7,500

Prominent placement of company name and logo on Urban Green Expo website, all printed materials and event signage

Complimentary exhibit booth on trade show floor (\$3,400 value)

Complimentary half-page color advertisement in conference program

Complimentary one-year membership to Urban Green Council for up to five (5) corporate representatives with all attendant privileges



**urban
green**

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To become a sponsor contact our Director of Program & Policy, Yetsuh Frank at yf@urbangreencouncil.org 212-514-9385 x11