

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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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.

Urban Green Expo is the annual two-day conference and product exhibition of the non-profit Urban Green Council. Urban Green Expo's goal is to promote sustainable building, providing best practices and valuable insights to tenants, owners and developers of the built environment. The Expo provides a great opportunity to meet government and business leaders, raise your visibility and to align your brand with the burgeoning green building movement. The 2009 event enjoyed the presence of:

- New York City Mayor **Michael Bloomberg**
- former New York Governor **George Pataki**
- City Council Speaker **Christine Quinn**
- **Mark Nicholls** of Bank of America

As the New York chapter of the hugely successful U.S. Green Building Council (creators of the LEED green building rating system) 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:

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

At the 2009 Expo more than 2,000 attendees learned about topics ranging from financing green retrofits to 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 audience includes building owners and development firms, architects and engineers, government officials and construction industry stakeholders. Urban Green Expo 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

To become a sponsor contact **Yetsuh Frank** at yf@urbangreencouncil.org, or 212-514-9385 x11



SPONSORSHIP OPPORTUNITIES



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

Please visit us at:
www.urbangreenexpo.com



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URBAN GREEN EXPO 2010
IS A UNIQUE PLATFORM TO
DEMONSTRATE THE WAYS
IN WHICH YOUR COMPANY
IS "PUSHING THE ENVELOPE"
ON ENVIRONMENTAL
PERFORMANCE AND
INNOVATION.