

# Exhibit Opportunities

## 2009 National Green Building Conference

May 8 – 10, 2009 | Hilton Anatole Hotel | Dallas, TX



### Green Building is Booming!

Green building will show remarkable resilience by introducing new technologies to meet ever-growing consumer preference and builder demands. The green building marketplace is projected to be worth between \$40 billion and \$70 billion by 2012. Many builders—large and small—have realized that building green homes may help differentiate themselves and significantly grow their business.

#### About NAHB National Green Building Program:

NAHB Green brings together the dynamic network of local green residential building programs that are responsible for the construction of more than 112,000 green homes—each one appropriate to its region. Now, home builders and remodelers all over the country can take advantage of this voluntary, market-driven and cost-effective way to learn green, build green and certify green and consumers can be assured that the homes they buy are built as green as they want them to be!



NAHB isn't just the voice  
of the building industry...

*We're its heart and soul.*



**NAHB**  
NATIONAL ASSOCIATION  
OF HOME BUILDERS



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### Why Exhibit?

The NAHB National Green Building Conference is your opportunity to share environmentally-friendly products or services with builders, engineers, architects, consultants and other industry professionals committed to building and buying green. Since 2007, the number of home builders focused on green building issues is expected to increase by 30%. Green building is not just a fad, it is quickly becoming the industry standard.

The NAHB National Green Building Conference is the only national conference targeted to green building for the mainstream residential building and remodeling industry. It provides cutting edge education sessions, an awards program spotlighting the best in green building and industry-leading exhibitors showcasing their latest products and ideas.

### Space is Limited!

For exhibit opportunities, contact

Christopher Hood  
Phone: 202-266-8684  
or 800-368-5242 x8684  
Email: [chood@nahb.com](mailto:chood@nahb.com)

### Booth details and rate:

8' x 10' booth  
\$1,700 per booth space  
Booths may be combined to accommodate larger displays

**78%** of the 2007 National Green Building Conference attendees said they will use or purchase a product or service from an exhibitor.

*Source: NAHB 2007 Green Building post conference attendee survey*

**On average, homeowners are willing to pay \$18,500 more for homes that use green products.**

*Source: McGraw Hill Construction 2006, Home Preferences of Green Home Buyers: The Survey Says*

### Who Should Exhibit?

- |   |   |
|---|---|
| Green Building product manufacturers    | Plumbing manufacturers                    |
| Energy Star Rated product manufacturers | Low VOC Paints and Coatings manufacturers |
| HVAC manufacturers                      | Renewable/Recyclable materials            |
| Insulation manufacturers                | Architects                                |
| Window manufacturers                    | Engineers                                 |
| Solar Panel manufacturers               | Land Planners                             |



# What is Green Building?

Simply put, green building is using **environmentally friendly techniques** and **resource-efficient materials** to design and construct a home. In recent years, consumer demand for green building has increased for new construction as well as for remodeling. Residential green building is one the fastest growing construction methods in the industry. As a result:

- By 2010, between 5% and 10% of new construction starts will be green projects. That translates to between **\$19 billion** and **\$38 billion** for the residential construction market, not counting residential remodeling.
- Since 2004 the number of green homes in the U.S. has doubled.\*

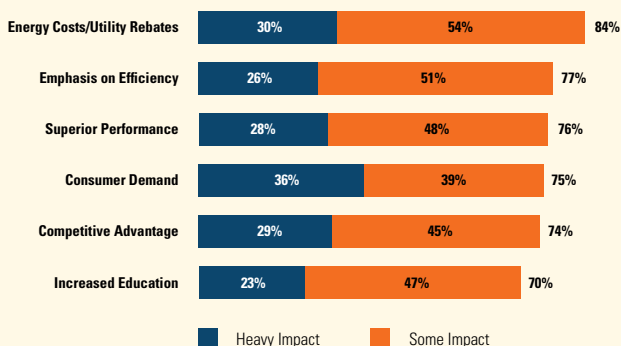
\*NAHB, June 2007 Source: Residential Green Building SmartMarket Report, McGraw-Hill Construction, 2006

# What is a Green Building Product?

Green building products are **energy efficient** and **environmentally friendly**. They promote durability and conserve natural resources. Such product types include home insulation, water and energy-saving appliances such as dishwashers and refrigerators, low emissive coated windows, alternative roof covering and sheathing. These plus many other products make homes twice as energy efficient as they were in the 1970s.

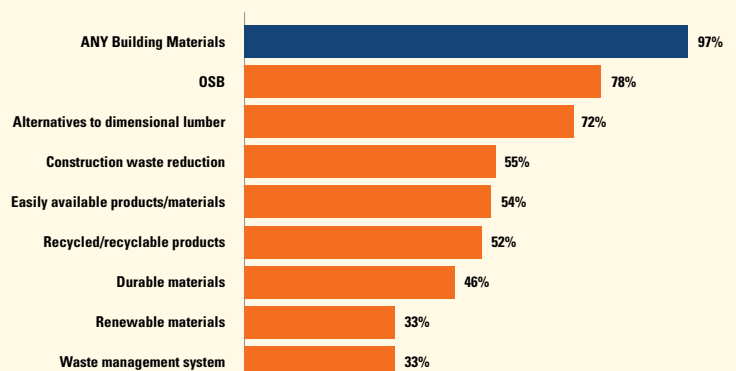


## Triggers Impacting Expansion of Green Building



Source: McGraw-Hill Construction, Green Home Builder Survey, 2008

## Percent of Builders Using Green Materials in Homes



Source: McGraw-Hill Construction, Green Home Builder Survey, 2008

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## 2008 National Green Building Conference Exhibitors

Acme Brick Company  
ACT Inc. Metlund Systems  
American PolySteel  
Amvic Building System  
APA  
Apex Foam Industries  
Applegate Insulation  
ARXX Green Build Systems  
Attic Breeze  
ALACAD  
Alan Mascord Design Associates  
Alterna Corp  
American Forest & Paper Association  
Arch Treatment Technologies  
BioBased Insulation  
Bio-Microbics, Inc.  
Blow In Blanket Contractors Association (BIBCA)  
Boral Bricks  
Bord na Mona  
Bostik, Inc.  
The Brick Industry Association  
Bridge Builders, USA  
CAD Estimator  
CertainTeed Corporation  
Combex Westhem LLC  
Concrete Council of National Association of Home Builders  
Construction Dispute Resolution Services, LLC  
Countrywide Home Loans  
CPFilms  
CPS Security Solutions  
Cree LED Lighting Solutions, Inc.  
DASU Distributors  
Dutel Traditional Homes  
Dawn Solar Systems, Inc.  
Deceuninck North America  
DEMILEC (USA) LLC  
Eddie Beard LLC  
EFI  
Electrolux Central Vacuum Systems (Beam)  
Enertech Manufacturing, LLC  
EnerWorks Inc.  
Environmental Turf Inc  
Enviro-Trash Concepts  
EPA WaterSense/ERG  
Fantech, Inc  
FischerSIPS, LLC.  
Forbo Flooring Systems  
General Electric Consumer & Industrial  
Genesis TP Inc.  
GigaCrete, Inc.  
Glen Raven Custom Fabrics, LLC  
Greenblock Worldwide Corp  
GreenFiber  
Green Builder Media  
Green Building Initiative  
HAI (Home Automation, Inc.)  
Hearth and Home Technologies, Inc  
Henkel Corporation  
Honeywell Specialty Materials  
Icynene  
International Ground Source Heat Pump Association  
Infiltrator Systems Inc.  
Integrity from Marvin Windows and Doors  
International Code Council  
IQAir North America  
J&R Products Inc  
JELD-WEN Windows & Doors  
Kodiak Steel Homes  
Kohler Co  
Krantz Recovered Woods  
Legacy Development Corporation  
Lithonia Lighting  
Log Homes Council of NAHB  
LP Building Products  
Lumbermen's Assoc of Texas and Louisiana  
Marathon Water Heaters  
Marvin Windows and Doors  
Masco Corporation  
MGraw-Hill Construction  
Millenia Wall Solutions  
Mold Solutions Intl  
MonierLifetile  
The Murus Company  
North American Insulations Manufacturers Assoc.  
NTI  
Nisus Corporation  
Nu-Wool Company Inc.  
Oceansafe Housing  
ODL  
Osmose, Inc.  
Owens Corning  
Panasonic  
Pella Corporation  
Premier Tech Environment  
Propane Education & Research Council  
Quadlock Building Systems Ltd.  
Rainwater Collection Solutions, Inc.  
Rechargeable Battery Recycling Corporation  
Reward Wall Systems  
Safe Guard Building Systems LLC  
Sansin Corporation  
Sea Gull Lighting  
SoftPlan Architectural Design Software  
Southern California Gas Company  
Southern Pine Council  
Southwest Building Products  
Steel Framing Alliance  
Structall Building Systems, Inc.  
Structural Insulated Panel Association  
Summit Roofing  
Sustainable Forestry Initiative, Inc.  
Tembec  
Therma-Tru Corporation  
Thermocore Panel Systems  
Thermomass Building Insulation Systems  
Tile Roofing Institute  
Timbron International  
Todd Valley Farms, Inc.  
U.S. Department of Energy, Building America Program  
Vacu-Maid Central Vacuum Systems  
VELUX Skylights  
Vianc  
The Vinyl Institute  
Vinyl Siding Institute  
Waterfurnace International  
Wells Fargo Home Mortgage  
Weyerhaeuser Co.  
Whirlpool Corporation  
Wood & Company, LLC  
Wood Products Council  
WoodSmart Solutions, Inc/BLUWOOD

### Contact

National Association of Home Builders (NAHB)  
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