

Sponsorship Opportunities: The 2008 National Green Building Conference

May 11 – 13, 2008 | Sheraton New Orleans | New Orleans, LA



The NAHB National Green Building Conference 2008

Builders large and small have realized that it's possible to build homes that are good for the environment and make good business sense.

This conference is slated to attract over 1,000 developers, land planners, builders, architects, designers, energy raters and planning officials.

The 2008 National Green Building Conference, NAHB's 10th Anniversary event, will feature high-profile speakers, the latest product developments, high-quality educational sessions and unlimited networking opportunities.



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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Become a Sponsor

As a Conference sponsor, you'll brand your company as one of the leaders in the Green Building industry. With an array of sponsorship levels to choose from, this is an ideal marketing opportunity to create relationships by reaching decision-makers.

Unparalleled Exposure

You'll enjoy unparalleled exposure and direct access to the rapidly expanding green-built home market. This opportunity allows you to connect to builders and their customers.

Take the lead in a growing market.

Green building is no longer a niche market; it's gone mainstream. Potential customers will be gathered at the Sheraton New Orleans, May 11-13, to learn how they can satisfy consumer demand for cleaner indoor air, lower energy costs and more durable construction—be there to tell them.

Increase your visibility as a green company.

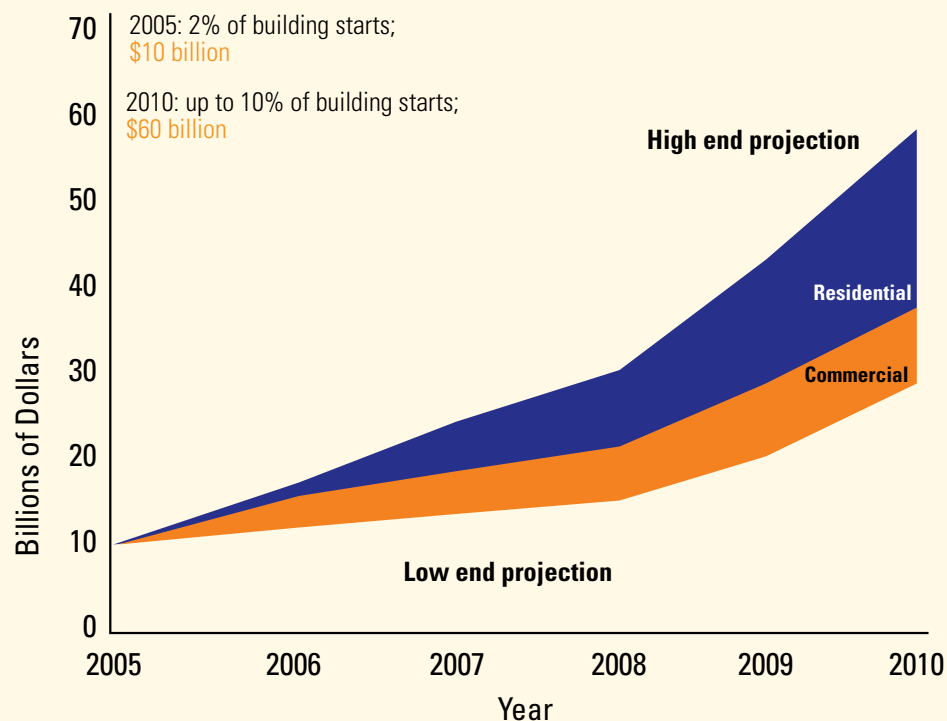
Gain the credibility and positive public image enjoyed by "green" companies. It's a subtle, but powerful endorsement for both your company and your products.

Direct access to the leading green builders.

Connect on a one-to-one level with key decision makers and thought leaders in green building. Watch your customers become your champions—and see them spread the word through the many networking opportunities at the conference.

Green Building is Not a Fad — It's an Industry Trend!

Projected Green Building Market Size



Source: 2007, McGraw Hill Construction

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Sponsorship Opportunities

All Sponsorships include the following standard benefits package:

- One 8' x 10' exhibit booth
- Your name and logo displayed on conference signage
- Recognition in select conference marketing materials, brochures and mailings
- Recognition at the General Sessions
- Pre- and post-conference attendee lists
- A link to your Web site on the Green Building Symposium Web site

...plus the exclusive benefits of your sponsorship.

Corporate Sponsorship (Six available)— \$30,000

This sponsorship offers outstanding visibility and an unlimited opportunity to showcase your presence, support and commitment to the green building industry.

THIS SPONSORSHIP'S EXCLUSIVE BENEFITS INCLUDE:

- The National Green Building Conference Standard Sponsorship Benefits Package
- One 16' x 20' Exhibit Booth
- Complimentary chairs and plants for exhibit booth
- Six complimentary conference registrations
- Two complimentary Property Tour registrations
- Two Green Building Awards Dinner tickets
- Brief remarks during the General Session by a company representative
- Co-Sponsor of the Opening/Keynote Session (1st day)
- Brief remarks during the Opening/Keynote session
- Plaque presentation during the Opening/Keynote session

Co-Sponsor of the Pre-Conference Community Service Activity

- Onsite signage
- Opportunity to provide miscellaneous items with company logo (water bottles, towels, etc...)
- Company logo on Activity T-Shirt for volunteers

Co-sponsor of the 10th Anniversary/Preview Party

- Onsite signage

Co-sponsor of the Conference Press Room

- Onsite signage
- Opportunity to display additional materials for the press

Co-sponsor of the Conference E-Blasts

- Company logo (and hyperlink) on emails to registered attendees
- Company logo (and hyperlink) on emails to prospective attendees
- Company logo will be featured on the host hotel's keycard
- Company logo displayed on the official conference CD cover
- Company name and logo displayed on signage throughout the conference
- Company recognition on all conference marketing, materials, brochures, and mailings
- Company recognition as hosts of the Breakfast in the exhibit hall (both days)
- Company recognition as hosts of the Lunch in the exhibit hall (both days)
- Opportunity to moderate an educational session
- Complimentary chairs and plants for exhibit booth

Property Tour (exclusive): — \$15,000

THIS SPONSORSHIP'S EXCLUSIVE BENEFITS INCLUDE:

- One complimentary 8' x 10' Exhibit Booth
- Two complimentary conference registrations
- Four complimentary Property Tour registrations
- Company recognition as the official and exclusive sponsor of conference Property Tour
- Company name and logo displayed on tour signage
- Opportunity to provide a personalized item for attendees of the Property Tour
- Company logo on commemorative Property Tour gift item distributed to all tour attendees.
- Custom label/wrapper on bottled water distributed on tour buses
- Brief remarks during the Opening/General Session
- Plaque presentation during the Opening/General Session Tour
- Exclusive Property Tour attendee list





Welcome Reception (exclusive) — \$15,000

The exclusive sponsor will be featured at one of the most popular events at the conference.

THIS SPONSORSHIP'S EXCLUSIVE BENEFITS INCLUDE:

- The National Green Building Conference Sponsorship Benefit Package
- Two complimentary conference registrations
- Two complimentary Property Tour registrations
- Company recognition as official and exclusive sponsor of the Welcome Reception
- Brief remarks during the Welcome Reception by a company representative
- Plaque presentation during the Welcome Reception

2nd Day Keynote/General Session (exclusive) — \$10,000

THIS SPONSORSHIP'S EXCLUSIVE BENEFITS INCLUDE:

- The National Green Building Conference Sponsorship Benefit Package
- Two complimentary conference registrations
- Two complimentary Property Tour registrations
- Company name incorporated into the title of the Keynote/General Session
- Brief remarks during the 2nd Day Keynote/General Session by a company representative
- 60-second video presentation during the 2nd Day Keynote Session
- Plaque presentation during the 2nd Day Keynote Session

Green Building Portfolio (exclusive) — \$10,000

The Portfolio will be used by every conference attendee throughout the conference.

THIS SPONSORSHIP'S EXCLUSIVE BENEFITS INCLUDE:

- The National Green Building Conference Sponsorship Benefit Package*
- Two complimentary conference registrations
- Company logo on the cover of each portfolio
- Opportunity to provide a personalized flyer or item in each portfolio

Participating Sponsor (Four available) — \$8,500

A participating sponsorship is a cost-effective way for your company to receive recognition throughout the conference.

THIS SPONSORSHIP'S EXCLUSIVE BENEFITS INCLUDE:

- The National Green Building Conference Sponsorship Benefit Package
- Two complimentary conference registrations
- Two complimentary Property Tour registrations
- Company recognition as hosts of the two Coffee Breaks



“We support NAHB’s National Green Building Conference because of its ability to connect builders to resources they need to build more sustainable homes while also remaining competitive. Our research shows a sharp increase in green home building over the next year, and NAHB’s Model Green Home Building Guidelines and the educational sessions at the conference will play key roles in transforming the way America’s homes are built.”

—Harvey M. Bernstein, Vice President, Industry Analytics Alliances & Strategic Initiatives
McGraw-Hill Construction



Green Building Awards Dinner (Four available) — \$8,000

Be featured at this prestigious event that honors outstanding achievement in green building.

THIS SPONSORSHIP'S EXCLUSIVE BENEFITS INCLUDE:

- The National Green Building Conference Sponsorship Benefit Package
- Two complimentary conference registrations
- Two complimentary Awards Dinner registrations
- Two complimentary Property Tour registrations
- Company name and logo displayed before and during the Awards Dinner
- Opportunity for brief remarks during the Awards Dinner by a company representative
- 60-second video presentation during the Awards Dinner
- Company logo on the Green Building Awards "Call for Entries" mailings
- Opportunity to co-present the awards to the recipients
- Company logo on award dinner program
- Plaque presentation to your company's representative at the Awards Dinner
- List of all Green Building Awards entrants and winners

Green Building Conference Lanyards — \$7,500

Your company will have the opportunity to be "around the neck" of every attendee.

THIS SPONSORSHIP'S EXCLUSIVE BENEFITS INCLUDE:

- The National Green Building Conference Sponsorship Benefit Package
- Two complimentary conference registrations

Note: Additional Fee if NAHB provides the lanyards

Recycling Bins (exclusive) — \$5,500

The exclusive sponsor of the Recycling Bins will be seen by all attendees throughout the conference.

THIS SPONSORSHIP'S EXCLUSIVE BENEFITS INCLUDE:

- The National Green Building Conference Sponsorship Benefit Package
- Two complimentary conference registrations
- Sponsor name and logo displayed at recycle bins around the exhibit hall and session rooms

Miscellaneous Items

- Plan Reviews (\$3,500)
- Vendor Demonstration Clinics (\$3,500)
- Items for Volunteers and Attendees (\$1,500)



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Sponsorship Terms And Conditions:

The NAHB National Green Building Conference will recognize sponsors for their support as outlined in sponsorship benefits and in other activities as determined by NAHB to be appropriate for the conference. Sponsors are encouraged to promote their involvement with the NAHB National Green Building Conference. The NAHB National Green Building Conference reserves all rights and decision-making authority over all aspects of the sponsorship element, but not limited to, selection of sponsors, identification of appropriate sponsorships, recognition of sponsors and any and all other terms, conditions and fees. All sponsors receive right-of-first refusal to sponsor same opportunity at next year's conference or event. Food and beverage selections for all events are determined by NAHB. All sponsor listings for printed or electronic recognition benefits are contingent upon receipt of sponsor's signed contract and payment before specified deadlines. Sponsor shall not assign, apportion or subcontract the whole or any part of the sponsorship responsibilities or obligations allotted to it without the express prior consent of NAHB.



To Request Sponsorship Information, Please Contact:

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Give Your Customers What They Want.

BuilderBooks, the publishing arm of NAHB, provides the straightforward, no-nonsense tools and resources that builders and associates are looking for. At BuilderBooks.com you will find the ideal products to give to your customers to help them build their business. BuilderBooks Gift Cards are also available and make the perfect gift. To learn more about quantity discounts and branding opportunities please contact Patricia Potts, ppotts@nahb.com or 800-368-5242 x8224.



The National Association of Home Builders was established in 1942 to help promote the building industry and encourage policies for its growth. Representing more than 235,000 industry professionals, NAHB strives to create balanced public policy, to be an educational resource for both consumers and builders and to publicly represent the building industry in all its facets.

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