



NAHB NATIONAL
GREEN BUILDING
CONFERENCE

May 11 – 13, 2008 • Sheraton New Orleans Hotel • New Orleans, LA

go... GREEN

exhibitor prospectus





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May 11 – 13, 2008 • Sheraton New Orleans Hotel
New Orleans, LA • Exhibits: May 12-13, 2008

Who Should Exhibit?

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

Space is Limited!

**For more information
and to reserve your booth,
contact Christopher Hood
at 202-266-8684 or
800-368-5242 x8684 or
chood@nahb.com.**

The fee for an 8' x 10' booth is \$1,700.

For sponsorship
opportunities, contact
Julie Mines at 202-266-8053
or 800-368-5242 x 8053 or
jmines@nahb.com.

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. In 2007, the number of home builders focused on green building issues is expected to increase by 30%. Additionally, the number of green homes in the U.S. has doubled since 2004. Green building is not just a fad, it is quickly becoming the industry standard.

Now in its tenth year, we are anticipating 1,000 attendees to attend the 2008 Conference in New Orleans, Louisiana. 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.

**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

www.nahb.org/GreenBuildingConference

What is Green Building?

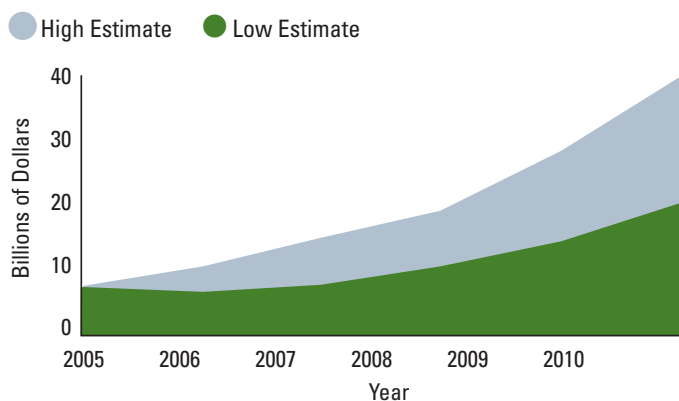
Simply put, green building is using environmentally friendly techniques and resource-efficient materials to construct a home. In recent years, consumer demand for green building has increased for new construction as well as for remodeling. **Residential green building is one of the fastest growing construction 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.*
- 90% of the home builder community reports participation in green building activities.

* NAHB, June 2007

Source: Residential Green Building SmartMarket Report, McGraw-Hill Construction, 2006

Estimated market growth for residential construction with Green aspects:



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



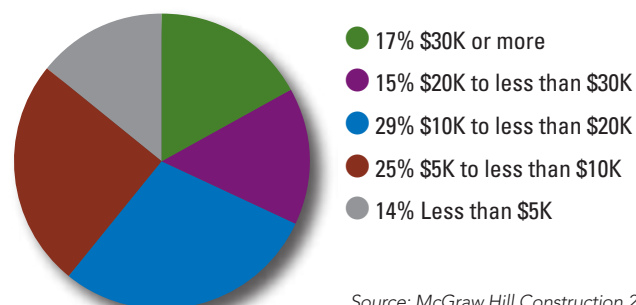
What is a Green Building Product?

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.

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

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

Premium Price for Green Homes



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

2007 NAHB National Green Building Conference Exhibitors

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ACT Inc - Metlund Systems
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American Mold Guard
American Polysteel
Amvic
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Beam
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Bio-Microbics
Boral Bricks
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BuildBlock Building Systems
Canadian Wood Council
Concrete Home Building Council
Contact Industries
Countrywide Home Loans
CP Films
Dimensions Plaster
Earthshade Natural Window Fashions
EFI
Enercept/Ecos Materials
Energy Edge, LLC
Environmental Data Resources, Inc
FHP Manufacturing
Fiberlite Technologies
Fischer SIPS LLC
Forbo Flooring
Fox Blocks by Airlite Plastics Co
GBI
GE Appliances
Green \$mart
Green Zone Home
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Icynene
Insulspan
Integrity Windows
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Kichler Lighting
Knight-Celotex
Kohler
LED Lighting Fixtures, Inc.
Light Concepts-Lithonia Lighting
Lura Enterprises
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Millenia Wall Solutions
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Parex LaHabra
Propane Education Research Council
Rechargeable Battery Recycling
Rehau
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Structural Insulated Panel Association
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Warmboard
Water Saver Technologies
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