



# Greenbuild International Conference and Exhibition

Washington Convention Center, Washington, DC, Nov. 17-19, 2015

## *EMerge Participation Summary Report to Members*

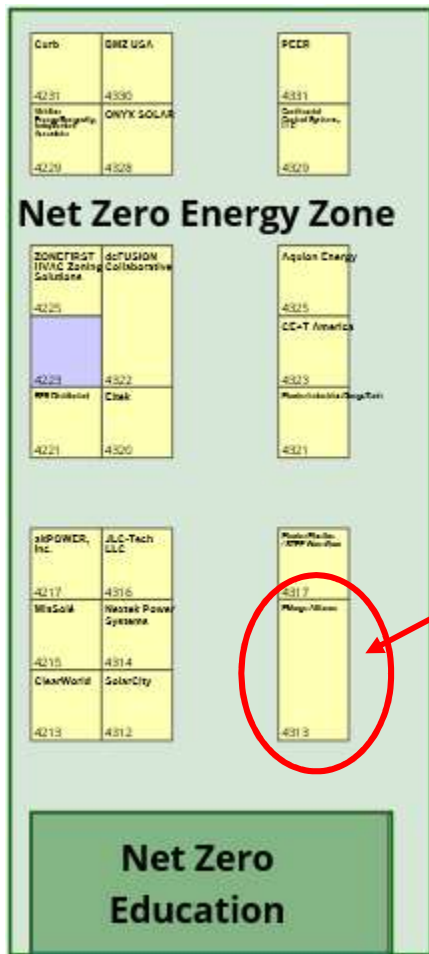
Generally, the EMerge Marketing Committee has deemed the Alliance's Greenbuild 2015 participation to be a huge success. An overview of that participation including the following:

A "Net Zero Zone" (NZZ) was designated by USGBC for the show and EMerge was the prime sponsor and host of the zone. This year's NZZ was larger and more impressive than last year's Zone, including 22 participant booths, a Microgrid Showcase and Education Area. The EMerge booth was front and center of the NZZ and in good position to welcome all visitors to the venue.

This year's booth is summarized in the following slides taken from the exhibit plan and photos at the show:



**Net Zero Zone**



EMerge Alliance Booth #4313

### Members Exhibiting at Greenbuild:

- Acuity Brands Lighting
- dcFUSION
- dcNEXUS
- Electro Plastics / Step Warmfloor
- Eltek
- JLC-Tech
- LumenCache
- Lutron
- Nextek Power Systems
- Passive House
- Philips Lighting
- Pika Energy

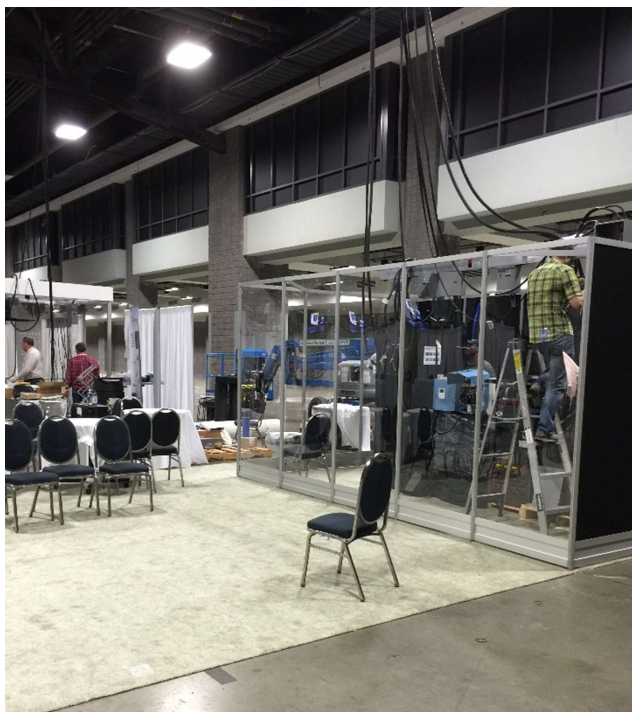
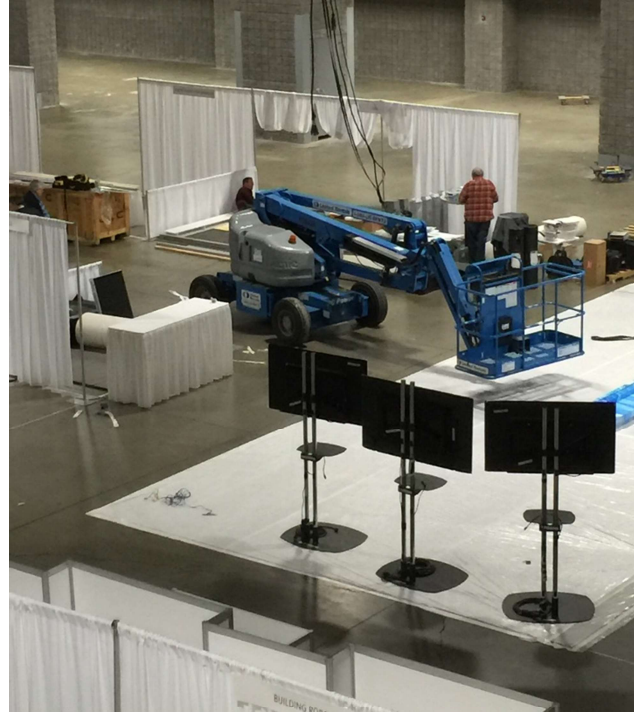
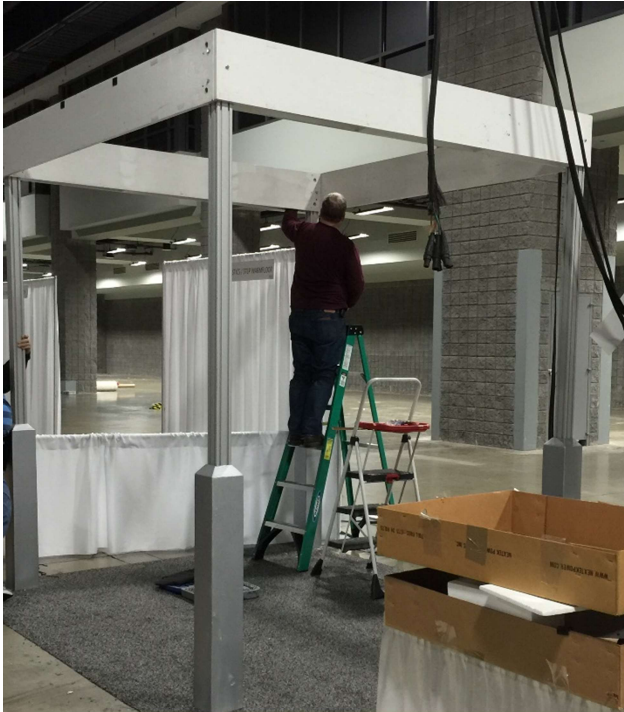


**Overall highlights include:**

- 20' x 50' Net Zero Zone Presentation Area included the “technology fish tank” with microgrid core equipment behind a Plexiglas wall plus a podium, multiple large screen displays and chairs for presentations from participating companies throughout the 2 show days.
- President Brian Patterson and Member Doug Hamborsky’s presentation “Re-Inventing Microgrid Power Systems for Net Zero Buildings” ended in the Net Zero Zone with a presentation to over 200 attendees just before the show floor opened on Thursday morning. These attendees remained in the Net Zero Zone visiting various booths for quite a while after the course concluded. This was a HUGE hit with the exhibitors in the NZZ as it brought a large number of pre-screened and highly motivated attendees into the area to visit their booths.
- Over 100 qualified leads were obtained as a result of visiting the EMerge booth, and these were added to the EMerge Interest/Newsletter List. Combining the education session and the leads captured, we were able to directly reach well over 300 qualified visitors, and numerous others who visited our booth or the NZZ area without being scanned.



## Photos from Greenbuild 2015







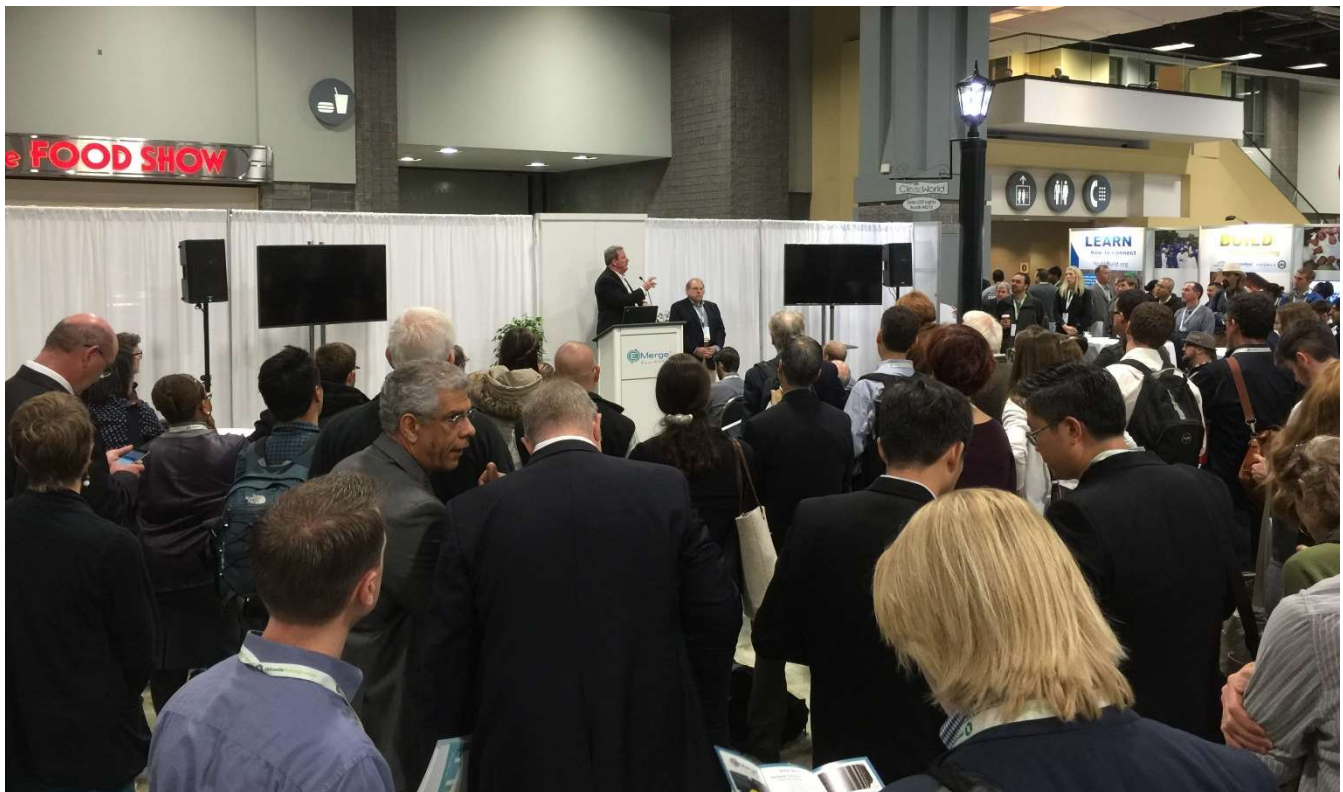








## Presentation: Re-Inventing Microgrid Power Systems for Net Zero Buildings




## Presentation Schedule in NZZ Presentation Area & Schematic of NZZ

**WEDNESDAY**  
**10:30 AM - 11:30 AM**  
 EMerge Alliance  
 Greenbuild Unplugged Opening Ceremonies  
 "Powering Buildings in the 21st Century"  
**12:00 PM - 12:30 PM**  
 Curb  
**1:00 PM - 1:30 PM**  
 Nextek Power Systems  
**2:00 PM - 2:30 PM**  
 Aquion Energy  
**3:00 PM - 3:30 PM**  
 dcFusion  
**4:00 PM - 4:30 PM**  
 CE+T America

Please note, sessions on this stage are not eligible for continuing education credit.

**NET ZERO ENERGY ZONE**



The Greenbuild Net Zero Energy Zone is the only concept of its kind at any tradeshow! This unique area features a working microgrid that creates, stores and distributes power to a portion of the exhibit hall at Greenbuild. Exhibitors within the Net Zero Energy Zone will be using the energy generated to power their booths.

Designed using EMerge Alliance standards for the hybrid use of alternating current (AC) and direct current (DC) power in buildings, the Net Zero Energy Zone showcases the efficiency, reliability and resiliency of hybrid microgrids - systems of on-site electric power generation, storage and distribution that can operate either in combination with the local utility grid or in isolation from it.

**NET ZERO ENERGY ZONE**  
 Powered By:

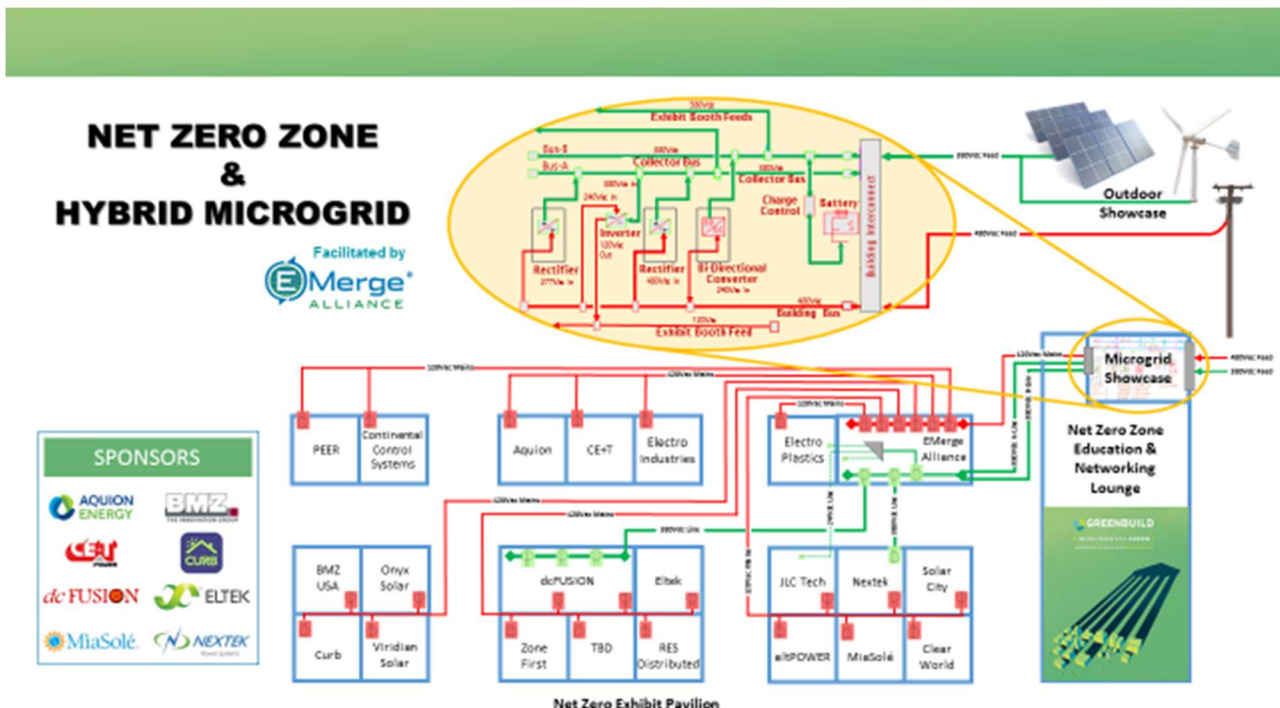


**THURSDAY**  
**10:30 AM - 11:00 AM**  
 EMerge Alliance  
 "The Emerge - Emerge-connecting The World"  
**12:00 PM - 12:30 PM**  
 Eltek  
**2:00 PM - 2:30 PM**  
 MiaSolé  
**3:00 PM - 3:30 PM**  
 BMZ-USA  
**4:00 PM - 4:30 PM**  
 PEER

Please note, sessions on this stage are not eligible for continuing education credit.



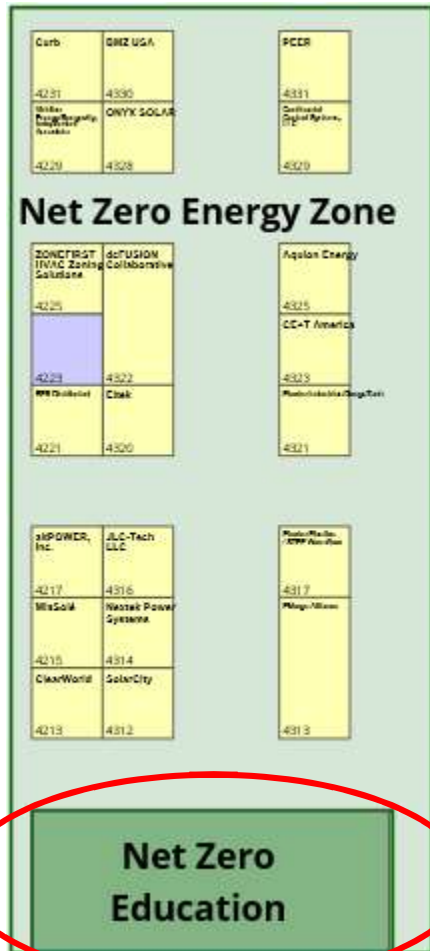
## One-line drawings of the AC/DC Microgrid:





## Net Zero Zone Education Area

In addition to being the anchor booth in the Net Zero Zone on the tradeshow floor, EMerge Alliance co-sponsored the Net Zero Zone Education Area, which was located at one end of the Net Zero Energy Zone Pavilion.



The Net Zero Education Area was utilized as a gathering place where participants could make mini-presentations to show attendees, and where one-on-one discussions could be held by any of the participating vendors within the NZZ with customers, potential customers, and interested parties. While attendance was sporadic, it made for a very conducive venue for in-depth discussions and meetings.

In addition, this Net Zero Presentation Area was the site of the “Un-plug” event wherein the EMerge sponsored on-site Hybrid AC/DC Microgrid was featured. The Unplugging Ceremony took place at 10am on opening day. The following participated:

- Brian Patterson, President, EMerge Alliance



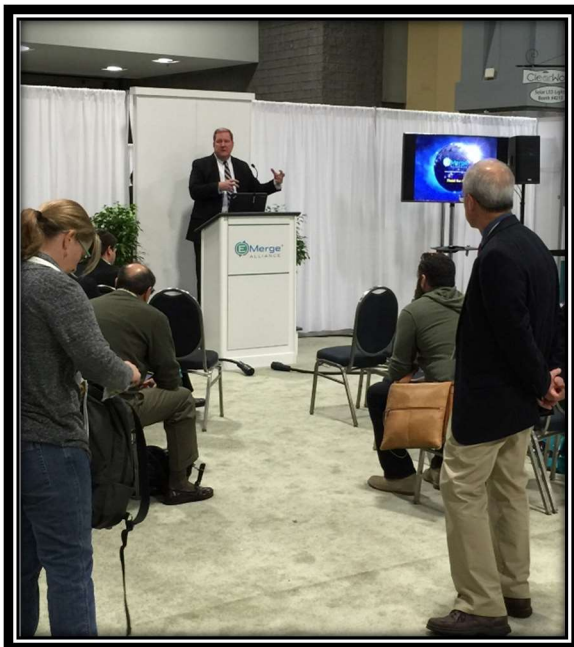
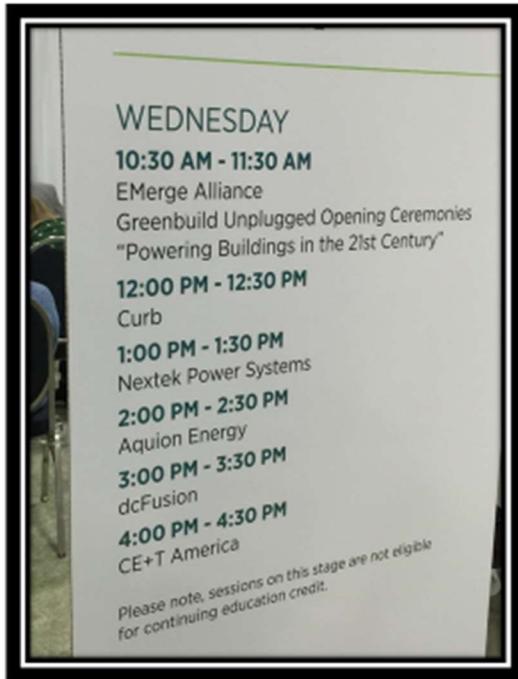
- Doug Hollett, Deputy Assistant Secretary for Renewable Energy
- Nate Allen, USGBC
- The Honorable Jim DeCesare, Representative, Kentucky State House of Representatives
- The Honorable Chris Lee, Representative, Hawaii State House of Representatives







The first of a series of presentations within the NZZ took place at 10:30 AM on the opening day of the show shortly after the exhibit floor was opened. Several local and USGBC dignitaries took part in the event which was hosted by President Brian Patterson. Here is a presentation schedule, and some photo highlights of this event:

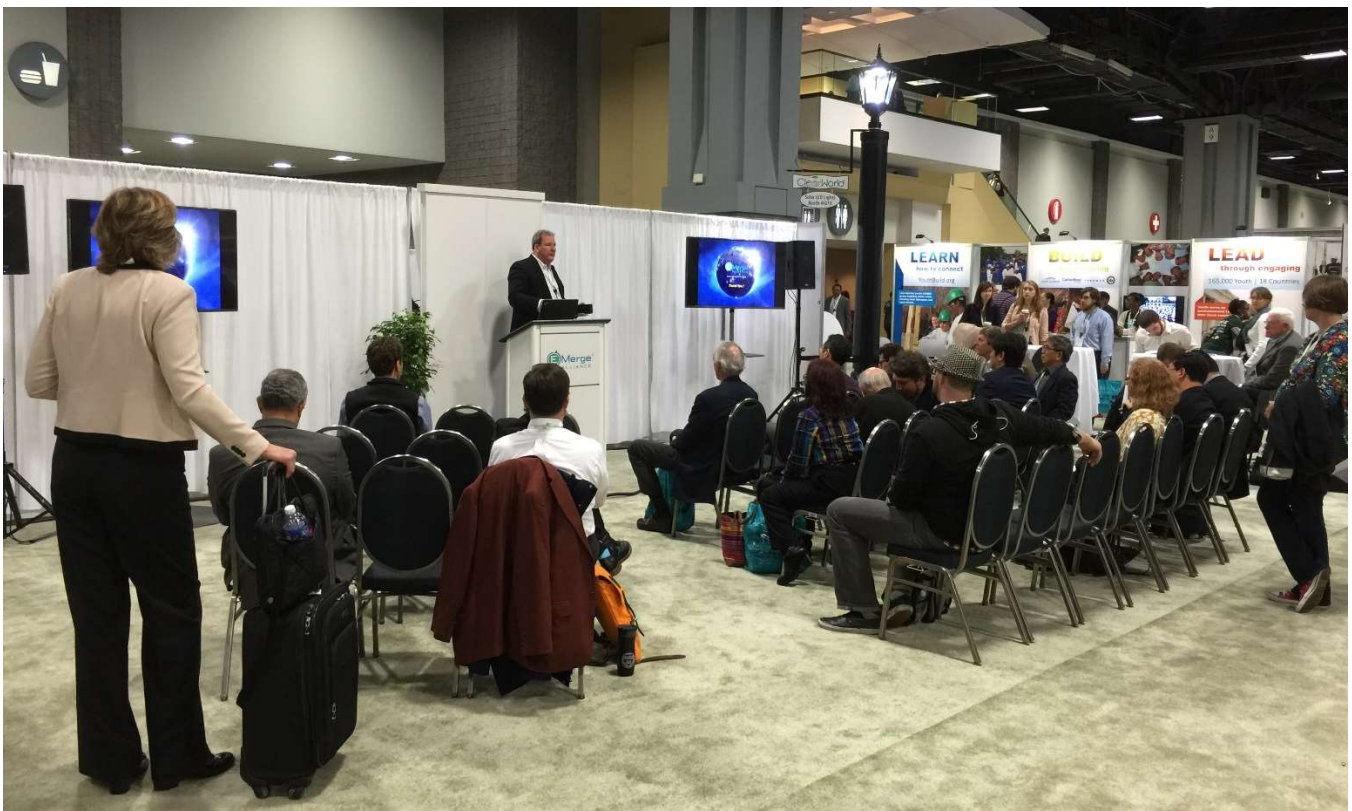


## Additional Photos of the NZZ

Some Additional Photos of the Exhibitors in the NZZ, and a view from above of the entire Net Zero Zone Pavilion:













## Greenbuild TV

Greenbuild TV Interviewed EMerge Alliance President, Brian Patterson, and the full video can be found in “Wednesday’s Headlines.” Below are some photos from that interview. There are 6 videos on the Greenbuild Home Page, and EMerge Alliance appears in 3 of these videos. Clips of EMerge Alliance and the EMerge Alliance Sponsored Net Zero Zone can be found at the following places in the Greenbuild TV videos:

### ***Wednesday Headlines:***

[http://brightcove.vo.llnwd.net/e1/uds/pd/1370936910/1370936910\\_4620777033001\\_Wednesday-Headlines--without-FS--v2.mp4](http://brightcove.vo.llnwd.net/e1/uds/pd/1370936910/1370936910_4620777033001_Wednesday-Headlines--without-FS--v2.mp4)

1:14 – 2:09 – NZZ “Unplugging” Event and Brian Patterson’s Interview [1:48 – 2:09]

### ***Thursday Headlines:***

[http://brightcove.vo.llnwd.net/e1/uds/pd/1370936910/1370936910\\_4622397686001\\_4622311809001.mp4](http://brightcove.vo.llnwd.net/e1/uds/pd/1370936910/1370936910_4622397686001_4622311809001.mp4)

4:10 – 4:30 – Education Session and Overview of Net Zero Zone

### ***Greenbuild Recap Video:***

[http://players.brightcove.net/1370936910/default\\_default/index.html?videoId=4666237255001](http://players.brightcove.net/1370936910/default_default/index.html?videoId=4666237255001)

0:07 – 0:08 – Outside Solar Panels

1:24 – 1:31 – Brian Patterson & Doug Hamborsky’s Presentation in NZZ Area



## IAEE TV Segment

IAEE (International Association of Exhibitions and Events) TV also did a feature on the Greenbuild 2015 event, with almost 2 minutes of the entire 2:35 segment devoted to the Net Zero Zone. USGBC representative Eric Peterson is interviewed.

### ***IAEE TV Feature:***

[http://players.brightcove.net/1370936910/default\\_default/index.html?videoId=4769608828001](http://players.brightcove.net/1370936910/default_default/index.html?videoId=4769608828001)

0:01 – 1:50 – Net Zero Zone Feature and Interview





## Key Media Coverage

**US Builder's Review Article on EMerge Alliance – distributed at show:**



Click here for full article: <http://www.usbuildersreview.com/case-studies/emerge-alliance-setting-standards-implementing-hybrid-acdc-power-systems-commercial-and>

**US Green Building and Design Magazine Mention:**

<http://gbdmagazine.com/2015/the-spark-of-innovation-direct-current-microgrids/>

We also ran a Press Release during the show on November 19, 2015: **EMerge Alliance Solar Microgrid to Power Greenbuild 2015 Tradeshow Floor Pavilion**

Press Release can be found at:

[http://www.prweb.com/releases/2015/11/prweb13086754.htm#.VlNdlB0t\\_zo.email](http://www.prweb.com/releases/2015/11/prweb13086754.htm#.VlNdlB0t_zo.email)





## Internet Search Results

### [Net Zero Zone Returns to Greenbuild 2015 | U.S. Green ...](#)

[www.usgbc.org/articles/net-zero-zone-returns-greenbuild-2015](http://www.usgbc.org/articles/net-zero-zone-returns-greenbuild-2015)

Worth checking out: **Net Zero Zone Returns to Greenbuild 2015** on [www.usgbc.org](http://www.usgbc.org)

### [Net zero zone returns to Greenbuild 2015 | DailyUpdates ...](#)

[www.fcw1.com/Main/DailyUpdate/Net\\_zero\\_zone\\_returns\\_to\\_Greenbuild...](http://www.fcw1.com/Main/DailyUpdate/Net_zero_zone_returns_to_Greenbuild...)

[Dallas, Texas] Informa Exhibitions U.S., Construction and Real Estate, the U.S. Green Building Council (USGBC) and EMerge Alliance announced today that the **Net Zero** ...

### [Net Zero Zone Returning to Greenbuild - FloorDaily.net](#)

[www.floordaily.net/.../net\\_zero\\_zone\\_returning\\_to\\_greenbuild.aspx](http://www.floordaily.net/.../net_zero_zone_returning_to_greenbuild.aspx)

Dallas, TX, June 9, 2015 – Informa Exhibitions U.S., Construction and Real Estate, the U.S. Green Building Council (USGBC) and EMerge Alliance have announced that ...

### [Net zero zone returns to Greenbuild 2015 | DailyUpdates ...](#)

[floorcoveringweekly.com/Main/DailyUpdate/78fc2547-6ac4-4cdf-b380...](http://floorcoveringweekly.com/Main/DailyUpdate/78fc2547-6ac4-4cdf-b380...)

[Dallas, Texas] Informa Exhibitions U.S., Construction and Real Estate, the U.S. Green Building Council (USGBC) and EMerge Alliance announced today that the **Net Zero** ...

### [Net Zero Zone Returns to Greenbuild 2015 | U.S. Green ...](#)

[buildingfree.com/...net-zero-zone...greenbuild-2015-us-green-building](http://buildingfree.com/...net-zero-zone...greenbuild-2015-us-green-building)

**Greenbuild 2015** is gearing up to be a Monumental Green event featuring the best education in green building, renowned spea...

### [Net Zero Zone Returns to Greenbuild 2015 - ...](#)

[www.southeastgreen.com/...net-zero-zone-returns-to-greenbuild-2015](http://www.southeastgreen.com/...net-zero-zone-returns-to-greenbuild-2015)

Informa Exhibitions U.S., Construction and Real Estate, the U.S. Green Building Council (USGBC) and EMerge Alliance announced today that the **Net Zero Zone**

### [Net Zero Zone Returns to Greenbuild 2015 | Construction Dive](#)

[www.constructiondive.com/...net-zero-zone-returns-to-greenbuild-2015](http://www.constructiondive.com/...net-zero-zone-returns-to-greenbuild-2015)

DALLAS, Texas, June 8, 2015 – Informa Exhibitions U.S., Construction and Real Estate, the U.S. Green Building Council (USGBC) and EMerge Alliance announced today ...

### [EMerge Alliance Solar Microgrid to Power Greenbuild 2015 ...](#)

[www.prweb.com/releases/2015/11/prweb13086754.htm](http://www.prweb.com/releases/2015/11/prweb13086754.htm)

EMerge Alliance announced today it has completed preparation for a solar powered **Net Zero Zone** on the 2015 **Greenbuild** International Conference and Expo tradeshow ...

### [EMerge Alliance Solar Microgrid to Power Greenbuild 2015 ...](#)

[cad.digitalmedianet.com/articles/viewarticle.jsp?id=4177345](http://cad.digitalmedianet.com/articles/viewarticle.jsp?id=4177345)

EMerge Alliance announced today it has completed preparation for a solar powered **Net Zero Zone** on the 2015 **Greenbuild** International Conference and Expo tradeshow ...



## [Net Zero Zone : Realty Today](#)

[www.realtytoday.com/tags/net-zero-zone](http://www.realtytoday.com/tags/net-zero-zone)

**Greenbuild**, the World's Biggest Architecture Event, is Slated for November 2015 in Washington, D.C. This event is the biggest and most awaited gathering of building ...

## [LG SELECTED AS OFFICIAL SOLAR PARTNER AT GREENBUILD...](#)

[www.lg.com/us/PDF/press-release/GREENBUILD\\_2015\\_OFFICIAL...](http://www.lg.com/us/PDF/press-release/GREENBUILD_2015_OFFICIAL...)

AT **GREENBUILD™ 2015** NetZero Zone Exhibits Powered by LG NeON 2 Solar Panels ... resiliency of hybrid microgrids using **EMerge** Alliance direct current standards.

## [EMerge Alliance Solar Microgrid to Power Greenbuild 2015 ...](#)

[www.erienewsnow.com/story/30556177/emerge-alliance-solar...](http://www.erienewsnow.com/story/30556177/emerge-alliance-solar...)

**EMerge** Alliance Solar Microgrid to Power **Greenbuild 2015** Tradeshow Floor Pavilion - Erie News Now: News, Weather & Sports | WICU 12 & WSEE

## [energy generation Archives - Roofing](#)

[www.roofingmagazine.com/tag/energy-generation](http://www.roofingmagazine.com/tag/energy-generation)

The centerpiece of the **2015 Greenbuild** International Conference and Expo is the "Net ... reliability and resiliency of hybrid microgrids using **EMerge** Alliance ...

## [Greenest of the Green Energy-Saving Products from Greenbuild](#)

[www2.buildinggreen.com/article/...saving-products-greenbuild](http://www2.buildinggreen.com/article/...saving-products-greenbuild)

**EMerge** Alliance is spearheading the move toward wider adoption of DC power, ... Look for more products from the **2015 Greenbuild** expo in our companion article on ...

## [High Performing Buildings - Winter 2016](#)

[www.hpbmagazine-digital.org/hpbmagazine/winter\\_2016?pg=46](http://www.hpbmagazine-digital.org/hpbmagazine/winter_2016?pg=46)

THE GREEN-BUILDING INDUSTRY gathers annually at the **Greenbuild** International Conference and Expo for education, ... Designed using **EMerge** Alliance ... **2015–2018** ...

## [Progress and Products at Greenbuild -...](#)

[www.hpbmagazine.org/Progress-and-Products-at-Greenbuild](http://www.hpbmagazine.org/Progress-and-Products-at-Greenbuild)

The green-building industry gathers annually at the **Greenbuild** International Conference and Expo for education, networking and to see the latest in green products and ...

## [EMerge Alliance Updates Key DC Power ... - Press Release Rocket](#)

[www.pressreleaserocket.net/emerge-alliance-updates-key...](http://www.pressreleaserocket.net/emerge-alliance-updates-key...)

... **2015** . **EMerge** Alliance Updates Key DC Power Standards for Commercial Buildings ... Learn more at the **Greenbuild** Expo at Booth 4313 or <http://www.EMergeAlliance> ...

## Coincident Event

As part of the week's activities, Brian Patterson presented at the Green Building Solar Summit, held at the USGBC Building, on Monday preceding the show.

**Green Building Solar Summit: Accelerating Solar  
Deployment in Commercial Real Estate**







## Greenbuild 2015 Expo Overview

Finally, here's an overview of the show itself:

### Greenbuild 2015 Delivers Monumental Event in Washington, D.C.

Dec 07, 2015 - Dallas, Texas

*Increase in attendance, sold out sessions and high-level speakers among highlights of week*

Informa Exhibitions and the U.S. Green Building Council (USGBC) have announced the results of the 2015 Greenbuild International Conference and Expo, held Nov. 18-20 at the Washington Convention Center in Washington, D.C. Attendance was 19,058, a significant increase over the 2014 event. There were 548 exhibiting companies participating in 144,300 square feet of exhibit and display space on the trade show floor.

Greenbuild featured more than 200 sessions, tours, summits and workshops in the robust education program and throughout the week, with many sold out sessions. An impressive 34,494 hours of continuing education credits were also earned at Greenbuild.

"In true Greenbuild fashion, sustainability remained at the forefront of this year's event, and we hope each participant walked away with fresh motivation, inspiration and the most cutting-edge knowledge in the market," noted Lindsay Roberts, Greenbuild Show director. "From an increase in participation of our exhibitor greening guidelines to an increase in attendance to notable sustainability benchmarks, Greenbuild was a success and we continue to be grateful to the community for driving the green building movement forward."

Greenbuild 2015 featured several key events, such as:

- Opening Plenary, which featured a conversation on climate change with award winning filmmaker James Cameron and MSNBC's Mika Brzezinski, co-host of *Morning Joe*
- Greenbuild Celebration, held at the Washington, D.C. Newseum, included a special concert performance by Fitz and the Tantrums and a lively evening of networking
- Closing Plenary, which concluded the week with a fast paced discussion moderated by NPR President Emeritus Kevin Klose and prominent sustainability leaders
- Combined Summit Closing Plenary featured Dr. Deepak Chopra, a pioneer and global leader in the mind-body medicine field
- Master speaker Elizabeth Kolbert, Pulitzer Prize-winning journalist
- USGBC Leadership Awards Luncheon, which annually recognizes outstanding efforts to advance green building design and construction
- Communities & Affordable Homes Summit, Materials & Human Health Summit and International Summit
- Women in Green Power Breakfast, which celebrated females who are actively making a difference in sustainability
- Greenbuild Legacy Project, which celebrated a new urban food studio at the Capital Area Food Bank



Attendees also spent significant time discovering and enjoying Washington, D.C. USGBC-National Capital Region led the official host committee of Greenbuild 2015 with 24 tours throughout the week, exploring residential and commercial buildings as well as historical buildings throughout the city.

"Every year, Greenbuild brings world-class education and programming to the green building community and continues to maintain the standards that make Greenbuild the most sustainable building conference in the world," said Kate Hurst, vice president of community, conferences and events, USGBC. "From impactful education sessions to dynamic speakers and engaging summits, this year's show represented all facets of green building for the nearly 20,000 attendees."

The expo hall again showcased the leading products and services available to professionals within the sustainable building industry and had several notable areas, including:

- Greenbuild Unity Home, a 1,620 square-foot demonstration home designed to achieve LEED Platinum, WaterSense certified and net zero, which also included a full array of Cradle to Cradle-certified products
- World's only Net Zero Zone, a 3,200 square foot pavilion powered by alternative power collected on-site at the Washington Convention Center
- Expo Stage that hosted relevant and engaging sessions complimentary to all attendees
- Nine sponsored Education Labs with CE accredited education on the show floor, all sold out
- A display featuring sustainability-themed art from local area children

Greenbuild 2016 Iconic Green is scheduled for Oct. 5-7 at the Los Angeles Convention Center in Los Angeles, CA. More information can be found at [greenbuildexpo.com](http://greenbuildexpo.com).

The [Call for Proposals and Reviewers](#) for Greenbuild 2016 is open and the deadline to submit is Jan. 8, 2016.

Video footage from the Opening Plenary, Closing Plenary, Master Series and Special Sets will be posted on the Greenbuild website this month.

#### **About Informa Exhibitions U.S., Construction & Real Estate**

Informa operates at the heart of the Knowledge and Information economy. It is one of the world's leading business intelligence, knowledge and events businesses with more than 6,000 employees in over 100 offices across 25 countries. The Dallas Exhibitions team produces a portfolio of 14 trade shows in various sectors of the construction and real estate industry. To learn more, visit [www.informaexhibitions.com](http://www.informaexhibitions.com).

#### **About the U.S. Green Building Council (USGBC)**

USGBC, the presenter of Greenbuild, is committed to a prosperous and sustainable future through cost-efficient and energy-saving green buildings. USGBC works toward its mission of market transformation through its LEED green building program, robust educational offerings, a nationwide network of chapters and affiliates, the annual [Greenbuild International Conference & Expo](#), the [Center for Green Schools](#) and [advocacy](#) in support of public policy that encourages and enables green buildings and communities. For more information, visit [usgbc.org](http://usgbc.org), explore the [Green Building Information Gateway \(GBIG\)](#) and connect on [Twitter](#), [Facebook](#) and [LinkedIn](#).