



GREENBUILD®

INTERNATIONAL CONFERENCE AND EXPO

ABX2017

TOGETHER IN BOSTON

EVERYONE. EVERY PROJECT.
EVERYWHERE. **WE ARE ALL IN.**

NOVEMBER 8-10, 2017

BOSTON CONVENTION & EXHIBITION CENTER (BCEC)

NET ZERO ZONE & LIVE MICROGRID SHOWCASE

at

Greenbuild International Conference & Expo 2017
Expo: Nov. 8-9 | Conference: Nov. 8-10 Boston

Facilitated by:



EVERYONE. EVERY PROJECT. EVERYWHERE. WE ARE ALL IN.

AGENDA

- Welcome
- Introductions
- Please mute your phone/microphone
- Questions?
 - Q&A at the end of the webinar
 - Submit questions in the chat box in your control panel

Greenbuild is the world's largest sustainable building event and annually attracts 20,000+ leaders in sustainability and beyond from across the globe, including:



2016 DEMOGRAPHICS



WHO ATTENDS

24% 
Architecture/Engineering
& Design Firms

14% 
Contractors & Builders

10% 
Government & Utilities

8% 
Manufacturing

16% 
Professional Services
Consulting/Education

6% 
Real Estate

7% 
Trade Associations/
Non-Profits

5% 
Students

531
EXHIBITORS

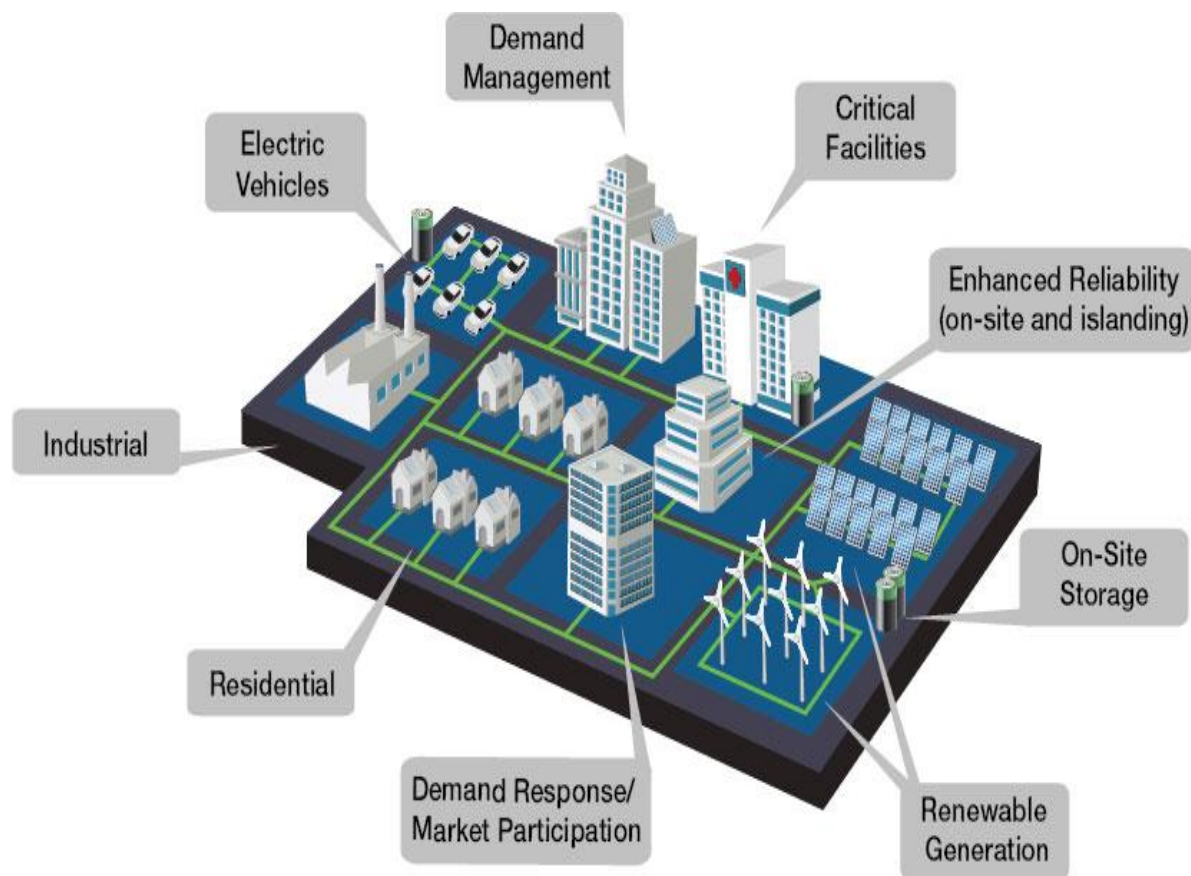
77
UNIQUE
PRODUCT
CATEGORIES

96
COUNTRIES
REPRESENTED

138,960
SQUARE FEET

BUSINESS OPPORTUNITY

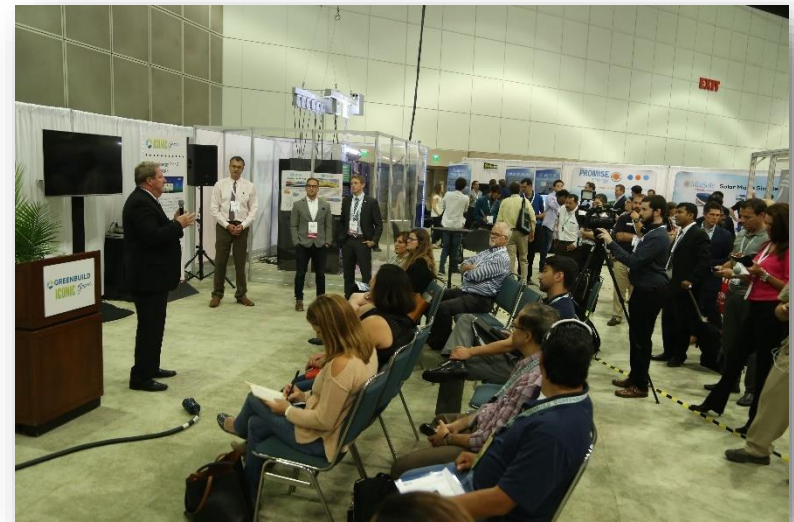
In the next five years, Microgrids will grow into a \$40 billion market. And, the forecast of DC-power systems in buildings is expected to grow into a \$10 billion market by 2020.



To ensure your company is leading the way, Greenbuild will provide an opportunity to showcase your products, systems and services that serve these growing markets.

The Net Zero Zone

The **Net Zero Zone** and Microgrid Showcase is the only concept of its kind at any tradeshow. An indoor/outdoor display that provides the opportunity to showcase your company's products/services while also providing the site-based power that will be stored and distributed to a special area of exhibit booths inside the hall.



A UNIQUE DEMONSTRATION AND EXHIBITION OPPORTUNITY FOR THE BUILDING MICROGRID MARKET

THE AC/DC HYBRID MICROGRID DEMONSTRATION

- Participate directly in the live demonstration with your products
- Have your own booth to focus on all your products and services
- The “Zone” will be a destination for tours, industry focus presentations and special events to drive visitor traffic

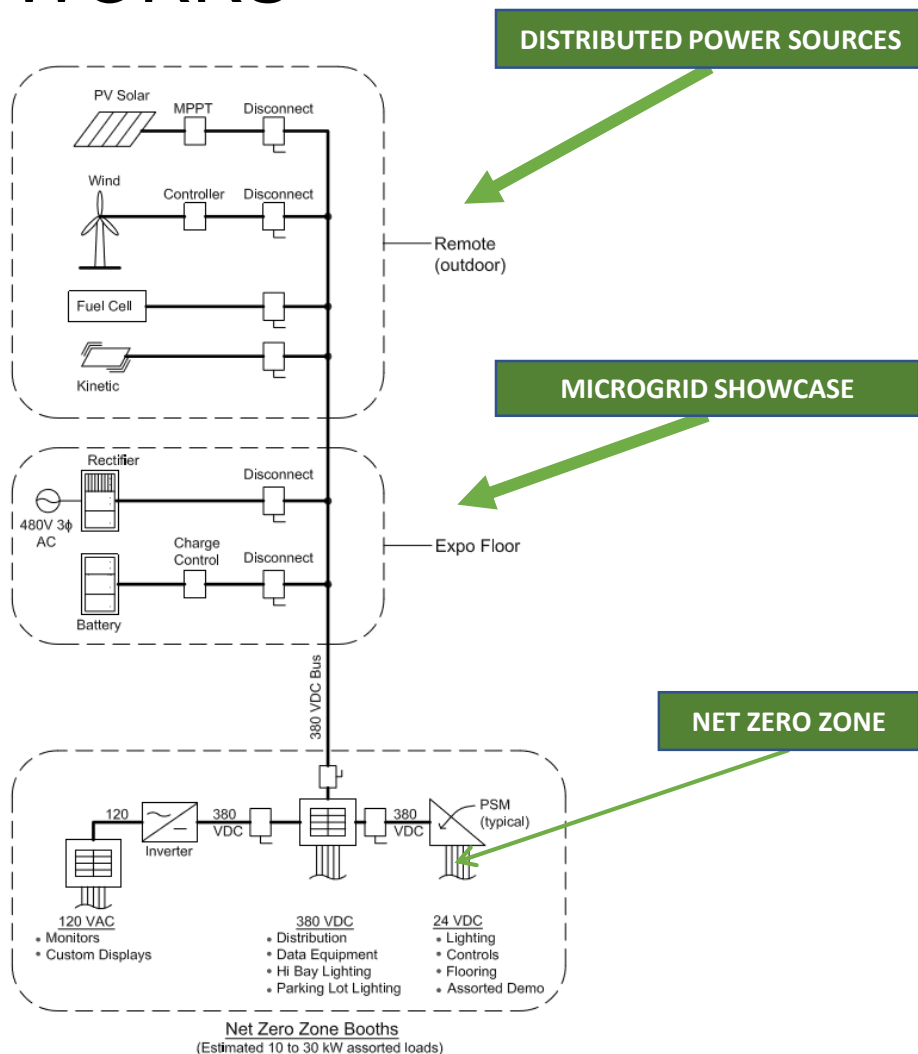


NET ZERO ZONE & MICROGRID SHOWCASE

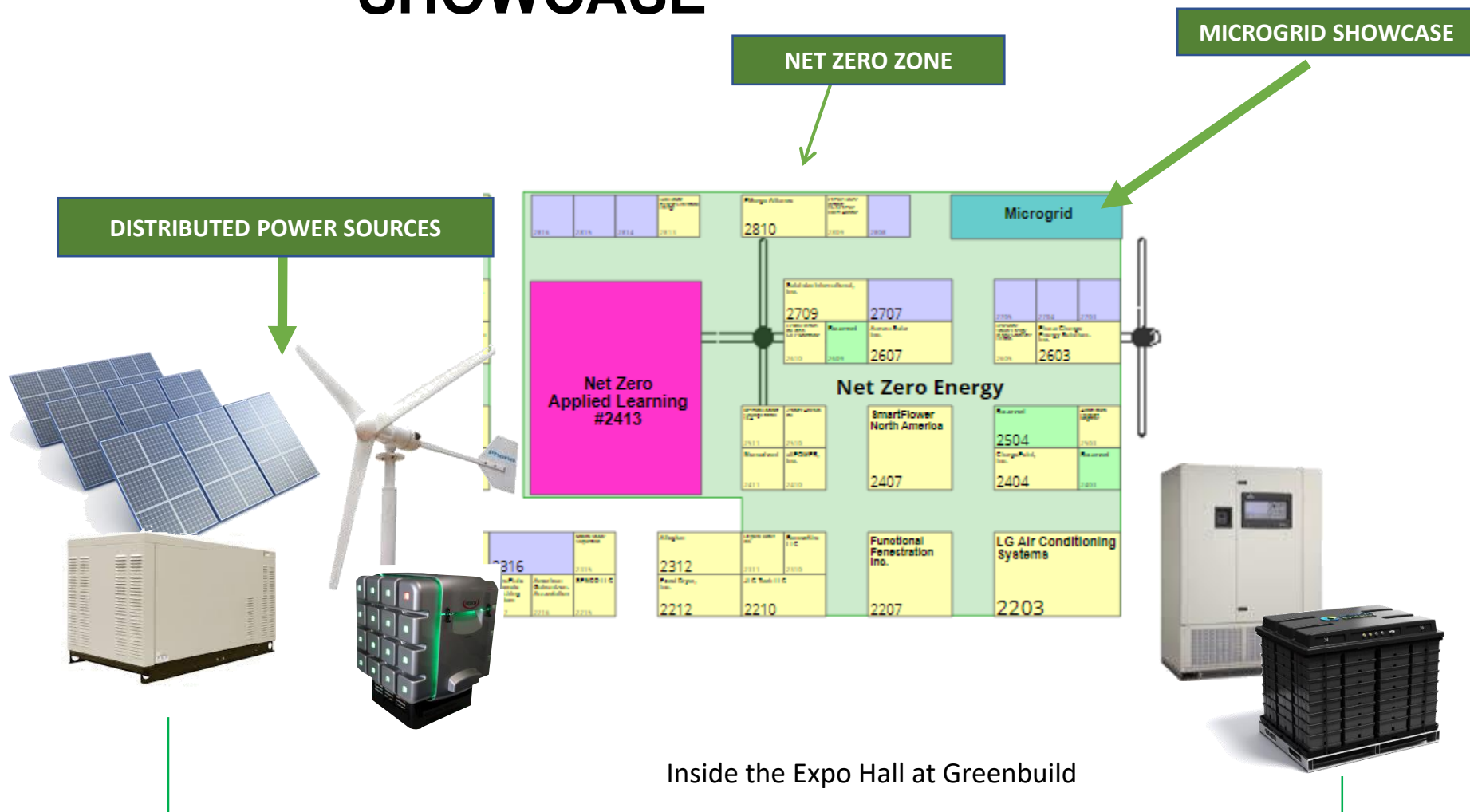
HOW IT WORKS

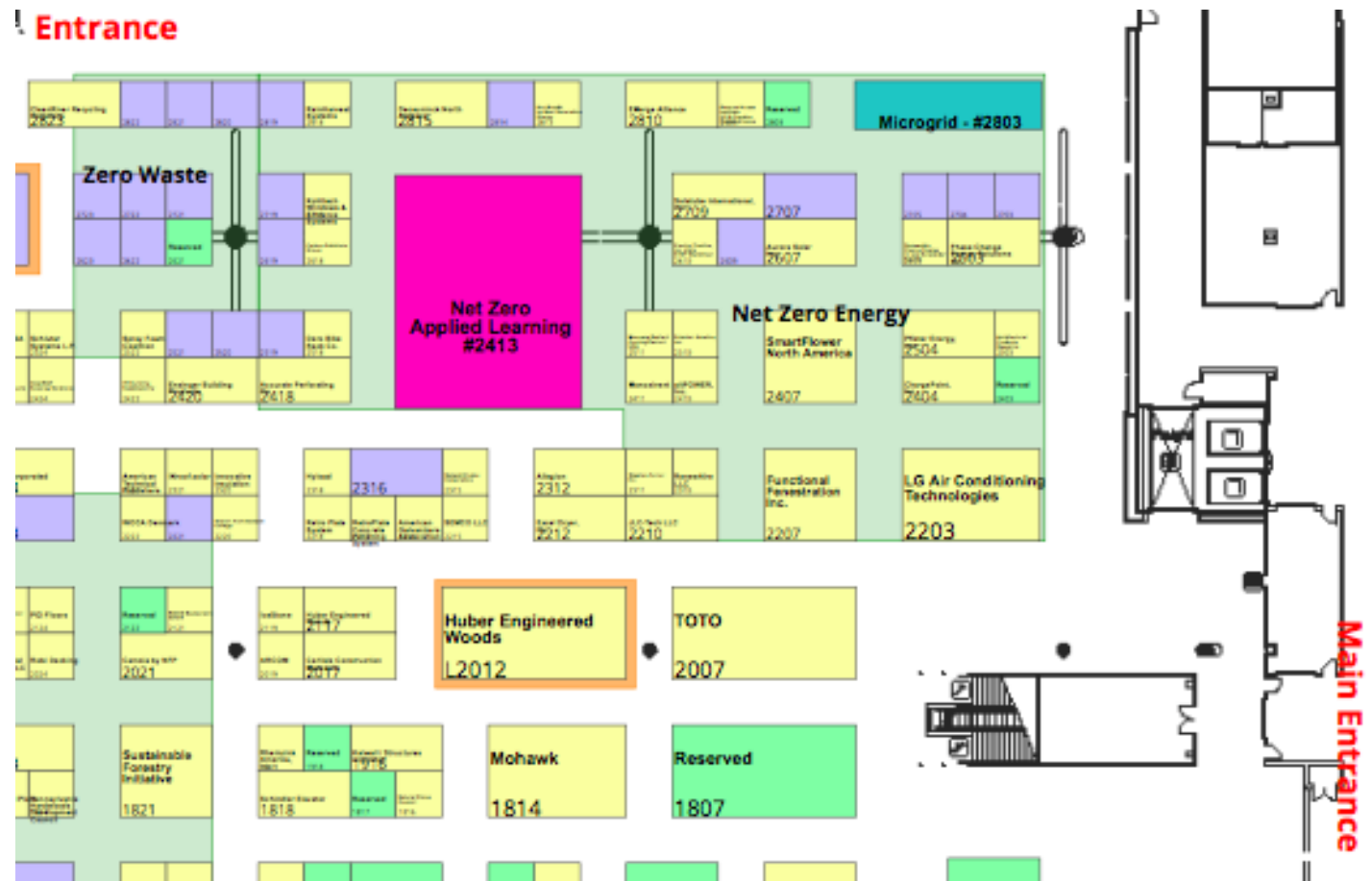
Description:

- Exhibitors can choose:
 - 120 Vac
 - 24Vdc
 - 48Vdc
 - 380Vdc
- Power sources and batteries will sit on the bus behind a disconnect
- Power management will convert ac source and manage bus
- MEP team will coordinate interconnect design & specs.



HOW TO PARTICIPATE IN THE PREMIER NET ZERO ZONE & MICROGRID SHOWCASE





COST OF EXHIBITING

USGBC Member Rates (Silver & Above)	\$38.50/square foot
USGBC Organizational Rates	\$44.50/square foot
Non-Member Rates	\$44.50/square foot

Each booth package allows you access to different events during Greenbuild 2017. Other items such as sponsorship packages are available a la carte. The standard 10x10 booth package includes:

- One 3-day conference pass
- Three booth staff (exhibit only) badges
- 150 expo passes per company
- One 6' draped table
- Two side chairs**
- 3' high side drape between exhibits
- 8' high back drape
- One booth ID sign
- Your company's free basic listing in [Greenbuild Connect](#)

ADDITIONAL BENEFITS FOR MICROGRID EQUIPMENT SUPPLIERS

Each Microgrid Equipment Supplier receives the following additional items and promotion:

- Logo on Special Show Signage in the Microgrid Demo Area
- Identification of the Company's booth number on the demo equipment
- Inclusion in the 2-Sided Microgrid Print Collateral – Logo & equipment ID
- Inclusion in the EMerge presentations in the Applied Learning Venue
- Recognition on the EMerge email promotions leading up to the show
- Recognition in EMerge Alliance Press Releases leading up to the show.
- Additional Free Exhibition Passes: 3 Booth 100 Customer
- 1 Additional 3-Day Conference Pass
- Early Show Access Passes for set-up

NEW Applied Learning Areas

These interactive discussion areas, or “Applied Learning Areas,” will help facilitate greater exhibitor-attendee engagement and help provide applied solutions to the challenges our attendees face in their professional lives, by allowing them to engage with industry leaders and experts.

Illustration is for concept only



Applied Learning Areas

Option #1: Classroom Continuation

The small seating format facilitates targeted group discussions featuring additional 30-minute conversations with topic experts and market moderators (inviting exhibitors). Select sessions will be a continuation from the classroom to the expo hall and will help enhance the attendee learning experience.

Suggested Applied Learning Areas include:

- Human Health and Wellness
- Materials
- Net Zero
- Performance
- Technology and Innovation

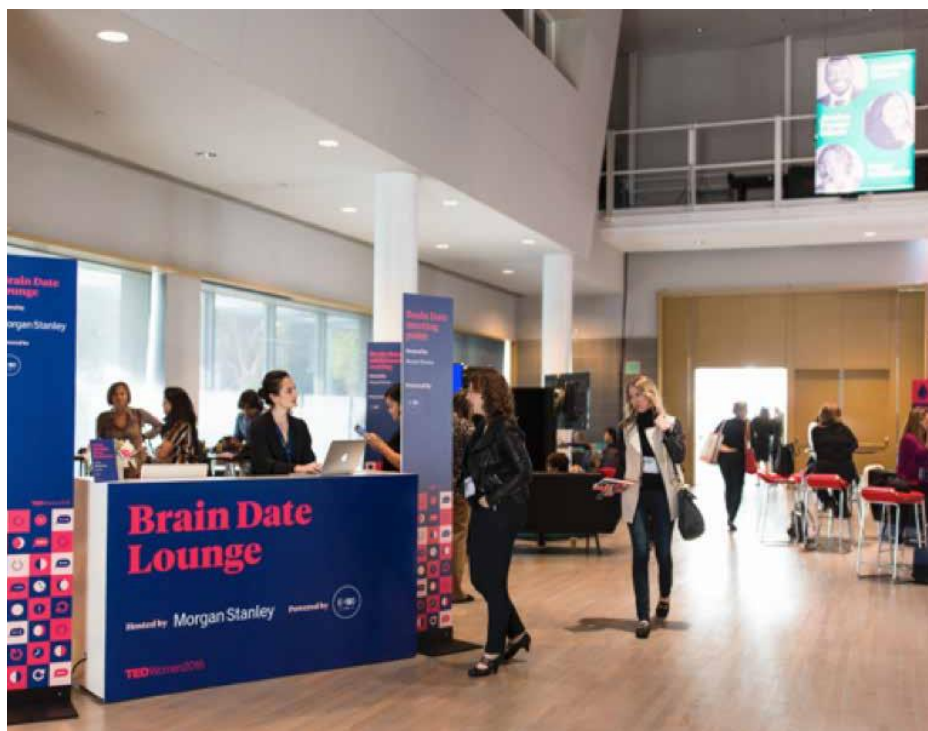
Applied Learning Areas - Requirement/Processes

Classroom Continuation

- Estimated attendance: 150 classroom > 120 per session
- Session selection and scheduling
- Speaker on boarding/coordination/instruction:
5 sessions 3x = 15+
- Moderator management 8-10 per session
5x = 40-50 moderators
 - Schedule
 - On board
 - Speaker/session intro
- Crowd control – guide from classroom to hall 2-3 per session
- Applied Learning Area Owner
 - Prepare area for incoming crowd

Brain Date Lounge

“Braindating” allows participants to share knowledge, not just business cards:



Find other participants who have the knowledge you are looking for or who has already solved a challenge that is currently giving you trouble. Engage in a discussion with them and ask them everything you want to learn?

E-180 guides event participants and sponsors' representatives through completing their profiles, requiring them to share their of ers and requests for knowledge in a one on one format. If they prefer, they can also share knowledge in in the form of a group braindate to a maximum of 4 other people. Event participants can browse or search the full marketplace of of ers, requests and group braindates, and then book meetings with fellow participants on the online braindating platform.

Architecture Boston Expo

Greenbuild will be co-locating with New England's largest event—Architecture Boston Expo (ABX). Produced by the Boston Society of Architects, the expo annually attracts 8,000 architects/designers. Combining with Greenbuild, we will be creating one of the largest events for the building community in North America.



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CONCLUSION

& AUDIENCE QUESTIONS

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