

Sponsorship Opportunities 2009 National Green Building Conference

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



Green Building is Booming!

The green building marketplace is estimated to be worth between \$40 billion and \$70 billion per year by 2012. Green building will show remarkable resilience by introducing new technologies to meet the ever-growing consumer preference and builder demands. NAHB members are leading the transformation of these home construction techniques. Many builders—large and small—have realized that building green homes may help differentiate themselves and significantly grow their business.

About NAHB Green National Green Building Program

The NAHB National Green Building Conference is part of the dynamic network of local green residential building programs that are responsible for the construction of more than 115,000 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 NATIONAL
GREEN BUILDING
CONFERENCE**

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

We're its heart and soul.



NAHB
NATIONAL ASSOCIATION
OF HOME BUILDERS

Sponsorship Opportunities

2009 National Green Building Conference

About the Conference

This conference features high-profile speakers, the latest products, high-quality educational sessions, a national awards program and unlimited networking opportunities. It's slated to attract developers, land planners, builders, remodelers, architects, designers, energy raters and planning officials. It's the only conference focused on applicable residential green building solutions.

Become a Sponsor

As a conference sponsor, your company will reach a core audience of industry professionals who stretch across all areas of residential building. With a variety of sponsorship levels to choose from, this is an ideal marketing opportunity to create relationships by reaching decision-makers.

Prestige of NAHB

As the voice of the housing industry, NAHB is the nation's largest association for residential building. This opportunity allows you to connect to all types of building professionals and their customers.

Take the lead in a growing market.

Green building is no longer a niche market; it's mainstream. Potential customers will be gathered at the Hilton Anatole, May 8-10, 2009 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.

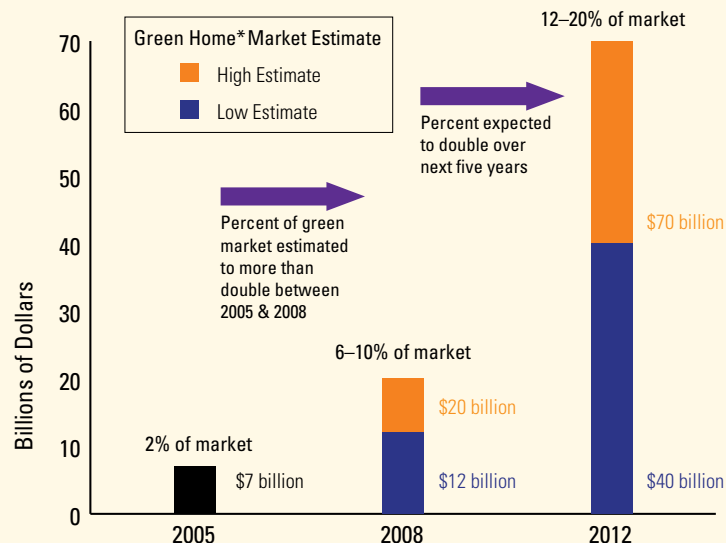
Gain the credibility and positive public image enjoyed by "green" companies. It's a subtle but powerful endorsement for both your company and your products.

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.

Residential Green Building Market Growth

Green building represents an increasing percentage of residential construction



Note: Market value varies based on market size, percent of market remains constant

Source: Based on surveys conducted by McGraw-Hill Construction between 2006 & 2008, MHC construction activity data and U.S. Department of Census Data

* Green home defined as one containing attributes in energy efficiency, indoor air quality, water efficiency, resource efficiency and site management.

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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 Opening and General Sessions
- Pre- and post-conference attendee registration mailing lists
- Company recognition in the Onsite Conference Guide
- Hyperlink to your website on the National Green Building Conference website

...plus the exclusive benefits of your sponsorship.

Corporate Sponsorship (Six available)

\$30,000

This sponsorship offers outstanding visibility and unlimited opportunities 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 Green Home Tour registrations
- Two National Green Building Awards Dinner tickets
- Complimentary full-page ad in the Green Home Tour Book
- Company logo will be featured on the host hotel's keycard
- 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)

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

Cyber Café and Wi-Fi Access (exclusive)

\$15,000

The Cyber Café will be a great opportunity for your company to have visibility whenever an attendee wants to check their email. Providing wireless access throughout the exhibit hall will be a hit as well!

THIS SPONSORSHIP'S EXCLUSIVE BENEFITS INCLUDE:

- The National Green Building Conference Standard Sponsorship Benefits Package
- Company recognition as the exclusive sponsor of the Cyber Café
- Two complimentary conference registrations
- Company logo set as homepage on each station in the Cyber Café
- Two complimentary Green Home Tour registrations
- Option to display company material in the Cyber Café area
- Signage throughout the Exhibit Hall and Registration areas announcing Wi-Fi access (including company logo)

Green Home Tour (exclusive)

\$15,000

THIS SPONSORSHIP'S EXCLUSIVE BENEFITS INCLUDE:

- The National Green Building Conference Standard Sponsorship Benefit Package
- Two complimentary conference registrations
- Four complimentary Green Home Tour registrations
- Complimentary full-page ad in the Green Home Tour Book
- Company recognition as the official and exclusive sponsor of conference Green Home Tour
- Company name and logo displayed on tour signage
- Opportunity to provide a personalized item for attendees of the Green Home Tour (provided by sponsor)
- Company logo on commemorative Green Home gift item distributed to all tour attendees.
- Custom label/wrapper on bottled water distributed on tour buses
- Exclusive Green Home 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 Standard Sponsorship Benefit Package
- Two complimentary conference registrations
- Two complimentary Green Home 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



Opening Ceremony (exclusive)

\$12,500

Premium opportunity to capture the attention of all attendees by officially the first day of conference attendees!

THIS SPONSORSHIP'S EXCLUSIVE BENEFITS INCLUDE:

- The National Green Building Conference Sponsorship Benefit Package
- Two complimentary conference registrations
- Two complimentary Green Home Tour registrations
- Brief remarks during the Opening Ceremony (by a company representative)
- Plaque presentation during the Opening Ceremony

Onsite Program Guide (exclusive)

\$10,000

An outstanding branding opportunity! This spiral-bound Onsite Program Guide will be distributed to all attendees and will include information on education sessions, exhibitors, sponsors and conference activities.

THIS SPONSORSHIP'S EXCLUSIVE BENEFITS INCLUDE:

- The National Green Building Conference Standard Sponsorship Benefit Package
- Company logo on the cover of the Onsite Program Guide
- Complimentary full-page ad in the Onsite Program Guide
- Two complimentary conference registrations
- Two complimentary Green Home Tour registrations

Conference Water Stations (exclusive)

\$12,000

Exclusive sponsorship of water stations throughout the conference (including the exhibit floor).

THIS SPONSORSHIP'S EXCLUSIVE BENEFITS INCLUDE:

- The National Green Building Conference Sponsorship Benefit Package
- Two complimentary conference registrations
- Two complimentary conference registrations
- Company name and logo displayed at water stations throughout the Exhibit Hall and Registraton area
- Company logo on cups at each water station

Refreshment Break (Five available)

\$5,500

Exclusive host of the mid-morning or mid-afternoon refreshment break and be a hit with the attendees!

THIS SPONSORSHIP'S EXCLUSIVE BENEFITS INCLUDE:

- The National Green Building Conference Standard Sponsorship Benefit Package
- Two complimentary conference registrations
- Two complimentary Green Home Tour registrations
- Exclusive company recognition as the host of the specific Refreshment Break (morning or afternoon)

National 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 Standard Sponsorship Benefit Package
- Two complimentary conference registrations
- Two complimentary National Green Building Awards Dinner registrations
- Two complimentary Green Home Tour registrations
- Company name and logo displayed before and during the National Green Awards Dinner
- Opportunity for brief remarks during the National Green Building Awards Dinner by a company representative
- 60-second video presentation during the National Green Building Awards Dinner
- Company logo on the National Green Building Awards Call for Entries mailings
- Company logo on National Green Building Awards Dinner program
- Mailing list of all National Green Building Awards entrants and winners

Lanyards (exclusive)

\$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 Standard Sponsorship Benefit Package
- Two complimentary Green Home Tour registrations
- 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 Standard Sponsorship Benefit Package
- Two complimentary conference registrations
- One complimentary Green Home Tour registration
- Sponsor name and logo displayed at recycle bins around the exhibit hall and registration area





Plan Reviews (exclusive) \$5,000

Plan Reviews are a must-have for this conference in which builders will have their plans reviewed by a renowned green builder.

THIS SPONSORSHIP'S EXCLUSIVE BENEFITS INCLUDE:

- The National Green Building Conference Standard Sponsorship Benefit Package
- Two complimentary conference registrations
- One complimentary Green Home Tour registration
- Company name and logo displayed in Plan Review area
- The opportunity to provide accessories for participants (paper, pencils, rulers, etc.)

Room Drop \$3,500*

Deliver your promotional piece or item directly to each attendee's hotel room. Options include: under the door, on the door handle or in the room.

THIS SPONSORSHIP'S EXCLUSIVE BENEFITS INCLUDE:

- One complimentary conference registration
- Pre- and post-conference attendee registration mailing lists

**Note: Additional fee must be paid directly to the hotel*

Green Home Tour Book Full Page Ad \$1,000

(AVAILABLE TO CURRENT SPONSORS OR EXHIBITORS)

Gain additional visibility by purchasing an ad in the Green Home Tour Book. Featuring local homes built to the requirements of NAHBGreen, the NAHB National Green Building Program, and displaying green products, The Green Home Tour Book is a must-have for all attendees and has a great shelf life.

- One full-page ad in the Green Home Tour Book (additional fee for premium placement)

Additional Items

(AVAILABLE TO CURRENT SPONSORS OR EXHIBITORS)

- Provide miscellaneous items for Volunteers or Attendees. Pricing begins at \$2,500.

CALL FOR DETAILS



“The NAHB Green Building Conference was a part of JELD-WEN’s 2008 strategy for reaching out to building professionals interested in learning more about industry sustainability. Our corporate objectives of positioning the JELD-WEN brand in front of the growing green building segment, and of advancing sustainable construction education nationwide, were both met at the conference in New Orleans.”

—**Rob Worthington, Marketing Business Development Manager**
JELD-WEN Windows & Doors

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Sponsorship Terms And Conditions:

The NAHB National Green Building Conference will recognize sponsors for their support as outlined in the sponsorship benefits package 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 the right-of-first refusal to sponsor the same opportunity at next year's conference. 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 the sponsor's signed contract and payment before specified deadlines. Sponsors 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:

National Association of Home Builders (NAHB)
Julie Mines
1201 15th Street, NW
Washington, DC 20005
Phone: 202-266-8053 or 800-368-5242 x8053
Fax: 202-266-8193
Email: jmines@nahb.com
www.nahb.org/reachbuilders

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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We're its heart and soul.