

# TOGETHER IN

NOVEMBER 8-9, 2017

BOSTON CONVENTION &  
EXHIBITION CENTER (BCEC)

# BOSTON



## GREENBUILD®

INTERNATIONAL CONFERENCE AND EXPO

## ABX2017

Greenbuild and ArchitectureBoston Expo have joined together, creating one of the largest events for the building community in North America.

Two shows in one exhibit hall for approximately 25,000 attendees of the building and design community, searching for proven products and resources that provide practical solutions to their projects and business needs.

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

## ABOUT **GREENBUILD**

The Greenbuild International Conference & Expo is the world's largest conference and exposition dedicated to green building, and it's the place where nearly **20,000 attendees** and over **500 exhibitors** from the green building industry come together to do business.

The Greenbuild Expo provides unlimited opportunities to find new business leads and showcase innovative products. The Expo also features our popular Passport to Prizes game, industry presentations and USGBC updates on our Expo Hall stages, education labs, and dedicated expo hall hours to ensure attendees have numerous opportunities to connect with you and one another.



**61%** of Greenbuild attendees have significant buying power, directly evaluate, recommend or make the final decisions.

**72%** of attendees are involved in both commercial and residential building

**71%** of exhibitors say they would definitely recommend exhibiting at Greenbuild

**59%** of attendees hold a LEED credential

**ONE INDUSTRY. MANY PARTNERS.**

## ABOUT **ABX**

Nearly 10,000 design and construction professionals attend ABX every year to find new products and technologies that advance the building industry; to stay in-the-know on trends and issues; and to socialize with colleagues, new and old. ABX is the place to reach architects, contractors, engineers, and other design professionals.

The Boston Society of Architects/AIA (BSA) is one of the largest chapters of the American Institute of Architects with a 30-year history producing the largest regional event for the A/E/C industry.



**71%** came to ABX to find new products

**95%** would recommend ABX to their colleagues

**76%** of attendees have buying power for their firm

ABX attracts members from over **35** allied organizations in the building industry



### WHO ATTENDS

**24%**

Architecture/Engineering & Design Firms

**8%**

Manufacturing

**7%**

Trade Associations/ Non-Profits

**14%**

Contractors & Builders

**16%**

Professional Services Consulting/Education

**5%**

Students

**10%**

Government & Utilities

**6%**

Real Estate

**531**  
EXHIBITORS

**96**  
COUNTRIES REPRESENTED

**138,960**  
SQUARE FEET

**77**  
UNIQUE PRODUCT CATEGORIES

## ABX 2016 DEMOGRAPHICS



**36%**

Architecture

**9%**

Interior Design/ Space Planning

**6%**

Real Estate Development

**13%**

Builder/Contractor

**8%**

Other

**5%**

Engineering

**12%**

Building Products/ Services

**6%**

Academia

**5%**

Government/Planning/ Urban Design

**44**  
UNIQUE PRODUCT CATEGORIES

**90%**  
ATTENDEES FROM NEW ENGLAND

**50,000**  
SQUARE FEET

**420**  
EXHIBITORS

RESIDENTIAL

28%

INSTITUTIONAL

24%

**FIRMS WORK**

28%

20%

COMMERCIAL

GOVERNMENTAL

<b>RATES PER SQUARE FOOT</b>	<b>Standard 12/2/16 - 3/31/17</b>	<b>Late 4/1/17 - Event</b>
USGBC Member (Silver & Above)	\$37.50	\$38.50
USGBC Member (Organizational)	\$43.50	\$44.50
Non-Member	\$43.50	\$44.50
<b>Corner Cost</b> (per corner)	\$100	\$100

### WHAT'S INCLUDED IN MY BOOTH PACKAGE?

Exhibitors who reserve their booth space early take advantage of additional benefits, including better rates, earlier booth placement and extended marketing.

**The standard 10x10 booth package includes:**

- 3-day conference pass registration
- Five booth staff (exhibit only) badges
- 150 expo passes per company
- One 6' draped table and two side chairs\*
- 3' high side drape between exhibits
- 8' high back drape
- One booth ID sign
- Your company's listing on both event websites and in Greenbuild Connect - a new online product directory (coming soon!)

\* Complimentary furniture package must be requested and ordered through the show decorator by the deadline stated in the exhibitor service manual.

### Reserve Your Exhibit Space



**BILL MITCHELL**  
 Companies A-E  
 Senior Account Executive  
 972-536-6457  
 Bill.Mitchell@informa.com



**KELLY GUTERMUTH**  
 Companies F-O  
 Senior Account Executive  
 972-536-6399  
 Kelly.Guterath@informa.com



**SUE PINO**  
 Companies P-Z  
 Associate Sales Manager  
 972-536-6455  
 Sue.Pino@informa.com

Sponsorships: **ERIC PETERSON**  
 202-742-3252 | epeterson@usgbc.org

[greenbuildexpo.com](http://greenbuildexpo.com)

# ABX 2017

## RATES & OFFERINGS

<b>RATES PER SQUARE FOOT</b>	
Standard Booth	\$37.50
Corner	\$41.25
Peninsula	\$43.13
Island	\$45.00

All booths are 10 ft. x 10 ft. unless otherwise indicated.

**Booth package includes:**

- 1-day conference pass registration
- Five booth staff (exhibit only) badges
- 150 expo passes per company
- 8' high back drape
- 3' high side drape between exhibits
- One booth ID sign
- Your company's listing on both event websites and in Greenbuild Connect - a new online product directory (coming soon!)

**Sign-up today! Call Brian Keefe at 617-391-4029 or email [bkeefe@architects.org](mailto:bkeefe@architects.org) for more information.**

