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DESIGN & BUILD with FSC GREENBUILD 2012 SPONSORSHIP OPPORTUNITIES

The U.S. Green Building Council's Greenbuild International Conference & Expo convenes the largest gathering of green building movement leaders to define what the future will look like in cities and towns around the world.

For the Forest Stewardship Council there is no more important event than Greenbuild, because the certified wood credit in LEED has been among the most transformative drivers in the history of forest conservation.

With Greenbuild being held in San Francisco on November 14-16 this year, the event will offer an excellent opportunity to engage leaders in a region known for green building and responsible forest management.

Greenbuild is the finest sponsorship opportunity with FSC in the U.S. FSC's prominent presence on the Expo Floor, which was attended by over 23,000 participants in 2011, our high-profile annual *Design & Build with FSC Awards Ceremony*, and the sponsorship benefits – some of which are outlined below – make this an exclusive opportunity.

- Logo recognition in the *Design & Build with FSC Marquee* on the Greenbuild Expo floor.
- Opportunity to staff the *Design & Build with FSC Marquee* during the 2012 Greenbuild Expo.
- Logo recognition on FSC-US Greenbuild materials, on the FSC-US website and in our e-newsletter.
- A spreadsheet of all leads from scanned badges.

This year for our awards reception, FSC has secured the "Cube" at the Contemporary Jewish Museum, a Daniel Libeskind-designed addition directly across from the Moscone Center, where Greenbuild 2012 is being held.

We would love to work with you.

If you have any questions about becoming a sponsor, or if you have ideas about how a sponsorship could best serve your organization, please do not hesitate to contact Ian Hanna, Director of Business Development (i.hanna@us.fsc.org, +1-904-333-1714).





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DESIGN & BUILD with FSC GREENBUILD 2012 FSC ACTIVITIES

With FSC's role in LEED 2012 secured, and because the green building community is one of the FSC's strongest growth markets, we are investing significant resources into our presence at Greenbuild 2012 in San Francisco. FSC will be re-imagining our tradeshow presence with an updated booth and we are holding our awards ceremony at the Contemporary Jewish Museum, directly across from the Moscone Center.

DESIGN & BUILD WITH FSC MARQUEE

Centrally located in the Greenbuild Expo, the 400 square foot *Design & Build with FSC* Marquee will be a gathering place for the FSC community at a crossroads on the Expo floor, framing one end of the Certified Wood Pavilion. The following programming will help elevate the presence of the FSC Marquee at the Expo:

- DIRECT ACCESS to key business, social and environmental leaders will provide ongoing opportunities for attendees to engage our partners.
- SPONSORS can staff the Marquee to engage potential customers.
- RAFFLE DRAWINGS at both the Awards Ceremony and after the Expo will encourage attendees to scan their badges, providing sponsors with full contact information.
- PRODUCT GIVEAWAYS will raise the profile of the FSC Marquee.



DESIGN & BUILD WITH FSC AWARDS CEREMONY



FSC has one major awards ceremony each year, the *Design & Build with FSC* Awards held during Greenbuild. Attended by hundreds of event participants, the awards ceremony is a great opportunity to network with leaders in the green building community in an informal setting.

Past awards recipients have included the MGM CityCenter development in Las Vegas, which used more than \$41 million of FSC-certified wood, and the FondAction Building Quebec, which used 100% FSC-certified glued-laminated wood in an entirely wood framed six-story, 60,000 square foot structure.

In 2011, more than 200 people attended the awards reception, which one past award recipient called the "Oscars of Sustainability." For Greenbuild 2012, FSC is building an exciting array of partnerships and promotions to make sure we play a prominent role throughout the event. Whether you're interested in closing deals or enhancing your brand, we have a range of opportunities to meet your needs. We hope you will join us for this landmark event.



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DESIGN & BUILD with FSC GREENBUILD 2012 SPONSORSHIP BENEFITS

Platinum Sponsor – SOLD

Thank you to The Home Depot for being the 2012 Platinum Sponsor of Design & Build with FSC.

Gold Sponsors – Four total / \$15,000 each

Thank you to Kimberly-Clark Professional for being a 2012 Gold Sponsor of Design & Build with FSC.

Greenbuild International Expo

- Logo recognition in the *Design & Build with FSC Marquee* during the 2012 Greenbuild International Expo
- Opportunity to staff the *Design & Build with FSC Marquee* during the 2012 Greenbuild Expo with one person, including product demonstrations and/or giveaways
- Logo recognition on FSC Greenbuild materials, including posters, postcards, and handouts
- 8 exhibit hall passes
- A spreadsheet of all leads from scanned badges

Design & Build with FSC Awards Ceremony

- Logo recognition on stage at the *Design & Build with FSC Awards Ceremony*
- Logo recognition on signage and materials for the *Design & Build with FSC Awards Ceremony*.
- Thank you by FSC leadership during the awards presentation

Media Outreach

- Logo recognition in the FSC-US e-newsletter sent in September, October and November 2012, which are distributed to 15,000+ people
- Sponsor profile in one month's edition of the FSC-US e-newsletter
- Logo recognition on www.fscus.org homepage through November 2012
- Sponsor name included in all FSC media outreach related to Greenbuild 2012, including in the Greenbuild press release issued by FSC in PR Newswire.



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DESIGN & BUILD with FSC GREENBUILD 2011 SPONSORSHIP BENEFITS, CONTINUED

Silver Sponsors – Eight total / \$5,000 each

Greenbuild International Expo

- Logo recognition in the *Design & Build with FSC Marquee* during the 2012 Greenbuild International Expo
- Opportunity to staff the *Design & Build with FSC Marquee* during the 2012 Greenbuild Expo with one person
- Name recognition on FSC Greenbuild materials, including posters, postcards, and handouts
- 4 exhibit hall passes
- A spreadsheet of all leads from scanned badges

Design & Build with FSC Awards Ceremony

- Logo recognition on stage at the *Design & Build with FSC Awards Ceremony*
- Name recognition on signage and materials for the *Design & Build with FSC Awards Ceremony*.

Media Outreach

- Name recognition in FSC-US e-newsletters sent in September, October and November 2012, which is distributed to 15,000+ people
- Logo recognition on www.fscus.org homepage through November 2012



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DESIGN & BUILD with FSC GREENBUILD 2012

November 14 – 16, 2012 – San Francisco

The U.S. Green Building Council's Greenbuild International Conference & Expo convenes the industry's largest gathering of representatives from all sectors of the green building movement. Three days of extensive educational programming, workshops, a vast exhibition floor and ample networking events provide unrivaled opportunities to learn about the latest technological innovations, explore new products, and exchange ideas with other professionals.



Greenbuild includes over 100 educational sessions featuring world-renowned speakers, LEED workshops, off-site educational sessions, and tours of local green building sites. Past speakers have included Archbishop Desmond Tutu, President Bill Clinton, General Colin Powell, Paul Hawken and David Suzuki.

The 2012 show will be held November 14-16 at the Moscone Center, in the middle of the Bay Area, arguably the most important green building market in the world. The attendance in 2012 is expected to break Greenbuild records, with more than 30,000 people participating.

At Greenbuild, leaders define what the future will look like in cities and towns around the world. Greenbuild attracts professionals and thought leaders from all aspects of the building industry: Architects, building owners, code officials, contractors, developers, educators, engineers, facility managers, financial service providers, government agencies, green power providers, home builders, interior designers, landscape architects, nonprofit organizations, product manufacturers, schools, universities, students, and urban planners.

With the world's largest expo hall devoted to green building, Greenbuild 2012 is the place to go to learn how to grow your business. This year's expo hall will showcase the latest in innovative products and services.

In 2011, Greenbuild attracted more than 23,000 attendees and nearly 1,000 exhibitors from 128 countries.