



DESIGN & BUILD with FSC

GREENBUILD 2013

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.

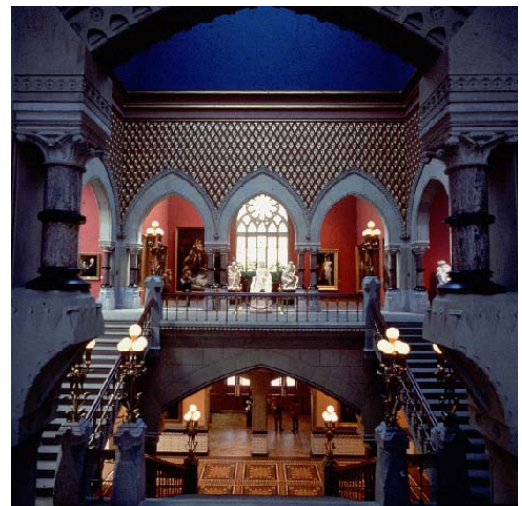
With Greenbuild being held in Philadelphia on November 20-22 this year, the event will offer an excellent opportunity to engage leaders in a region known for green building and responsible forest management.

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 35,000 attendees and 2,000 exhibitors in 2012, 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.
- Business connections from staffing the *Design & Build with FSC Marquee* during the 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.

For our *Design and Build Awards* this year, we will host the ceremony at the magnificent Pennsylvania Academy of Fine Arts directly across the street from the Convention Center, where the Greenbuild Expo will be held. PAFA, the oldest art museum and school in the United States, is filled with breath-taking historic American art, much of it from Academy students dating all the way back to the early 1800s. The building, opened in 1897, is a National Historic Landmark.

If you are interested in becoming a sponsor, would like to discuss how sponsorship can best serve your organization, or if you have questions please do not hesitate to contact: Ian Hanna, Director of Business Development at i.hanna@us.fsc.org, 1-904-333-1714



We would love to work with you. Thank you.



DESIGN & BUILD with FSC - GREENBUILD 2013

FSC ACTIVITIES

With FSC's role in LEEDv4 now more secure, 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 2013 in Philadelphia, all toward the intent of creating new business connections for our sponsors.

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 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.

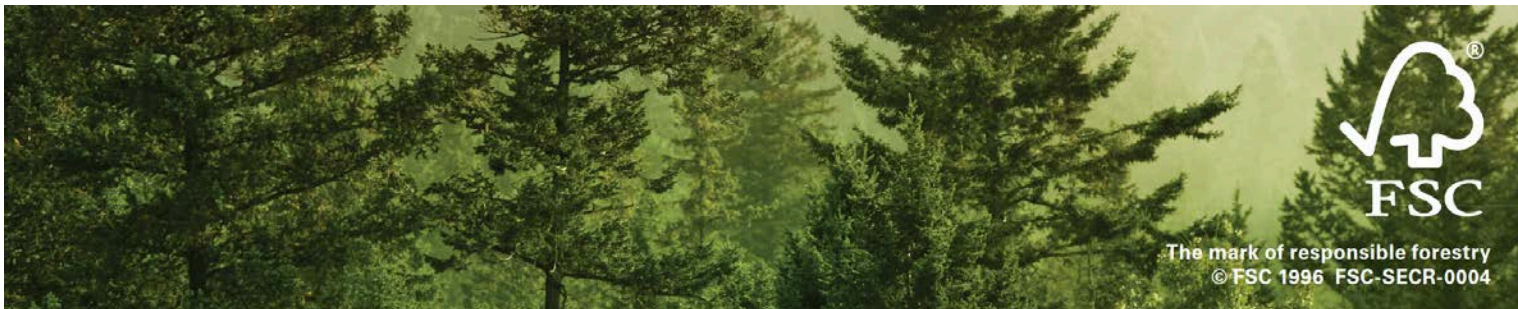
DESIGN & BUILD WITH FSC AWARDS CEREMONY



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 recipients include the Bullitt Center in Seattle, the first commercial building to earn FSC Project Certification in the US and Big Rock Cottage in the US Virgin Islands, 5-Star Tropical Green Building Certified, which requires all tropical hardwoods to be FSC certified.

In 2012, more than 200 people attended the awards reception, which one past award recipient called the "Oscars of Sustainability." For Greenbuild 2013, 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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SPONSORSHIP BENEFITS

PLATINUM - \$35,000 (1 available)

Greenbuild International Expo

- Exclusive logo recognition on the banner hanging above the *Design & Build with FSC Marquee* on the Greenbuild Expo floor.
- Opportunity to staff the *Design & Build with FSC Marquee* during the 2013 Greenbuild Expo, including product demonstrations and giveaways.
- Top logo recognition on FSC Greenbuild materials, including posters, postcards, and handouts.
- Top logo recognition in the *Design & Build with FSC Marquee* during the 2013 Greenbuild International Expo.
- 15 exhibit hall passes.
- A spreadsheet of all leads from scanned badges.

Awards Ceremony

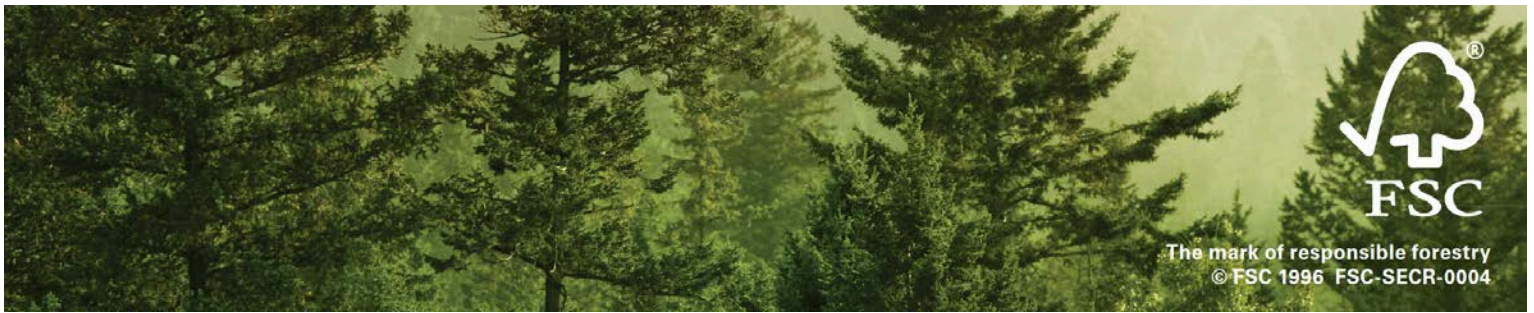
- Opportunity to give the welcoming address to guests from the podium at the *Design & Build with FSC Awards Ceremony*.
- Top logo recognition on stage at the *Awards Ceremony*.
- Top logo recognition on signage and materials for the *Awards Ceremony*.
- Thank you by FSC leadership during the awards presentation.

Media Outreach

- Quote from company executive in the Greenbuild press release issued by FSC via PR Newswire.
- Top logo recognition in the FSC-US e-newsletter in September, October and November 2013, which will be distributed to more 17,000 stakeholders.
- Opportunity to develop a co-signed column with Corey Brinkema, FSC-US President, on a mutually agreed upon topic, for submission to an online CSR publication (e.g. *Environmental Leader*).
- Sponsor profile in one month's edition of the FSC e-newsletter prior to Greenbuild.
- Top logo recognition on www.us.fsc.org homepage through December 2013.
- Sponsor name mention in all FSC media outreach related to Greenbuild 2013.

Business Development

- Facilitation of at least two high-level business, association or NGO partnerships over the course of the coming year.
- Customized staff training on optimizing FSC B2B and/or B2C marketing.



DESIGN & BUILD with FSC GREENBUILD 2013

SPONSORSHIP BENEFITS, CONTINUED

GOLD –\$15,000 (3 available)

Greenbuild International Expo

- Logo recognition in the *Design & Build with FSC Marquee* during the 2013 Greenbuild International Expo.
- Opportunity to staff the *Design & Build with FSC Marquee* during the 2013 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

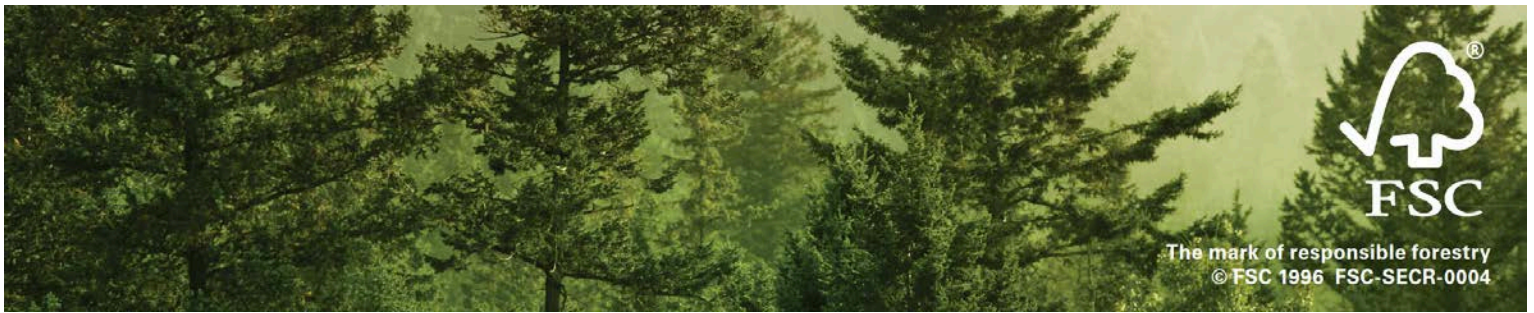
- Logo recognition on stage at the *Design & Build with FSC Awards Ceremony*.
- Logo recognition on signage and materials for the *Design & Build with FSC Awards Ceremony*.
- Thank you by FSC leadership during the awards presentation.

Media Outreach

- Logo recognition in the FSC-US e-newsletter sent in September, October and November 2013, which is distributed to 17,000 people.
- Sponsor profile in one month's edition of the FSC-US e-newsletter prior to Greenbuild.
- Logo recognition on www.us.fsc.org homepage through December 2013.
- Sponsor name included in all FSC media outreach related to Greenbuild 2013, including in the Greenbuild press release issued by FSC in PR Newswire.

Business Development

- Facilitation of at least one high-level business, association or NGO partnership of the course of the coming year.
- Customized staff training on optimizing FSC B2B and/or B2C marketing.



DESIGN & BUILD with FSC GREENBUILD 2013 SPONSORSHIP BENEFITS, CONTINUED

SILVER –\$5,000 (8 available)

Greenbuild International Expo

- Logo recognition in the *Design & Build with FSC Marquee* during the 2013 Greenbuild International Expo.
- Opportunity to staff the *Design & Build with FSC Marquee* during the 2013 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*.
- Thank you by FSC leadership during the awards presentation.

Media Outreach

- Name recognition in FSC-US e-newsletters sent in September, October and November 2013, which is distributed to 17,000 people.
- Logo recognition on www.fscus.org homepage through November 2013.

Business Development

- Customized staff training on optimizing FSC B2B and/or B2C marketing.



DESIGN & BUILD with FSC GREENBUILD 2013

November 20-22, 2013 – Philadelphia

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 Twitter Co-Founder Biz Stone.

The 2013 show will be held November 20-22 at the Philadelphia Convention Center, in the heart of downtown Philadelphia.

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 2013 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 2012, Greenbuild attracted more than 35,000 attendees and nearly 2,000 exhibitors from 128 countries.