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Free visibility at Greenbuild International Expo

June 25, 2010 - Green Buildings

Nearly 14,000 conferences are held annually in the United States alone. One conference in particular, the Greenbuild International Conference & Expo, has become the centerpiece of the building industry (CEIR). In 2009, the expo increased to 27,000 attendees and 1,100 exhibitors, remarkable given the 25% unemployment rate in the Construction sector (HPRC). Thomas Dickmann, vice president of AECOM, said, "We have found Greenbuild to be an excellent vehicle for us to connect with our clients and colleagues in the green and sustainable arena." Yet exhibiting or sponsoring the conference ranges from \$2,800 to \$100,000 - add in staff time, exhibitor services, travel, shipping, accommodations, food, and more, and companies may exceed their annual marketing budgets.

The Green Product Association (GPA) offers companies an economical alternative at the largest green building conference in the world. From a full-feature Eventage display with samples and literature, recognition under the GPA brand, promotion in a digital marketing campaign, and visibility with national media partners - all free with membership - GPA offers companies real visibility and value. All companies that join by July 31st will be represented in this exhibit at Greenbuild 2010 in Chicago on November 17-19.

An evolution of NEXUS Green Building Resource Center, the Green Product Association is a global leader dedicated to promoting green products from construction through building operations. Greenbuild is only one of a host of member benefits. Members get direct promotion to 18,000 subscribers, press coverage reaching 250,000 professionals, market research, supply chain collaboration, usage of the GPA brand, and representation at industry conferences, including Greenbuild.

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