



México
GREENBUILD[®]
INTERNATIONAL CONFERENCE

Hilton Mexico City Reforma | Mexico City

June 24-25, 2020

GREENBUILD MEXICO IS THE FLAGSHIP EVENT FOR SUSTAINABILITY PROFESSIONALS

Greenbuild Mexico 2019 offered four days of inspiring keynotes, informative workshops, green building tours, and the chance to network with the leading sustainability professionals in the region.

With more than 31 million gross square meters of space, over 1050 LEED projects, and over 700 LEED certified professionals, Mexico is one of the top 10 global markets for LEED. Come to Greenbuild Mexico in 2020 and learn how you can move the conversation forward.

Please join us again at
Greenbuild Mexico 2020



GREENBUILD MEXICO 2019 HIGHLIGHTS

92% of conference attendees were very satisfied or satisfied with the conference

92% of conference attendees would recommend Greenbuild Mexico to a colleague

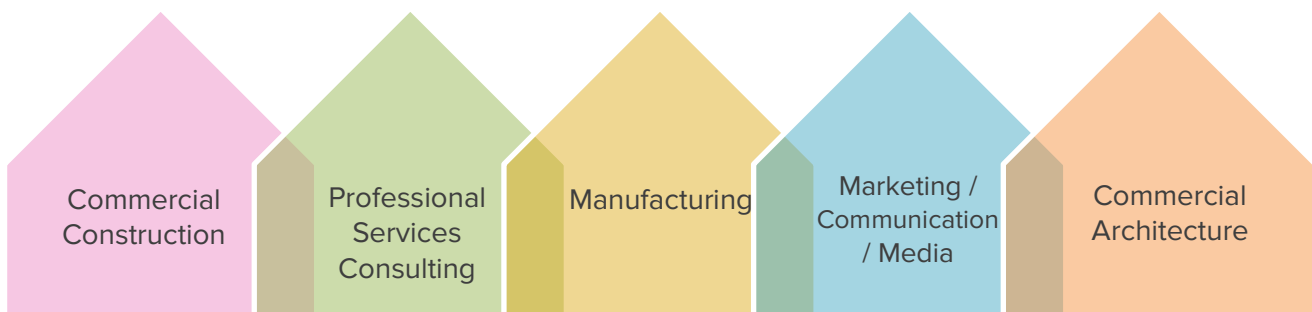
The average rating for **24** sessions was **4.5 / 5**

100% of sponsorship and exhibition survey respondents had a positive experience

350+ attendees represented **13 countries**

8,800+ mobile app engagements

TOP ATTENDEE SECTORS REPRESENTED:



TOP ATTENDEE ROLES REPRESENTED:





SPONSORSHIP & EXHIBITION OPPORTUNITIES

SPONSOR LEVEL	PREMIER	PLATINUM	GOLD	SILVER	GREEN
	390,000 MXN	200,000 MXN	100,000 MXN	50,000 MXN	30,000 MXN
CHOOSE ONE (1) TO RECEIVE ASSOCIATED BENEFITS BELOW	General Plenary (w/ Remarks)	Registration SOLD	Education Track (w/ Remarks)	Networking Break	Digital benefits only
		Developer Welcome			
	Celebration Event	Women in Green Co-Sponsorship	Green Building Tour or Pre- Conference Workshop		
		Education Lab		Meeting Lounge	
EVENT PASSES					
Full Conference Passes or One-Day Passes	5 Full or 10 One-Day	3 Full or 6 One-Day	2 Full or 4 One-Day	1 Full or 2 One-Day	
Expo-Only Passes	5	4	3	2	1
EXCLUSIVE BUSINESS DEVELOPMENT OPPORTUNITIES					
Two (2) introductions to Attendees, Sponsors, or Exhibitors	X				
CONTENT DISTRIBUTION					
Sponsored Content on usgbc.org (2.7 Million Monthly Views)	X				
Featured Social Media Promotion on Official Event Pages	X	X			
BRANDING					
Logo Inclusion on Event Website and Event Signage	X	X	X		
Logo Inclusion on Sponsor Recognition Slide at General Session	X	X	X	X	
Hyperlink in Marketing Email	X	X	X	X	X
Sponsor Listing on Conference Mobile App	X	X	X	X	X

SPONSORSHIP OPPORTUNITIES

Premier (Minimum 390,000 MXN investment)

General Plenary (390,000 MXN)

Position yourself as a green building leader by introducing a plenary session to all attendees

- Exclusive sponsorship of opening OR closing plenary session (available on a first come, first served basis)
- 3-5 minutes for sponsor video, remarks, or combination of video and remarks
- Digital recognition in mobile app (e.g., “Opening Plenary presented by XX”)
- Logo inclusion on walk-in slide of plenary session
- Online recognition of plenary sponsorship on event website (e.g., “Opening Plenary presented by XX”)

Platinum (Minimum 200,000 MXN investment)

Registration (200,000 MXN)

- Exclusive sponsorship of Greenbuild Mexico 2020 registration
- Logo and brand recognition in association with online event registration function (e.g., “Conference registration presented by XX”)
- Brand integration within conference registration area alongside Greenbuild Mexico branding
- Logo featured on check-in software used during registration
- Co-branded lanyards (sponsor logo alongside Greenbuild Mexico logo)

Developer Welcome (250,000 MXN)

- Introductory remarks at the USGBC senior management-hosted Developer Welcome, convening a select developer community
- Opportunity to provide signage in Developer’s Lounge
- Three (3) invitations for sponsor to extend to developers to attend a special forum

Celebration Event (200,000 MXN)

- Logo on event signage
- Digital recognition in mobile app
- Mobile app alert/invite via push notification about event
- Opportunity for demonstration/display table/station
- Five (5) Celebration Event invitations to be distributed to guests of the sponsor’s choice
- Branded cocktail napkins (subject to sponsor’s approval)

Education Lab* (200,000 MXN)

- Exclusive opportunity to share industry knowledge within a highly-trafficked area
- Acknowledgement under Education Labs on the Greenbuild Mexico website
- Education Lab title and company logo on signage outside of Education Lab area (digital or printed)
- Push notification throughout mobile app (160 characters/20 words or fewer) directing attendees to sponsored Education Lab session

* Education Labs are eligible for CE credits; [contact us](#) for more details

Gold (Minimum 100,000 MXN investment)

Education Track (100,000 MXN)

- Logo on room signage
- Logo on walk-in slide
- 2-3 minutes for sponsor remarks or video at beginning of education track
- Digital recognition in mobile app (e.g., “Education Track XX presented by XX”)
- Online recognition of track sponsorship on event website (e.g., “Education Track XX presented by XX”)

Women in Green Co-Sponsorship (100,000 MXN) – 2 available

- 2-3 minutes for sponsor video, remarks, or combination of video and remarks
- Three (3) invitations to Women in Green to be distributed to guests of the sponsor’s choice
- Logo exposure on event signage
- Digital recognition in mobile app
- Mobile app alert/invite via push notification regarding event
- Online recognition of Women in Green sponsorship on event website (e.g., “Women in Green presented by XX”)

Silver (Minimum 50,000 MXN investment)

Networking Break (50,000 MXN)

- Mobile app alert via push notification during break (limit 160 characters or 20 words, customised message applicable)
- Logo on signage at coffee stations
- Opportunity for demonstration, display table, or station during networking break

Green Building Tour or Pre-Conference Workshop (50,000 MXN)

- Logo on room signage
- 2-3 minutes for sponsor remarks or video at beginning of workshop or tour
- Digital recognition in mobile app (e.g., “Workshop XX presented by XX” or “Tour XX presented by XX”)
- Online recognition of workshop or tour sponsorship on event website (“XX workshop presented by XX” or “XX tour presented by XX”)

Meeting Lounge (50,000 MXN)

- Exclusive space to hold meetings for ½ day
- Branded lounge for attendees to share during conference breaks and exhibit hours
- Digital recognition in mobile app (e.g., “Sponsored lounge presented by XX”)
- Mobile app alert from sponsor inviting attendees to visit the meeting lounge
- Opportunity for in-kind contribution of company products to enhance lounge location (furniture, carpet, etc.)

STANDALONE SPONSORSHIP OPPORTUNITIES

Standalone sponsorship opportunities are available a la carte. They are not associated with the sponsorship packages above. Sponsors may purchase any of the standalone sponsorship opportunities individually or they can add one or more standalone sponsorship enhancements to any of the packages detailed above.

TARGETED EMAIL (25,000 MXN)

- Custom HTML content (200 words or fewer written by sponsor, distributed by USGBC before or after the conference), driving attendees to a sponsor-related activity at the conference (exhibit booth, event, etc.) or to company website, social media platform, or other green initiative
- Preference on attendee group to be targeted based on title and/or industry
- First-come, first-served selection of day and time to be distributed pre or post-conference (subject to USGBC marketing approval)

PUSH NOTIFICATION (16,000 MXN)

- Customizable scheduled message (limit 160 characters or 20 words) sent directly to event attendees' mobile device to stop by an exhibit booth, take part in a challenge, remind about an event, etc.

USGBC+ AD (Contact us for pricing)

- Reach the readers of USGBC+, the member magazine of the U.S. Green Building Council
- Hard copies of this magazine will be sent to 10,000 subscribers
- Distribution to digital subscriber list

FURNITURE SPONSORSHIP (Contact us for pricing)

Reach conference attendees by displaying your product line in prominent conference locations

- Logo recognition on event website
- Branded label within furniture
- One (1) pop-up banner within furniture location
- One (1) full conference pass

STUDENT AND PROFESSIONAL VOLUNTEER PROGRAM (Contact us for pricing)

Support the education and inspiration of the next generation of green leaders by providing complimentary registration passes for college students and emerging professionals who volunteer for the event

- Online recognition of sponsorship on the volunteer application form
- Sponsor logo on volunteer name badges
- Recognition in volunteer orientation webinar
- Inclusion on pre-event email, distributed to all conference attendees

CONFERENCE SUSTAINABILITY (Contact us for pricing)

Offset carbon emissions from travel to the 2020 event

- Logo on event website
- Digital recognition in mobile app
- Recognition in post-event attendee email
- Article around story of local project made possible by sponsor
- Choice of:
 - Branded sustainability tip on electronic signage outside of session rooms **OR** branded sustainability tip on walk-in or walk-out slides for the Plenary

EXHIBITION* AT A GLANCE:

Each exhibitor receives:

- One (1) table and two (2) chairs
- Power
- Wifi
- Two (2) expo-only passes with access to all networking breaks on the exhibit floor
- One (1) full conference pass

SPONSOR RATE	30,000 MXN	NON-SPONSOR RATE	50,000 MXN
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* Please note: All exhibits must adhere to 2020's Greenbuild Exhibitor Guidelines Program (GMEGG)

Premium Exhibition Package (Exhibition Price+30,000 MXN)

Premium exhibitors receive many benefits to enhance visibility of their exhibit and products:

- Listed as Premium Passport to Prizes Destination
- First choice on premium exhibit spots (as available)



GREENBUILD[®] *México*

INTERNATIONAL CONFERENCE

Contact:

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