

# Green Building Tradeshow 2007

## Tradeshow Guide for Exhibitor and Sponsor



*green and innovative*  
*- the next generation*

### CONTENTS

#### Opportunities

Who Benefits	2
Why Join	2
Be a Market Leader	2

#### Shows and Events

Opening Ceremony	3
Web Broadcast	4
Online Exhibition	4

#### Exhibitor and Sponsor

Packages & Benefits	5
Show Booths	6
Company Profile	6
Keywords	6
Main Feature	6
Video	6
Slide Show	6
Publication	6
Projects	6
Photo Gallery	6
Show Bag	6

#### Special Show Sections

News	7
Films and Videos	7
Professional Showcase	7
Networking Opportunities	7
Publications	7
Search Results	7

Table Exhibit Space	7
---------------------	---

How this Tradeshow is Promote	7
-------------------------------	---

Contact Us	7
------------	---

Note: Details and features of the Green Building Tradeshow are subject to change without prior notice. Please check website [www.buildingtradeshow.com](http://www.buildingtradeshow.com) or contact Tradeshow Organizer for update.

# Green Building Tradeshow 2007

## Tradeshow Guide for Exhibitor and Sponsor

### Opportunities

#### Who benefits?

All stakeholders that are involved in Green Buildings, Sustainable Products and Services will benefit, including:

1. Manufacturers, Suppliers, Retailers, Builders.
2. Building Owners and Managers, End users.
3. Professionals - Architects, Engineers, Designers, Technologists, Specification Professionals, Landscape Architects, Academics, Emerging Professionals.
4. The Environment.

#### Why join?

##### **Be a market leader - adopt more sustainable business practice!**

This show is mainly for the promotion of Green Building and Sustainable Products and Services. For companies and organizations that are involved in Green Buildings and Sustainability, it is important for their company or organization to show leadership in sustainability by adopting and supporting business practices that demonstrate innovation in sustainability.

Physical tradeshow hosted around the world every year have resulted in high consumption of energy to heat, air-condition or light the tradeshow halls. Countless show booths are set up and dismantled. Piles of printed catalogues and brochures are distributed and discarded. Travelling by visitors, exhibitors and sponsors to the venue further increases the size of the carbon footprint.

This Green Building Tradeshow is the first tradeshow in Canada which have adopted a full HYBRID tradeshow model for Green Buildings targeted towards Professionals. The HYBRID tradeshow is adopted as a move to show that tradeshow can be hosted in a more sustainable way with less consumption, less travelling, less waste and less carbon footprint.

**HYBRID = partly physical + partly digital**

**Physical Opening Ceremony [Speaker Event]**

**+ Online Exhibition + Web Broadcast [Year Round]**

Only the speaker event remains as the physical event while all show booths are hosted online year round for 365 days. The speaker event is also web broadcasted live and year round. Compared to a traditional physical tradeshow which normally lasts for only two to three days, this Green Building Tradeshow which is hosted 365 days year round has the definite advantage of increasing marketing opportunity with less consumption, less travelling, less waste and less carbon footprint.

**less consumption, less travelling, less waste  
= less carbon footprint = more green to the environment**

# Green Building Tradeshow 2007

## Tradeshow Guide for Exhibitor and Sponsor

### Opening Ceremony

**Date** : May 1, 2007  
**Time** : 7pm  
**Location** : Chan Centre for the Performing Arts, University of British Columbia, Vancouver, Canada

#### About Chan Centre:

The Chan Centre for the Performing Arts has a seating capacity of about 1185 seats. This award winning facility is located on the campus of the University of British Columbia in Vancouver, Canada. It has been the venue for many outstanding speaker events in the past. Distinguished speakers who have presented at the Chan Centre include the former U.S. Vice-President Al Gore and the world renowned architect Tadao Ando. For more information about the Chan Centre, please visit their website [www.chancentre.com](http://www.chancentre.com).

#### About Our Speakers and Moderator:

Prominent leaders in Green Building and Sustainability will be presenting their speeches at the Opening Ceremony.

#### Keynote Speaker:

**William McDonough, FAIA** - William McDonough, recognized as "Hero for the Planet" by *Time* magazine, is the winner of three U.S. Presidential Awards and the co-author of *Cradle to Cradle-Remaking the Way we Make Things*. He is the founding principal of William McDonough + Partners, Architecture and Community Design. He is also the co-founder and principal, with German chemist Michael Braungart, of McDonough Braungart Design Chemistry (MBDC).

#### Speaker:

#### **Thomas Mueller, President of Canada Green Building Council -**

Thomas Mueller has 20 years experience in sustainable resource management and planning for urban sustainability in local government, consulting and non-profit environment. He is President of the Canada Green Building Council (CaGBC) since July 2005.

#### Moderator:

**Nellie Cheng** - Nellie Cheng is currently the Project Manager, 2010 Winter Olympics, for Canada Mortgage and Housing Corporation and Treasurer of the World Green Building Council. Previously, Nellie Cheng worked as Senior Trade Consultant at Canada Mortgage and housing Corporation, promoting Canadian Healthy Housing and Sustainable Communities in the China market.

# **Green Building Tradeshow 2007**

## **Tradeshow Guide for Exhibitor and Sponsor**

**The web broadcast and the online exhibition help to deliver the show to the visitor's desktop or laptop computers anytime, anywhere, year round.**

### **Web Broadcast**

The Opening Ceremony Speaker Event will be web broadcasted live on the day of the event. It will also be broadcasted year round so that professionals and other visitors can view the speeches presented by prominent leaders in Green Building and Sustainability year round.

It is envisaged that the attendees of the event will mainly be from the local professional community in British Columbia. Travelling by these attendees will be significantly less compared to the situation where attendees are from out of the province or out of the country.

Visitors that are out of the province or out of the country as well as those from the local professional community who are unable to attend can still view the web broadcast anytime, anywhere throughout the year.

### **Online Exhibition at [www.buildingtradeshow.com](http://www.buildingtradeshow.com)**

Online exhibition is growing in popularity as it becomes an efficient way of participation for busy professionals who often found it difficult to find time to go to any tradeshow. Most professionals now use computers for their daily work. Being able to visit a tradeshow without leaving their office is a definite advantage in attracting those professionals who rarely visit tradeshow due to their busy schedule.

The Green Building Tradeshow's online exhibition will be hosted year round for 365 days. For exhibitors and sponsors who already have their own website, this online exhibition will help to direct visitors to their official website. For exhibitors and sponsors who do not have their own website, they can use the online show booth as their website.

Both English and Chinese languages are supported at this online exhibition. Company profiles at the show booths can be translated from one language to the other at no extra cost. This is a definite advantage for companies and organizations that are interested in international marketing opportunities. Additional translation service is also available on request with quote based on actual extent of translation required.

# Green Building Tradeshow 2007

## Tradeshow Guide for Exhibitor and Sponsor

### Exhibitor and Sponsor Packages and Benefits [Canadian Dollars]

Benefits	Exhibitor [\$1825 ] annual fee	Platinum Sponsor [\$10000] annual fee	Gold Sponsor [\$3650] annual fee	Green Sponsor [\$1000] annual fee
<b>Physical Opening Ceremony acknowledgement included in:</b> <input type="checkbox"/> Slide Show (Web Broadcast) <input type="checkbox"/> Printed Program	Yes	Yes	Yes	Yes
<b>Online Show Booth</b> with FREE set up service available at request	Yes	Yes	Yes	-
<b>Online Workspace</b> for easy show content management and update for one year	Yes	Yes	Yes	Yes
<b>Feature Exhibitor on Home Page</b> Exhibitor or sponsor will be featured on the Home Page on a rotating basis	Yes	Yes	Yes	-
<b>Sponsor Logo in Top Banner</b> on ALL web pages of the Green Building Tradeshow	-	Yes	-	-
<b>Sponsor Logo on the web page of one of the following Special Show Sections of own choice</b> [ Special Show Section's main page]: <input type="checkbox"/> News <input type="checkbox"/> Films and Videos <input type="checkbox"/> Professional Showcase <input type="checkbox"/> Networking Opportunities <input type="checkbox"/> Publications <input type="checkbox"/> Search Results	-	-	Yes  [ + sponsor logo on home page special show section]	Yes
<b>Posting of information to the web pages of following Special Show Sections :</b> <input type="checkbox"/> News <input type="checkbox"/> Films and Videos <input type="checkbox"/> Professional Showcase <input type="checkbox"/> Networking Opportunities <input type="checkbox"/> Publications	Yes	Yes	Yes	Yes

# Green Building Tradeshow 2007

## Tradeshow Guide for Exhibitor and Sponsor

### Show Booths

- well designed
- easy to use
- easy to set up
- easy to manage
- full interactive features

### Show Booth Features

Feature	Description
<b>Company Profile</b>	<ol style="list-style-type: none"> <li>1. Profile in English.</li> <li>2. FREE translation into Chinese where requested.</li> <li>3. List up to 10 main products.</li> </ol>
<b>Keywords</b>	100 keywords
<b>File Storage</b>	500 MB total disk storage space
<b>Main Feature</b>	1 main photo plus 1000 words text description
<b>Video</b>	<ol style="list-style-type: none"> <li>1. Maximum 3 videos.</li> <li>2. 30 minutes running time maximum per video.</li> <li>3. Video will be featured in the Films and Video Show Page on a rotating basis.</li> </ol>
<b>Slide Show</b>	Slide shows in PowerPoint format - each slide show has 1 cover image plus 100 words text description
<b>Publication</b>	<ol style="list-style-type: none"> <li>1. Maximum 30 pages for up to 30 publications</li> <li>2. Each publication page includes 1 main photo plus text description up to 100 words maximum.</li> <li>3. Can post printable copies at show booth in PDF or Word document format.</li> <li>4. Can add website link to exhibitor or sponsor's website for purchase.</li> <li>5. Can post order form.</li> <li>6. Each publication will be featured in the Publication Show Page on a rotating basis.</li> </ol>
<b>Projects</b>	<ol style="list-style-type: none"> <li>1. Maximum 30 projects.</li> <li>2. Each project has 1 main page plus text description up to 1000 words.</li> <li>3. Each project will be featured in the Professional Showcase show section on a rotating basis.</li> </ol>
<b>Photo Gallery</b>	<ol style="list-style-type: none"> <li>1. Each project has a photo gallery for posting of up to 10 photos.</li> <li>2. Each photo has text description of up to 50 words.</li> </ol>
<b>Show Bag</b>	Online show bag enables visitors to collect exhibitor and sponsor information efficiently.

# Green Building Tradeshow 2007

## Tradeshow Guide for Exhibitor and Sponsor

### Special Show Sections

Special show sections which provide useful resource help to generate interest and participation based on the popularity among internet users. This includes:

- News
- Films and Videos
- Professional Showcase
- Networking Opportunities
- Publications
- Search Results

### Table Exhibit Space

Complimentary Table Exhibit Space at the Chan Centre on May 1, 2007 is available to sponsors and exhibitors on a first come first served basis, subject to approval. Please contact [admin@buildingtradeshow.com](mailto:admin@buildingtradeshow.com) for details. Early registration is recommended since the number of Table Exhibit Space is limited.

### How this tradeshow is promoted

- Advertisement and article in publications targeted towards professionals and businesses
- Press Release
- Notices through professional institutes
- Mailing campaign
- Email campaign
- Internet marketing
- Presentation to professionals
- Physical and online events will be hosted to generate participation and interest

### Contact Us

If your company or organization would like to show leadership in Green Buildings and Sustainability as well as make use of this opportunity to showcase your work and share your experience, please contact the Tradeshow Organizer:

**Dots Creative Company Limited**  
200-1311 Howe Street  
Vancouver, BC  
Canada V6Z 2P3

Tel: 604-733-8682  
Fax: 604-733-8663  
Email: [admin@buildingtradeshow.com](mailto:admin@buildingtradeshow.com)  
Website: [www.buildingtradeshow.com](http://www.buildingtradeshow.com)

**Member of the Canada Green Building Council**



MEMBER / MEMBRE