



GREEN WEST™

L.A. CONVENTION CENTER • MAY 20-22, 2008

MARKETING CAMPAIGN OVERVIEW:

Direct Mail

- Multiple direct mail hits to a database of 500k comprised of all major verticals as well as horizontal buyers
- Database consists of trade partner lists, rentals, and GME developed lists
- Targeted visitors will include:
 - Local, state, and federal government planners, specifiers, engineers, and contractors
 - Corporate planners, specifiers, and purchasing managers
 - Business leaders, CEOs, owners and other senior management
 - Government, institutional and corporate purchasing/supply chain managers
 - Architects, builders, contractors, and engineers
 - Space planners, interior designers and decorators
 - Environmental and safety managers
 - Transportation managers (fleet, public, private, and individual)
 - Energy and operations managers
 - IT/data center managers
 - Manufacturing, product design, packaging and materials engineers and managers
 - Plant and facility managers
 - Product, brand, and marketing managers
 - Waste management and recycling managers

E-Mail

- 10-12 e-mail blasts to trade publication subscribers lists
- 8-10 e-mail blasts to in-house prospects with general show details as well as information targeted by interest
- 8-10 e-mail blasts to pre-registrants with confirmations, updated news and announcements, value added offers, and logistical details

Nationwide Trade Advertising

- 40-50 full run print advertisements in leading industry publications
- 20+ web banner ads in leading digital portals

Local Advertising

- Extensive local radio campaign on leading Los Angeles talk, news, and music stations in the 10 days prior to the show.
- Advertising in leading local dailies and trade publications

Trade Partners

- The show's 25 trade partners represent the full spectrum of B-to-B publications geared to all of the show's key sectors and represent 775k nationwide readers
- Trade agreements include a mixture of print advertising, editorial coverage, newsletter exposure, digital advertising, and list usage.

Public Relations

- 30 nationwide press releases issued via wire services
- Targeted press outreach to an in-house list of 300 nationwide trade and local news editors
- Guaranteed media coverage by local radio stations; outreach campaign to local television stations to encourage on-air coverage.
- Additional media outreach in coordination with L.A. Inc

Overall Event Impressions

- 8,000 expected visitors over the show's three days
- 3,500,000 advertising impressions
- 1,000,000 marketing collateral impressions
- 8,000 show program impressions

Total Green West Impressions: 4,508,800

Partner	(fer) Studio, LLP
Project Director	(fer) Studio, LLP
Systems Engineer	20th Century Fox
Energy Initiative Manager	20th Century Fox
RSM	3M
Owner	Advanced Othopedic Rehabilitation
CEO	American Assets, Inc.
Manager	Anabella Hotel
Banquets Manager	Anaheim Hilton
VP, Development	Anderson Resorts Int'l
Contract Administrator	ANR Industries Inc
Architect	APEX Architects
Principal	Architectonix, Inc.
Architect	Architects DWRB
Architect	Architectural Resources Group
Owner	Architectural Services
Vice President of Marketing	Armstrong Garden Centers
President	Aruffo's Italian Cuisine
Chef/Owner	Aruffo's Italian Cuisine
Marketing	Avery Dennison
Vice President	Awakening Skin Care
Assist Dir of Environmental Stewardship	Azusa Pacific University
Architect	B3 Architects
Director of Facilities	Bed Bath & Beyond
Sr. Manager Sustainability	Belkin
Sustainability Analyst	Belkin
Specif er/Designer	Berkus Design Studio
Executive Pastry Chef	Beverly Hills Food Company
VP	BevLink, LLC
Director	Blue Earth farms
Designer	Bole International, Inc.

Director, Operations Development	Bristol Farms Markets
Designer	Burke Williams Day Spas
Director of Engineering	Cache Creek Casino Resort
Owner	Cafe Intl
Project Manager	Calstart
Manager	Camarillo Ranch
Trade Commissioner	Canadian Consulate General - Los Angeles
General Manager	Carousel Inn & Suites
General Contractor	Casa Bella Construction Co.
Principal	Castle Real Estate & Project Management
Manager	Chino Valley Unif ed School
SVP	City National Bank
Vice President	City National Bank
Community Development Administrator	City of Arcadia
Assistant Building Director	City of Bakersfeld/Building Department
Plan Review Architect	City of Beverly Hills
Deputy Director of Public Works	City of Compton
Buyer	City of Culver City
Director of Public Works & Engineering	City of Dana Point
Senior Analyst	City of El Segundo
Senior Planner	city of irwindale
Environmental Specialist	City of LA-Los Angeles World Airports
Supply Services Manager	City of Los Angeles
Airport Maintenance Superintendent	City of Los Angeles - LAX
Environmental Supervisor	City of Los Angeles, Bureau of Sanitation

Partial List of Companies Who Attended Green West 2008 (continued)

Recycling Specialist	City of Redondo Beach
Senior Management Analyst	City of Redondo Beach
Environmental Services Manager	City of Santa Clarita
Director of Public Works	City of Santa Clarita
Sr. Buyer	City of Santa Monica
Senior Buyer	City of Santa Monica
Green Building Program Advisor	City of Santa Monica
Associate Planner	City of Signal Hill
Deputy Director/Support Services	City of Simi Valley
Associate Producer	City of Simi Valley
Waste Management Coordinator	City of Torrance
Project Manager	Classic Party Rentals
Administrator, Parks & Planning	Conejo Recreation and Park District
Park Planner	Conejo Recreation and Park District
Trade Officer	Consulate General of Brazil
Consul	Consulate General of Japan
Administrative Services Manager II	County of LA - Internal Services Dept.
Mechanical Engineer	County of Los Angeles
Civil Engineer	County of Los Angeles
Buyer II	County of San Bernardino
Buyer II	County of San Bernardino
Supervising Buyer	County of San Bernardino
Cost Estimator	County of San Bernardino
Cost Estimator	County of San Bernardino
Project Manager	County of Santa Barbara
A&E Services Manager	CVS Caremark Corporation
Spec Manager	CVS Realty Co
Project Architect	Dahl Architects, Inc.
Designer	Dahl Furniture
General Manager	Denyo America Corp.
Manager, Procurement & Admin.	Denyo America Corp.
Building Mechanical Engineer	Dept. of Building & Safety, City of L.A.
Deputy Chief Representative	Development Bank of Japan
Manager	Disneyland Resort Hotels

Project Manager	East LA Community Corporation
VP	Eco Water, Inc.
Energy Educator/Manager	El Rancho Unified School District
Purchasing Manager	Encore Seating
Project Manager	Farmers Insurance
Director of Facilities	Flintridge Preparatory School
President	Fort Hill Construction
Assistant Director of Engineering	Four Seasons Hotel
Dir. Special Projects	Fox Broadcasting
Facilities/Sourcing Manager	GE Business Property
Director Marketing	Hathaway Dinwiddie Construction Co.
General Contractor	HCC Construction
Staff Scientist	Heal the Bay
Director, Print Services	Herbalife International, Inc.
Director, Production & Operations	Herbalife International, Inc.
Food & Beverage Director	Hilton Anaheim
Food & Beverage Mgr	Hilton Anaheim
Banquet Manager	Hilton Anaheim
Sustainable Design Coordinator	HMC Architects
Advisor	Honduras Consulate
General Manager	Homblower Cruises & Events
Director of Operations/Guest Services	Homblower Cruises and Events
Special Program Coordinator	Housing Authority City of Los Angeles
Business Relationship Manager	HSBC
Assistant Banquet Manager	Hyatt Regency La Jolla
Assistant Director of Human Resources	Hyatt Regency La Jolla
Executive Chef	Hyatt Regency La Jolla
Facilities Coordinator	IFC/World Bank
Public Relations Mgr- HM	IKEA
Senior Manager, Strategic Development	Ingram Micro
Environmental Development Manager	Intel Corporation
Vice President	Java City

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Interior Designer	JCJ Architects
Account Executive	JP Morgan Chase
VP of Development	Kathy Ireland Worldwide
COO	L.A. Botanicals / Eco Fleur
Toxic Epidemiologist	L.A. Public Health - Toxics Epidemiology
Manager, Policy Analysis	LA City Community Redevelopment Agency
Production Manager	Lakeshore Homes
General Contrator	Lakeside Construction
Developer	Landmark Developments, LLC
SW Manager - Project Development	Landscapes Unlimited, LLC
Associate Principal	Langdon Wilson Architecture
Director of Engineering	Langham Huntington Hotel
Chief Engineer	Lax Marriott
Director of Engineering	Lax Marriott
Director of Engineering	Le Merigot Beach Hotel & Spa
Director of Housekeeping	Le Merigot Beach Hotel & Spa
Director of Purchasing	Levy Restaurant
Director of Public Relations	Loews Santa Monica Beach Hotel
Asst Director of Catering and Conference	Loews Santa Monica Beach Hotel
General Manager	Los Altos Food Products, Inc.
President	Los Altos Food Products, Inc.
Asst Superintendent of Building	Los Angeles County
Manager of Conservation	Los Angeles Department of Water and Power
VP of Sales	Los Angeles Freightliner
Equipment Specialist II	Los Angeles World Airports
VP of Engineering and Operations	Maguire Properties
Operations Manager	Maguire Properties
Director of Engineering	Marina Del Rey Marriott
Director	Mitsubishi Electric & Electronics, Inc.
Energy Manager	Montebello Unif ed School District
IT Director	Munger, Tolles & Olson LLP
Manager Package Engineering	Murad

National Fleet Purchasing Manager	Nestle Waters North America
Manager of Biz Development & Advertising	Nikkei America, Inc., Los Angeles Branch
Master Black Belt Six Sigma	Northrop Grumman
Project Manager	OJMR Architects
Director of Sales	Orient Express Hotels
Supervisor	Oroweat Baking Co.
Environmental Coordinator	Oroweat Baking Co.
CEO	Padfca Produce
Director	Palm Springs USD
Account Manager	Pasadena Water and Power
Vice President, Sustainability	PBWS Architects
Project Designer	Perkins+Will
Vice President, Academic Affairs	Pierce College
Realtor	Prudential Malibu Realty
Facility Manager	Psomas
Director, Corporate Administration	Psomas
Director of Engineering	Renaissance Hollywood Hotel
Director of Engineering	Renaissance Montura Hotel
Senior Engineer, Supply Chain	Rite Aid Corporation
Account Executive	Roto-Rooter
Facilities & Capital Programs Mgr	San Diego Gas & Electric
Marketing Director	San Pedro Fish Market
P.E. Manager - Capital Projects Group	Santa Barbara County
Project Manager	Santa Catalina Island Company
Principal	Shlemmer + Algaze + Associates
Owner	Sierra Custom Kitchens
Vice President	Sour Pop Clothing
President	Sour Pop Clothing
In Room Dining Manager	St. Regis Monarch beach resort
President	StoneGate Communities
Senior Supply Chair Manager	Sugar Foods Corporation
Director of Operations	Tarzana Treatment Centers
Print Producer	TBWA ChiatDay

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Director of Environmental Practices	The Ambrose
Director of Rooms	The Beverly Hilton
Procurement Manager	The California Endowment
Director of Sales	The Los Angeles Athletic Club
Director of Human Resources	The Westin Long Beach
Director of Engineer	The Westin Long Beach
Plant Manager	Thrifty Ice Cream
Director of Engineering	Torrance Marriott Southbay
General Manager	Torrance Marriott Southbay
Capacity & Facilities Manager	Toyota Motor Sales
Workplace Strategic Planner	Toyota Motor Sales, USA, Inc.
Facilities Portfolio Manager	Toyota Motor Sales, USA, Inc.
Director CSR	Transamerica
Construction Electrician	U.S. Navy Reservist
Area Manager - Rooms Division	UCLA Housing & Hospitality Services
Associate Director	UCLA Housing & Hospitality Services
Visual Manager	Universal Studios Hollywood
Manager	University of Southern California
Assistant Operations Officer	US Army Corps of Engineers, Los Angeles
Buyer	USC
Director, Supplier Diversity S	USC Supplier Diversity Services
Sr. Engineer	Volkswagen of America
Environmental Supervisor	Vons
National Operations Manager	Walker Zanger
Director of Six Sigma	Westin Los Angeles Airport
Director of Engineering	Westin Los Angeles Airport
Marketing / PR	Whole Foods Markets
COO	Zarco Hotels Inc
President	Zarco Hotels Inc.
Architect	Zimmer Gunsul Frasca Architects