

Indiana Building Green Symposium - 2009

March 12 & 13

Indianapolis Museum of Art

www.indianabuildinggreen.org

**Anticipated attendance > 400
With 40+ exhibitors**



Last year.

The second time the event was held
Attendance increased over 50%

Attendee Breakdown:

Architecture	28.2%
Other	21.1%
Construction	13.4%
Interior Design	8.1%
Government	7.2%
Engineering	6.7%
Planning/Development	5.7%
Facility Management/Operations	5.3%
Owner	2.9%
Landscape Architecture	1.4%

Where did they hear of this

Word of Mouth	25.8%
USGBC	21.5%
Other	19.6%
AIA	11.0%
Newspaper	9.1%
n/a	7.2%
Ball State	5.3%
IIDA	3.8%
ASHRAE	2.9%
School	0.5%
CSI	0.5%

Total Attendance:

Thursday	190
Friday	248
Total Unique Attendees	325



Building Green Values.

INDIANA BUILDING GREEN

SYMPOSIUM

ORGANIZING PARTNERS

LAST YEAR:



Last year.

NEW THIS YEAR:



PLATINUM SPONSORS:

Last year.

BAKER & DANIELS LLP
B&D CONSULTING



BUILDING EXCELLENCE
In Design & Construction

GOLD SPONSORS:



Last year.



SILVER SPONSORS:



GREEN SPONSORS:



GRAPHICS DONATED BY:



Last year.

Symposium logo created by Paul Sinclair at Rowland Design, Inc.



Committees.

- Publicity
- Sponsorships
- Exhibitors
- Publication
- Program
- Facilities
- Registration/Budget



Sponsorship.

Generate Sponsors

Receive commitments and coordinate payments

Pass along info to Exhibitors

Coordinate in-kind sponsors

Obtain Logo's

Work with Program & Publicity to include our sponsors

SILVER

GOLD

PLATINUM



Exhibitors.

Generate Exhibitors

Goal of 40 Exhibitors, approx \$850/booth

Receive commitments and payments

Assign spaces for sponsor's booths

Obtain Logo's



Publicity.

Press Releases

Publicity in local newspapers/periodicals

Last Year: IBJ, Building Excellence, Nuvo,
direct mail, newsletters, NPR spots

Ensure coordination through all sponsor organizations

Develop local cross promotional activities

Publish in industry calendars and newsletters

Get the word out.



Publicity/Publication.

Manage Website www.indianabuildinggreen.org

Publicity in local newspapers/periodicals

Generate final Graphics

Coordinate with web design firm

Matchbook Design

Print and distribute Banners, Mailers, Handouts,
Signage, & Program

Through in-kind printing sponsor



Program.

Generate event “theme”

To be determined

Select Speakers

Ed Mazaria, Richard Lugar, Doug Farr

Develop timeline and program tracts

Last year keynote

Honorariums

Alex Wilson

Editor BuildingGreen

Travel coordination (hotels)

Speakers pickup, gifts, and coordination

Work closely with Facilities & Program for schedule



Facility.

Select Site

*Last year = IUPUI Conf Center
This year = Indianapolis Museum of Art*

Develop program rooms and booth layout for entire facility

Menu selection and misc. food and drinks

Equipment/furniture rental

Evening bar

Facility coordination for set up and delivery

Work with Programs to coordinate room layout



Registration/Budget.

Establish and manage overall budget

Coordinate payments

Establish Fees

Handle registrations at the event

Produce the name badges

Answer questions for potential attendees

Maintain attendee lists



How to help.

Contact:

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or

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Board Member – Indiana USGBC

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