



technological innovation for a new architecture

greenbuildingexpo.eu

greenbuilding

ENERGY EFFICIENCY AND SUSTAINABLE ARCHITECTURE
international exhibition and conference
6th edition



VERONAFIERE

Verona Exhibition Centre, Italy • 9 - 11 May 2012

in conjunction with



greenbuilding[®]
DELIVERING A SUSTAINABLE FUTURE

greenbuilding

specialisation, innovation, excellence.



The 6th edition of Greenbuilding will open its doors in 2012. The international exhibition and conference on energy efficiency and sustainable architecture has enjoyed constant growth and is gaining increasingly widespread respect among industry players.

Greenbuilding is held in conjunction with Solarexpo, one of the most important trade fairs in the world in the renewable energy sector.

Greenbuilding and Solarexpo

sustainable architecture, energy efficiency,
renewable energy: the future starts here.

1,400 companies exhibiting and brands represented

130,000 sq m of exhibition space

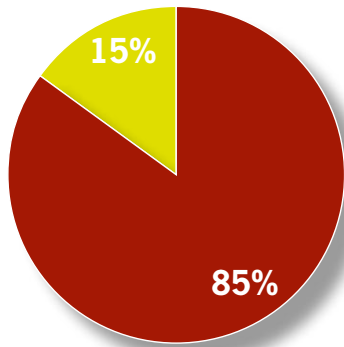
11 exhibition halls

40% foreign exhibitors

40 countries represented, from Europe and beyond

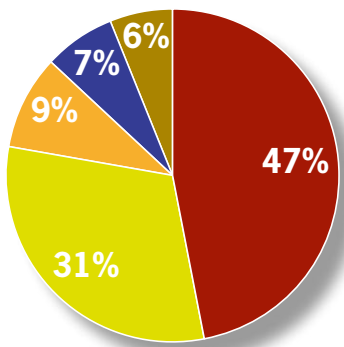
71,950 trade visitors

Profile of highly specialist professional visitors



visitors by type

- trade professionals
- general public



visitor profile

- 29% architects / engineers
- 15% construction companies
- 13% hvac plant designers
- 13% plumbers / plumbing companies
- 11% renewable energy / energy saving consultants
- 9% foreign companies
- 3% utilities, energy service companies
- 3% public administration / local authorities
- 2% researchers, university teachers & students
- 1% other trade visitors
- 1% banking / finance / insurance

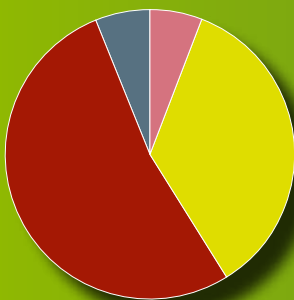
visitors by origin

- north-east Italy and Emilia Romagna
- north-west Italy
- central Italy
- southern Italy and islands
- abroad

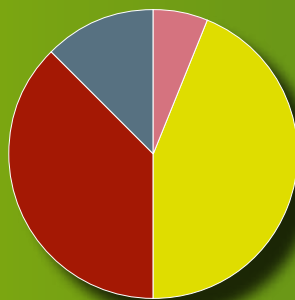
Greenbuilding

The trade fair where you can do business.

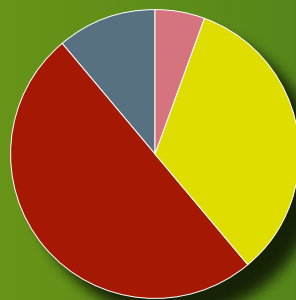
Our success is confirmed by the satisfaction expressed by our exhibitors.



evaluation of quality of trade visitors



evaluation of visitor numbers



overall evaluation of event

- excellent
- very good
- good
- fair
- poor

exhibition



sustainable architecture & energy efficiency in the building envelope

- thermal & acoustic insulation
- high-efficiency frames, glazing, curtain walls & architectural building envelopes
- solar shading
- daylighting
- solar architecture
- wood architecture
- eco-materials

energy efficiency in building plants

- hvac
- lighting
- home & building automation

sustainable water cycle in buildings

- water-saving domotic systems
- complete greywater and rainwater recycling plants
- phytodepuration

greening the built environment

- complete systems for green roofs
- urban greening
- vertical gardening systems

design, audit & consulting, energy retrofit, certification, ESCO, R&D

professional software, technical press

institutions and sector associations



conferences



Greenbuilding & Solarexpo together represent Italy's most important series of conferences on new energy technologies and eco-friendly architecture: a chance for discussion about the state of technology and all the latest legislative developments.

The 2011 edition featured **60** different events (conferences, seminars, courses and side-events), **300** speakers and **5,280** registered participants.

NEXT BUILDING:

an indispensable gathering featuring major names and experts in designing ultra-modern buildings

2012 edition

NZEB – Nearly Zero Energy Buildings

Towards Europe's 2020 objectives:
The need to integrate the most efficient technologies
for the building envelope and plant design



international conference

NEXTBUILDING

ADVANCES IN NEXT-GENERATION
BUILDING TECHNOLOGIES & DESIGN

A man with a backpack is seen from behind, looking at architectural plans and posters at a trade show. The background features posters with the word 'Progetti' and 'edificio residenziale'.

media impact

- **325** accredited journalists
- **1,780** media outlets contacted by our press office including trade press, daily newspapers, news agencies, Italian and international websites
- **420** articles published in daily newspapers, trade magazines, TV, radio, web and news agencies
- **401** advertorials, newsletters and adverts appearing in trade press and daily newspapers
- presence in new media: Facebook, LinkedIn, Twitter and YouTube
- **13,100** unique visitors a day and 73,900 daily page views on our website
- more than **435,000** web pages indexed by Google

services

- efficient and professional booking office, ready to meet exhibitors' every need
- revolutionary flat tariff: the same cost per square metre for stands open on one or more sides
- dedicated press office
- targeted, detailed and innovative advertising and communication plan
- exhibitor-only news distribution service

an exclusive online booking system

1
2
3

visit www.greenbuildingexpo.eu

go to the 'online booking' section from the homepage

insert the password **2012GB**

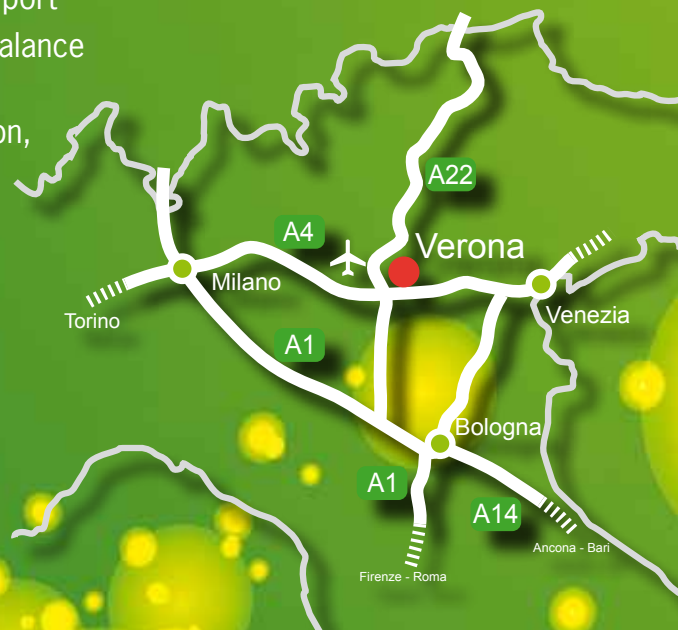
A window will open for you to:

- view the exhibiting spaces available
- check the cost and characteristics of each stand
- book your exhibition space



Verona Exhibition Centre, an ideal location

- a strategic crossroads for business
- an international exhibition venue
- easy access:
the trade fair is 5 minutes from the motorway
and only 15 minutes from Verona's Catullo airport
- a city on a human scale offering an optimal balance
between price and quality
- Verona, Italy's fourth-biggest tourist destination,
waiting to be discovered and enjoyed



concept and scientific oversight by



event organised by



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in conjunction with

