



US Green Building Council California

23rd Annual

CALIFORNIA

GREEN BUILDING CONFERENCE

Formally the My Green Building Conference + Expo (MyGBCE)

May 23rd, 2024

📍 The Beehive
South Los Angeles, California

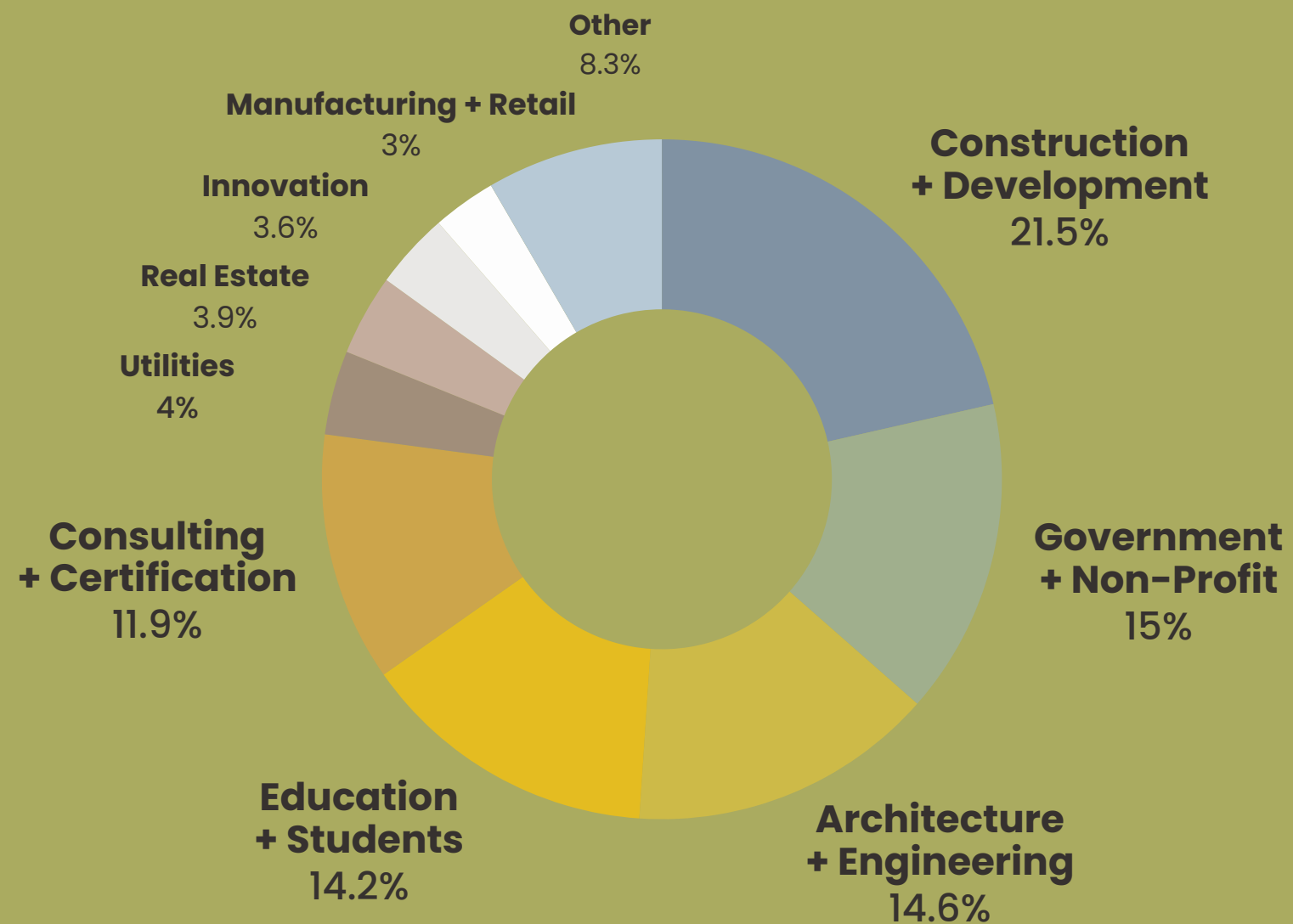
2024 Prospectus

We are the **doers**,
the **changemakers**,
and the **leaders** of
today & tomorrow

Our Audience

Demographics: What to expect

Our audience is an immersive community for California sustainability professionals to improve sustainability, resilience, equity, and health in the spaces we live, work, play and learn.



Grow your visibility with our network

2,500 + attendees

90 + exhibitors

30 + innovative products

50 + industry sectors represented

KATE DIAMOND Design Principal, **HDR**

"USGBC-CA is the place where all of the different perspectives on developing, designing, constructing, and operating in the built environments come together to help deliver an equitable and sustainable future for LA. The time is now for change and we all need to be engaged."



Representation at the California Green Building Conference

A SustainAble Production, LLC (ASAP)	Build It Green	City of Long Beach	Department of State Hospitals	Green Dinosaur, Inc.
Allied Disaster Defense	Building Decarbonization Coalition	City of Los Angeles	Department of Water and Power	Green EconoME
Allume Energy	Buro Happold	City of Malibu	Ecovie Water Management LLC	Green Soul Consulting, Inc.
AMA Group	ByFusion	City of Santa Clarita	Edden Glass & Mirror	greenscreen® trellis facade system
Ampd Energy	Cal Poly Pomona	City of Santa Monica	Egan Simon Architecture	GreenWealth Energy
AquiPor Technologies, Inc.	CAL State LA	Clean Financing	El Camino College	Gensler Architects
Argento/Graham	California Energy Commission	Clean Power Alliance	Emerald Cities Collaborative	Gruen Associates
ASID UCLA	California Institute of Technology	Clean Robotics	Energy Code Ace	Hathaway Dinwiddie
American Society of Landscape Architects	California Institute of the Arts	Climate Reality Project	Energy Foundation	Hawkins\Brown Architects
Aspiration	California Licensed Forester Association	Coffman Engineers	ePAVE, LLC	HDR
ASSA ABLOY	California Nevada Cement Association	Colorado College	Evolgo	Hempitecture
Association for Women in Architecture and Design	CalPortland	Columbia University	FASTLinkDTLA	Heriot-Watt University
AWI	Caltech	Compass Realty	Five Points Youth Foundation	HKS, inc.
Bank of America	CannonDesign	Consulate General of Canada	FLOWING SYSTEMS DESIGN	Holhaus
Banyan Infrastructure	Carbon Upcycling Technologies	County of Los Angeles	FormLA Landscape	Holliday Rock Co., Inc.
Base Energy, LLC	Carbonshack	SoCalREN	Four Seasons Hotels & Resorts	Howard Building Corporation
Bentley Mills	Chaffey College	cove.tool	Frederick Fisher and Partners	Humann Building Solutions, LLC
Biben + Bosley Architecture	Charles Dunn Company	CSU Inc	Fullerton College	Hummingbird
Black Women For Wellness	CHLA	Cushman & Wakefield	GAIA	HydroFlux Technology
BlueVerde Conservation Awareness	CIM Group	CVAG / Inland Regional Energy Network	Glass Dyenamics	Inland Empire Utilities Agency
Boyle Heights Arts Conservatory	Citadel EHS	Department of Neighborhood Empowerment	Global Green	INOVUES, INC.
	City Design Studio			

Representation at the California Green Building Conference (cont'd)

Integral Group	LAUSD	National Ready Mixed Concrete Association	Primestor	Two Bit Circus Foundation
Interior Removal Specialist Inc	Leading Edge Consulting Services, LLC	NEARY INTERNATIONAL	Property Brothers	UC Irvine
Internal Services Department – LA County	LeapFrog Design	Neighborhood Council Sustainability Alliance	Real Estate Solutions	UCLA
International Living Future Institute	Lendlease	Okapi Architecture. INC	SAG-AFTRA	Unbuilt
International WELL Building Institute (IWBI)	Leo A Daly	OPAL AI INC	San Pedro Community Gardens	Union Bank
IRO	LivCor	Optimum Seismic, Inc.	Santa Monica College	University of Southern California
Izumi Group, Inc.	Long Beach Community Design Center	P2S Inc.	SCE	Urban Renewable
Jet Propulsion Laboratory	LORAX Environmental, Inc	PACENation	SEI	USGBC
JLL	Los Angeles Community College District	Palm Springs Sustainability Commission	Siemens	Vanir Construction Management
Johnson Controls	Los Angeles Mayor's Office	Palos Verdes Peninsula Unified School District	SierraCrete	VCA Green
Kaiser Permanente	Loyola Marymount University	Pankow	Skanska	Verdani Partners
Kia America	LPA	Partner Energy	SoCalGas	Verdical Group
Kilroy Realty Corporation	Mayor's Youth Council on Climate Action	Passive House California	solatube	Volta Charging
Kimley-Horn	MCE	PBWS Architects	Southern California Edison	WattCarbon
Komfort IQ	MCTIGUE	PCL Construction Services, Inc.	Studio-MLA	Weil Aquatronics
KQBH 101.5FM	MeterLeader	Peninsula High School	SustainableWorks	Women in Cleantech and Sustainability
LA Better Buildings Challenge	Metrolink	Pepperdine University	Tetra Tech	YELLOWTIN INC
LA County Dept of Parks and Recreation	Metropolitan Water District of Southern CA	Pinnacle Communication Services	The Black Resource Center	ZC Sustainability
LA Department of Public Works	Moduly	plant prefab	The City of Santa Clarita	Zero Waste Company
LA Native	Morrison Hershfield	Port of Los Angeles	The Reverence Project	ZGF
LA Department of Water & Power	NASA JPL			Zinner Consultants
LA Trade Tech				

Representation at the California Green Building Conference

Our Annual Sponsors



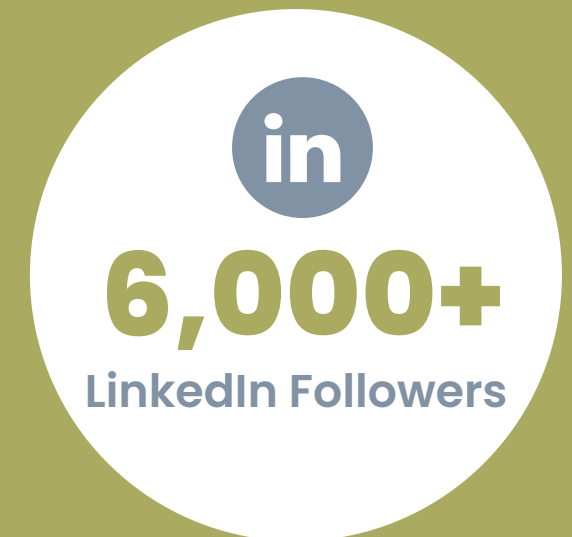
Our Audience Reach

Now is the time to be seen

65,000 + mailing audience

19,700 + conference 2023 page views

15,000 + average annual event attendees



SETH STRONGIN Senior VP, Decarbonization, **Leading Edge Consulting Services**

"A reliable source of sustainability education, inspiration, and community building for me for over a decade. Providing the best sustainability thought leadership in Southern California, and now with an expanded focus on community and inclusion, [this conference] is one of the highlights of spring that I look forward to every year!"

Event Overview



Main Hall + Expo Hall:

To optimize company visibility, networking, and lead generating capabilities, we have combined the high traffic areas and event central hubs with the Expo Hall to create one Main Hall

Central Hub:

In the Main Hall, you'll find meet up opportunities through our app, coffee and tea stations, and lunch service. Open conversation tables, topic-based Table Talks led by field experts in the Main Hall for personal connection, free-flowing conversation, and learning.

VIP Lounge

The VIP Lounge provides an exclusive, all-day workspace to take a call or respond to emails at personal tables with booth seating with a morning coffee bar and full bar later in the day!

Location:

We're proud to partner with SoLa Impact at the nation's first campus for Opportunity Zone Businesses in South Los Angeles' The Beehive 

Timeline Overview:

- Morning Keynote
- Workshops + Sessions
- Networking + Lunch + Meet-Ups
- Equipment Demonstrations
- Expo Hall Table Talks + Light Drinks
- Happy Hour + Bar + Quick Bites

CA Conference Schedule

PRE-CONFERENCE DAY
MAY 22, 2024

CA GBC CONFERENCE
MAY 23, 2024

MORNING

Green Building Initiative (GBI)
Workshop
Register now!

Advocacy + Policy Workshop
(Invite Only)

NOON

Workforce Development Workshop
(Invite Only)

California Advisory Group Meeting
(Invite Only)

AFTERNOON

Pre-Conference Happy Hour
(Invite Only)

- Breakfast + Coffee + Check In
- Expo Hall Open
- VIP Lounge Open
- Welcome + Morning Keynotes
- Collective Impact Series
- Sessions I & II
- Lunch + Tables Talks
- Awards Showcase
- Collective Impact Series
- Sessions III & IV
- Extreme Heat Training
- Afternoon Keynotes
- Panel
- VIP Happy Hour

Sponsorship Levels

Event Features:

- Reservable meet-up spaces to chat with peers
- Zero-Emission Equipment Demonstrations
- Project, Product, and Civic Awards
- Inspiring Speakers and Keynotes
- Panel Presentations
- Workshop Sessions
- Innovative Startups
- ESG Training
- Continuing Education Opportunities

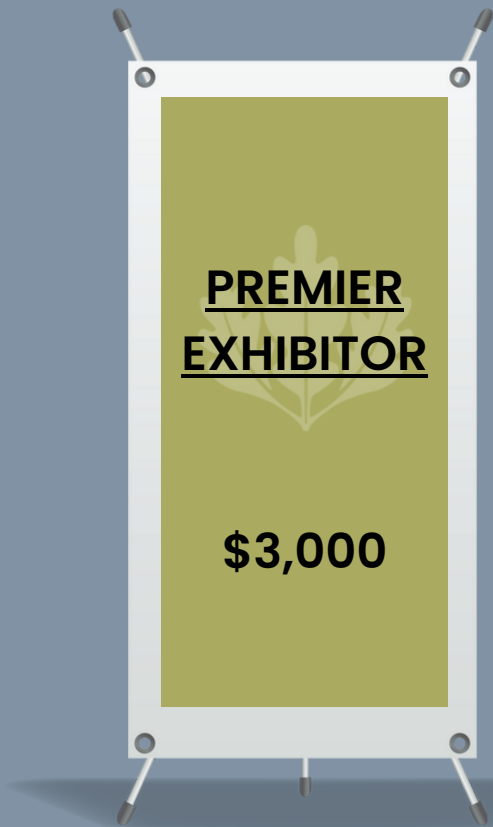


	Platinum \$50,000	Gold \$25,000	Silver \$15,000	Bronze \$10,000	Champion \$5,000
Registration	Unlimited	15	10	8	6
Event Participation	10 min keynote	Announce awards	Introduce lunch keynote	Introduce evening keynote	
Branding in Main Hall + Expo Events	●	●			
Logo on Event Site Banners	●	●	●	●	
Clickable Logo on Event Website	●	●	●	●	
Premier Visibility Booth	●	●	●	●	●
Media and Press Release to include company name + website link	●	●	●	●	●
Logo on Event Website + E-Communications	●	●	●	●	●

Exhibitor Packages

Booth packages include:

- 10 x 10 ft booth area
- 6 ft table + 2 chairs
- Access to electrical (additional charge)
- Company listing on conference website
- Lead retrieval + networking
- Visibility in conference Expo Hall
- Wristband Access in Expo Hall After Party



Registration for 4	Registration for 2
Premier position & visibility	Visibility in expo areas
Company name on conference site	Company name on conference site
Company name on promo emails	
Company name on CalGBC Program	

Branding & Awareness: Additional Sponsorships

Registration Sponsorship

\$10,000

Be the first company attendees see when they register online and check in for the event!

Sponsor will be listed with logo visibility on the online registration page and check out process, at the on-site registration tables, and online entry point!

This year, Registration Sponsor will be also featured in our new, automated on-site self check in and badge printing stations as well as have their logo and website listed on each attendees physical badge to wear that day and to take home with them and be promoted prominently in a registration e-communication campaign to our mailing audience of 65,000+ subscribers.



Branding & Awareness: Additional Sponsorships


Carbon Offset Sponsorship

\$5,000

By selecting this sponsorship, your environmental investment will go towards new sustainability projects! The Carbon Offset Sponsor will reduce the carbon footprint of CalGBC 2024.

Sponsor will be listed with logo visibility in the registration and check out process as the Carbon Offset Sponsor and will have the opportunity to match the attendees carbon offset donations to increase the environmental impact.

Sponsor included on all social media posts and marketing around CalGBC Carbon Offset and to be included in all pre and post event communication.



HOMEREGISTERLEARN MOREEXHIBITORS
COMMUNITY PARTNERS
SPONSORSHIP OPPORTUNITIES

Already Registered? View or modify your existing registration

Email Address *

Choose A Password *

Creating a password lets you log back in to modify your registration, and speeds up your next registration.

Repeat Your Password *


Your Logo Here

Carbon Offsets for the California Conference provided by YOUR COMPANY
www.yourcompany.com

Select a registrant type *

☐ Full Membership + General Admission: Full Access - \$299.00
Sign up here to get your USGBC-LA Membership + Conference Admission at the same General Admission pricing!
****For new or inactive members only!****
By selecting this package, you will automatically receive \$99 off your admission price AND launch your Annual Membership (\$100 value) with all the membership benefits included throughout the year.

☐ General Admission: Full Access - \$299.00
Choose this option if you are an ACTIVE USGBC-LA Member or you do not want to sign up for membership!
USGBC-LA Members will be able to enter their exclusive Membership Code for their pricing promotion below!



HOMEREGISTERLEARN MOREEXHIBITORS
COMMUNITY PARTNERS
SPONSORSHIP OPPORTUNITIES

1
Begin
Registration

2
Personal
Information

3
Add-on
Selections

4
Speaker
Registration

5
Exhibitor
Registration

6
Sponsorship
Registration
+ Sponsor
Booth
Registration

Your Logo Here

Carbon Offsets for the California Conference provided by YOUR COMPANY
www.yourcompany.com

Carbon Offset

Help us create a net zero event! Carbon offsets up to \$5 per person are provided by our sponsor, YOUR COMPANY. Planning on traveling? Make an additional \$5 donation here!

Valet Parking

☐ Valet Parking Spot (Pre-Pay for On-site) - \$25.00

****Pre-pay for on-site Valet Parking to secure your spot!**



Branding & Awareness: Additional Sponsorships

Event App Sponsorship

\$5,000

Have your company prominently featured on the main access point for attendees!

Be the primary company that attendees notice while using the mobile or desktop app before, during, and after the event while navigating the event options.

Your logo with link will be featured on the main page as well as on the sub-page headers and also be prominently featured in a Conference E-Blast with 65,000+ subscribers.



Branding & Awareness: Additional Sponsorships

All Additional Sponsorships include logo and link representation on our website and logos in our event programs with a special thanks!

Coffee Sponsorship

\$5,000

Your company's full-color logo and website displayed prominently on the coffee/tea stations within the Expo Hall that is available to all registrants throughout the entire day and being provided by a WOC-owned, local company!



Lanyard Sponsorship

\$5,000

Your company's full-color logo alongside our logo will be printed on all attendee and volunteer lanyards throughout the event! Given to and worn by each attendee (expected ~2500)!



Happy Hour Sponsorship

\$5,000

Your company's full-color logo and website displayed prominently on the bar stations and high-top tables during the Happy Hour within the Expo Hall that is available to all registrants. Bar service is being provided by a WOC-owned, local company!



Branding & Awareness: Additional Sponsorships

Main Hall Lounge Sponsor

\$5,000

Our All-Day Lounge is a comfortable social spot for all attendees to meet and mingle throughout the day or find a cozy corner to pop into as a quick workspace in between conference festivities. This centralized lounge space is located conveniently in the Main/Expo Hall where all attendees will pass through!

Your full-color logo with website link will be prominently featured in and around the lounge for passerbys and users to see!

Collective Impact Sponsor

\$5,000

Our Collective Impact Track is a new addition to the conference, but a long withstanding tradition in our network! These quick-paced community impact sessions share lessons learned, case studies, or topic-focused presentations to our audience all day in a centralized and outdoor space next to the prime activity of the day!

Have your logo featured prominently next to the Collective Impact stage as well as represented on the event site alongside the agenda track!

Pizza Sponsor

\$3,000

Have your company's logo and website in and around the Pizza Pop-Up at this year's Happy Hour! As a favorite from last year, we're bringing back this treat to our guests due to demand!

Logo will also be posted with a message of thanks around the Happy Hour messaging!

All Additional Sponsorships include logo and link representation on our website and logos in our event programs with a special thanks!



Branding & Awareness: Additional Sponsorships

All Additional Sponsorships include logo and link representation on our website and logos in our event programs with a special thanks!

VIP Lounge Sponsor

\$3,000

Your company’s full-color logo sponsoring the VIP Lounge area centrally located above the Expo Hall and accessible all day as to VIP attendees as their work and meetspace!



Photo Booth Sponsor

\$3,000

Have your company's logo on every virtual booth strip at the CA Conference 2024! Logo will also be posted with a message of thanks around the photobooth station and be included in the digital photo link that will be sent in the follow up marketing and site links.



Mimosa Sponsor

\$2,000

Your company’s full-color logo displayed prominently on the morning mimosa stations within the Main/Expo Hall that is available to all registrants during their first entry!



Session Sponsor

\$1,500

Have your company be a focal point for presentation sponsorship! Introduce a session while having your company name and logo associated with the session listing and presentation!

Why we do what we do:

We cultivate leadership, learning, and collaboration.

1,200

K-12 students went through our sustainability fundamentals course provided in both English & Spanish

1,500+

Graduates of the Green Janitors Education Program

306

Landscapers certified to create sustainable green spaces

1,824

Hours worked in our Green Building Corps

We support corporate sustainability.

120+

Sustainability leaders engaged in our executive committee

3

White Papers released

We build climate resiliency.



450

Wildfire Defense Education attendees

200+

Net Zero Accelerator innovators supported

34

Expert advisors and mentors guiding

25

Green Affordable Housing partners

We promote healthy buildings and healthy people.

1st

Electrified Construction Coalition launched

200+

Initiative-based member groups

796

Green jobs posted in our green career center

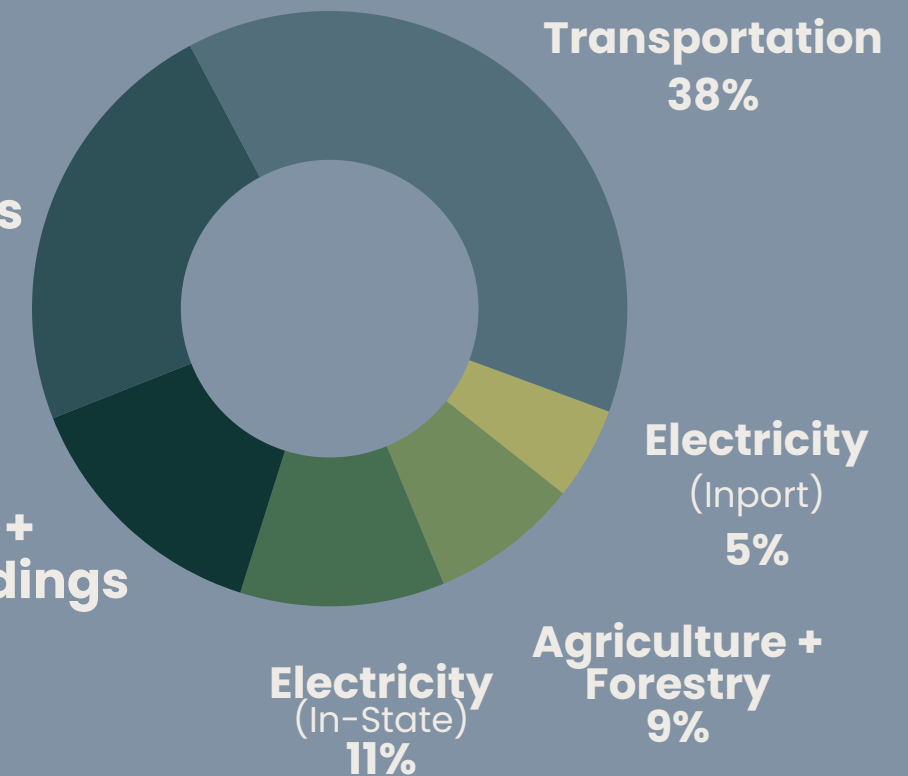
35

Healthy Building Alliance Partners



**Industrial +
Industrial Buildings**
23%

**Commercial +
Residential Buildings**
14%



Emissions in California

GHG emissions by sector

(As per the 2022 CA Air Resources Board)





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Thank you!

Not seeing what you're looking for or want
to have your own custom sponsorship
package?

Contact us to find out how to
build your own custom opportunity!



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