

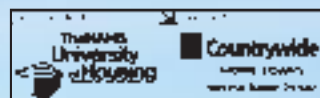


NAHB NATIONAL  
GREEN BUILDING  
CONFERENCE

May 11 – 13, 2008 • Sheraton New Orleans Hotel • New Orleans, LA

# go... GREEN

exhibitor prospectus





NAHB NATIONAL  
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May 11 – 13, 2008 • Sheraton New Orleans Hotel  
New Orleans, LA • Exhibits: May 12-13, 2008

## Who Should Exhibit?

Green Building  
product manufacturers  
Energy Star Rated product  
manufacturers  
HVAC manufacturers  
Insulation manufacturers  
Window manufacturers  
Solar Panel manufacturers  
Plumbing manufacturers  
Low VOC Paints and Coatings  
manufacturers  
Renewable/Recyclable materials  
Architects  
Engineers  
Land Planners

## Space is Limited!

**For more information  
and to reserve your booth,  
contact Christopher Hood  
at 202-266-8684 or  
800-368-5242 x8684 or  
chood@nahb.com.**

The fee for an 8' x 10' booth is \$1,700.

For sponsorship  
opportunities, contact  
Julie Mines at 202-266-8053  
or 800-368-5242 x 8053 or  
jmines@nahb.com.

## Why Exhibit?

The NAHB National Green Building Conference is your opportunity to share environmentally-friendly products or services with builders, engineers, architects, consultants and other industry professionals committed to building and buying green. In 2007, the number of home builders focused on green building issues is expected to increase by 30%. Additionally, the number of green homes in the U.S. has doubled since 2004. Green building is not just a fad, it is quickly becoming the industry standard.

Now in its tenth year, we are anticipating 1,000 attendees to attend the 2008 Conference in New Orleans, Louisiana. The NAHB National Green Building Conference is the only national conference targeted to green building for the mainstream residential building and remodeling industry. It provides cutting edge education sessions, an awards program spotlighting the best in green building and industry leading exhibitors showcasing their latest products and ideas.

**78% of the 2007 National Green  
Building Conference  
attendees said they will use or  
purchase a product or service  
from an exhibitor.**

Source: NAHB 2007 Green Building post conference attendee survey

[www.nahb.org/GreenBuildingConference](http://www.nahb.org/GreenBuildingConference)

# What is Green Building?

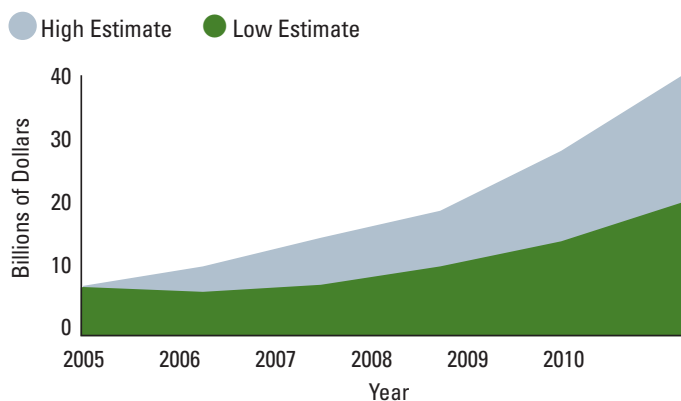
Simply put, green building is using environmentally friendly techniques and resource-efficient materials to construct a home. In recent years, consumer demand for green building has increased for new construction as well as for remodeling. **Residential green building is one of the fastest growing construction methods in the industry.** As a result:

- By 2010, between 5% and 10% of new construction starts will be green projects. That translates to between \$19 billion and \$38 billion for the residential construction market, not counting residential remodeling.
- Since 2004 the number of green homes in the U.S. has doubled.\*
- 90% of the home builder community reports participation in green building activities.

\* NAHB, June 2007

Source: Residential Green Building SmartMarket Report, McGraw-Hill Construction, 2006

## Estimated market growth for residential construction with Green aspects:



Source: McGraw Hill Construction 2006, Home Preferences of Green Home Buyers: The Survey Says



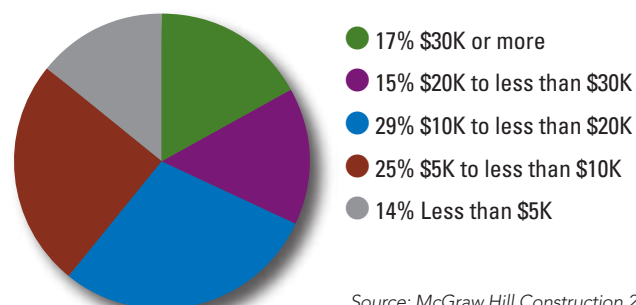
## What is a Green Building Product?

Green building products are energy efficient and environmentally friendly. They promote durability and conserve natural resources. Such product types include home insulation, water and energy-saving appliances such as dishwashers and refrigerators, low emissive coated windows, alternative roof covering and sheathing. These, plus many other products make homes twice as energy efficient as they were in the 1970s.

**On average, homeowners are willing to pay \$18,500 for homes that use green products.**

Source: McGraw Hill Construction 2006, Home Preferences of Green Home Buyers: The Survey Says

## Premium Price for Green Homes



Source: McGraw Hill Construction 2006, Home Preferences of Green Home Buyers: The Survey Says



# 2007 NAHB National Green Building Conference Exhibitors

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American Clay Enterprises  
American Mold Guard  
American Polysteel  
Amvic  
Arch Wood Protection, Inc  
Beam  
BioBased Insulation  
Bio-Microbics  
Boral Bricks  
Broan-Nutone LLC  
BuildBlock Building Systems  
Canadian Wood Council  
Concrete Home Building Council  
Contact Industries  
Countrywide Home Loans  
CP Films  
Dimensions Plaster  
Earthshade Natural Window Fashions  
EFI  
Enercept/Ecos Materials  
Energy Edge, LLC  
Environmental Data Resources, Inc  
FHP Manufacturing  
Fiberlite Technologies  
Fischer SIPS LLC  
Forbo Flooring  
Fox Blocks by Airlite Plastics Co  
GBI  
GE Appliances  
Green \$mart  
Green Zone Home  
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Propane Education Research Council  
Rechargeable Battery Recycling  
Rehau  
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Sustainable Buildings Industry Council  
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Velux America Inc.  
Vinyl Siding Institute  
Warmboard  
Water Saver Technologies  
Whirlpool Corporation



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