

## **Construction21EXPO – the first virtual tradeshow for Green Buildings for the whole of EUROPE!**

The “business case” for green buildings is understood by many of Europe’s leading project developers. Now we need quickly enable design, construction and management teams to deliver the expected results for green new construction and renovation projects. Construction21EXPO will bring together, in a cost efficient manner, green building investors, designers, solution providers and the many other important stakeholders in a two day virtual expo; **saving money and eliminating travel time and the associated carbon emissions with physical meetings.**



### **WHO should exhibit and WHY?**

Exhibitors will be able to reach the most active green building professionals throughout the whole of Europe with a very small investment. Exhibitors will gather high quality sales leads from EXPO visitors from both existing and new markets for sustainable construction solutions. Booth setup is very simple but will create very attractive exhibits with your desired branding. Review the website and **watch the video at Construction21EXPO.eu** to see the **conversational features** and **rich interactive experience** our virtual tradefair will provide and the very small investment required to be an Exhibitor.



### **WHO will visit Construction21EXPO and WHY?**

Europe’s most active green building professionals can visit the tradefair, explore the best green building solutions efficiently without any cost and without the significant expense and time burden of travel. Attendees can quickly and effectively visit numerous exhibitors, engage in verbal conversations, exchange instant messages, attend interesting conferences. They will discover innovations enabling the best green building projects and interact with the best companies in the field and learn from presentations delivered by the top green building thought leaders.

### **WHO is the target audience to EXHIBIT or VISIT?**

Architects, Engineers, and other Designers, Project Managers, General Constructors and Specialist – each looking to specify the best green solutions for their projects or display their services

Green Building Solution providers and manufacturers including Materials, Products, Technologies, and Services companies that are improving the financial and environmental performance of Europe’s new construction and renovation building projects

Investors, Project Developers, and Financial Institutions interested in new trends, financial incentives and mechanisms facilitating green investments including “green mortgages”, exemplary policies of property tax reductions for green accomplishment, etc.

Print and Online Media companies and Journalist providers can meet and interview the innovators of Europe’s sustainable construction industry and present their publications to an enthusiastic audience eager for information about green buildings.

Municipalities and Public Agencies – interested to learn about and advertise your green building policies to attract green building investment to your communities.



### WHEN is the event?

18<sup>th</sup> and 19<sup>th</sup> of February 2014 from 8:30am to 7:30pm Central Europe Time – scheduled to optimize participation from all around the globe!

### HOW will the event be promoted?

- The event target is to **REACH 10K to 20K PARTICIPANTS** and **500+ EXHIBITORS** representing both strong and upcoming markets for green construction across Europe.
- Many of the **Green Building Councils of Europe** and around the world are supporting the event and will help to bring the best companies to exhibit and Europe's most active green professionals to attend.
- The successful and valuable **Construction21.eu** knowledge sharing network – with **7.500 (and growing!) sustainable construction professionals** registered across Europe – will be utilized to engage those most interested and involved in the best green building projects.
- **Influential Media Partners** with whom the organizers have worked successfully will assist in the promotion through print and online advertising of the event.
- A **Social Media Strategy** using Facebook, LinkedIn, Google+, Twitter and others that will actively promote the event beforehand and during the event as well as provide follow up activities.
- While Construction21EXPO Europe will save considerable carbon emissions and construction waste by being “virtual”, Exhibitors will – via a small fee – contribute to **offsetting the carbon emissions** associated with the incremental Information Technology usage associated with a large virtual event. This ensures exhibitors and attendees are participating in a **truly green event**.

### WHAT information on sales leads can Exhibitors access?

Attendees and Exhibitors can easily speak, send instant messages, and exchange information. Exhibitors will have access to the following information:

- # of visitors to your booth
- # of visitors contacted in chat
- # of clicks on your brochures, products, videos, and posters
- # of business cards sent and accepted
- The contact details listed in each business card



### TIMELINE

10 September 2013	Launch of the Construction21EXPO.eu promotional campaign for exhibitors and sponsors
30 September 2013	50% exhibitor discount expires
15 October 2013	Announce full speaker line up
15 November 2013	25% exhibitor discount expires
26 November 2013	Launch of the Construction21EXPO.eu promotional campaign for attendees
17 January 2014	Last Exhibitor registration
18 - 19 February 2014	Construction21EXPO EUROPE opens!

**About the Construction21EXPO team...** a multidisciplinary team of twelve dedicated individuals helping to promote restorative buildings throughout Europe. This team has strong ties to the existing infrastructure and network of Europe's Green Building Councils and other organizations relevant to sustainable construction and can utilize these relationships and knowledge to maximize results.



**STEVEN BORNCAMP – co-Director - Construction21.eu** – assisted the development of seven Green Building Councils in Europe, is the elected Chair of the Europe Green Building Council Network's Education Taskforce Living Future Europe, and is the Managing Director of the Living Future Europe campaign promoting, among other deep green building initiatives the Living Building Challenge; widely recognized as the world's greenest building performance standard. Steven has provided strategic advice and managed complex business, technology, and knowledge management projects for leading companies across Europe and the United States. He and his team delivered multiple "Build Green Central Eastern Europe" conferences, an influential green buildings awards program, and numerous other green building initiatives for the region including in the areas of policy and green finance. He has worked effectively to create a comprehensive and proficient marketplace for green building solution providers and is currently leading four exemplary green building projects. As Co-Director of Construction21.eu, he is responsible for international development and is a frequent contributor to this online platform dedicated to advancing best practices in green building.



**VERONIQUE PAPPE – co-Director - Construction21.eu** – provides significant expertise in web marketing, information technology, management and sustainable buildings and led the Construction21 consortium of nine European partners chosen to develop – with the support of the European Commission's Intelligent Energy Europe program – a multilingual, knowledge sharing platform with advanced technical features. Veronique was previously a consultant in sustainable urbanism to local public officials. She has also provided web marketing advice to the French building media group Le Moniteur and to a real estate eco-project. The first part of her career was dedicated to marketing; practiced in different cultural goods companies. She has created new chain stores dedicated to cultural products for kids (Fnac). She has developed web and mobile marketing campaigns for the 3 million French customers of the Bertelsmann book branch and has managed the renewal of the group customer IT system in an international context. Véronique is a graduate of the Rouen Business School and holds a Masters in sustainable building and urbanism.



**MONICA ARDELEANU Ph.D. – Director of Development - Construction21EXPO.eu** – brings significant expertise in international business development working with top multinational companies in the ICT field. She is also experienced in institutional relations, network and cluster development, sustainability management and training, event management and communication. She was a member of the Italy's Confindustria "Gruppo Giovani" (Young Entrepreneurs Group) participating on the International Relations committee. She is the author or co-author of multiple research articles presented at international conferences and published and indexed in important international scientific databases. Monica earned a Masters in Sustainable Management and a PhD in Environmental Economics from University of Naples Parthenope in Italy.



**MARK GERO – Business Development – Construction21EXPO.eu** – is a co-founder, first Board of Directors President, and current Vice President of the Board of the Croatia Green Building Council, formed in 2009 to drive market transformation of the built environment in the country. Mark has been active in the environmental industry in Croatia and Europe since 1999 as president of Eco-Logic Systems, Ilc. He served four years on the Board of Governors of the American Chamber of Commerce in Croatia, culminating as President, and chaired the Chamber's Environmental Committee from 2002 to 2011. He was an initiator and presently sits on the Steering Committee of the first Environmental Management post graduate educational degree program in Croatia which is now a part of the University of Zagreb. He is a LEED® Accredited Professional with the Building Design and Construction specialty and is a member of the Education Task Force in the European Regional Network of the World Green Building Council.



**IOANA DIACONU – Communications Specialist – Construction21EXPO.eu** - worked in public relations for the European Institute in Romania then followed with coordinating artistic exhibitions in London and in Bucharest. She worked as a tutor for Business English and received her certification as an authorized translator. She was attracted to the subjects of architectural patrimony and social responsibility; a close fit to work with sustainable buildings. Ioana is a frequent contributor to Construction21.eu and responsible for social media strategy, content creation, and the development of informational and promotional materials. She finished her Bachelors in Marketing and Communications in Bucharest and Masters in Creative and Cultural Entrepreneurship at Goldsmiths College in London.



**About the - Technology provider...** The Construction21EXPO.eu EUROPE event is powered by HyperFair; developer of a web platform for online tradeshow and events that is browser-based, 3D immersive and multiuser, based on a revolutionary technology considered unique on a global scale. Their 3D environment provides the pavilions, booths and conference rooms, where attendees, with their avatars, can engage in conversations, exchange business cards, search for products, companies and people using our search engine and gather exhibitor materials interacting with exhibitors. A dedicated support team will ensure a successful experience for all participants. More info: [www.HyperFair.com](http://www.HyperFair.com)

### INTERESTED?

To discuss how you can get involved please contact:

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