



ROMANIA
GREEN
BUILDING
COUNCIL

SUSTAINABLE Construction Materials

March 19, 2009

Partnership Opportunities

Dear Sir or Madam,

We are pleased to inform you that the Romania Green Building Council (RoGBC) is organizing a series of events to educate the construction industry on the benefits and opportunities of building green. The RoGBC is the first non-governmental organization in Romania dedicated to promoting energy efficient and environmentally-responsible buildings and will facilitate market transformation towards a greener construction industry. One of our upcoming events, held on March 19, is a full day workshop to assist manufacturers, designers, and other solution providers in understanding the options available, necessary steps, and opportunities related to green construction principles.

The information below will provide you with details on this workshop and the upcoming events to see if these are initiatives in which your company might consider joining. We look forward to answering your questions and finding ways to make this event a mutual success.

Kind regards,



Steven Borncamp, CEO
Romania Green Building Council

Media Partners of the Event:

AGENDA
CONSTRUCȚIILOR

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ARHITECTURĂ DESIGN ARTE

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BUSINESS REVIEW

Casa din Casă

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construcție
REVISTA DE INFORMATII SI OPERTE IN CONSTRUCȚII

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GREEN REPORT
REVISTA DE INFORMATII SI OPERTE IN CONSTRUCȚII

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What is the Romania Green Building Council?

The Romania Green Building Council is a non-profit, non-political association encouraging the market, educational, and legislative conditions necessary to promote high performance construction that is both sustainable and profitable. The RoGBC is accredited as an "Emerging Council" with the World Green Building Council.

The organization is modeled after the successful Green Building Councils that achieved significant results in facilitating the implementation of green construction in other countries such as the U.S. (www.usgbc.org), Canada (www.cagbc.org), Germany (www.dgnb.de), and the U.K. (www.ukgbc.org).

The RoGBC is an inclusive organization recognizing the importance of the involvement of a wide array of companies including: Real Estate Developers, Investors, Facilities Managers, Construction Manufacturers, Expertise, and Technology providers, Professional Firms (Architects, Engineers, Consultants, Lawyers, Etc.), Financial Services, Academia, NGOs. The RoGBC now has 53 members, of which 31 are Founding Members.

Benefits of Becoming Member:

- Positioning of your organization as leader for creating the next generation of high performance green buildings
- Association with the premier organization in Romania to promote green building through private sector methods
- Access to latest training and information in green building area
- Opportunity to network with representatives of leading companies that deliver green building services, technologies and projects
- Connection with important international green building experts through RoGBC's contacts with the other GBC's
- Joint efforts with RoGBC to encourage a favorable legislative environment and possibility to become an advisory body in this area for public authorities

SUSTAINABLE Construction Materials

The Romania Green Building Council is pleased to present the following training event on sustainable construction materials. It is an excellent opportunity to listen, learn, discuss and network with the key experts and practitioners in energy efficient and ecological construction.

Workshop Organization:

The RoGBC team organizing and promoting the event has significant experience in producing successful conferences in Romania. The team members organized the workshop on [“Green Architectural Design and the Enabling Technologies”](#), the RoGBC Launch Event and conference [“Build Green Romania: Construiește Verde”](#), [“Build Green CEE”](#), [“Collaborative Tools”](#), [“The Innovative Workplace”](#) and multiple [“Green Cafes”](#) .



Structure of the event:

I. Part one – Workshop

The workshop will be interactive and will:

- Provide practical knowledge about the legislation, requirements, and market demand for greener construction materials;
- Discuss green certifications (for example, BREEAM, LEED, ISO 14001, Ecolabel – European Ecological Label) for both large projects and "Do It Yourself" projects;
- Highlight important green design concepts such as "cradle to cradle", carbon footprinting, embodied energy and industrial symbiosis. Discuss the mandate to modify materials and processes to meet new green standards, the costs involved, the Return on Investment (ROI) and the benefits to start now;
- Introduce environmentally-friendly, alternative products for use in construction;
- Learn how to transform a toxic product into new, viable products that meet global and EU environmental standards and qualify for inclusion in green certified buildings.
- Include relevant case studies
- Facilitate greater collaboration between manufacturers, solution providers, architects, engineers, project managers, and other relevant persons to create exemplary green construction projects

Training course certificates will be awarded to attendees who successfully complete the workshop.

II. Part two – Cocktail/ dinner networking reception

Trainers:

Romania Green Building Council, its member companies and other specialist professionals and trainers in the field of sustainable construction materials will deliver presentations. More information is available in the [Agenda](#).

Date and location:

March 19, 2009.

Hotel Crowne Plaza Bucharest.

Target Audience:

The event is addressed to Executives, Engineers, Architects, Product Designers, Technologists, Academia, and others interested in exploring ways to benefit from the important trend of energy efficient and environmentally responsible construction materials and techniques.

We expect very strong attendance (65+ persons), with participation from high government officials and business leaders.

The participation fee is:

- Early Registration by March 6
 - Non Members - 190 Euros
 - RoGBC Members - 75 Euros

- Registration between March 7 – March 18
 - Non-Members - 225 Euros
 - RoGBC Members - 110 Euros

Promotion / Media:

RoGBC undertakes an integrated marketing campaign that will effectively reach the target audience across the country through multiple channels:

- general and specialized print and online publications
- TV interviews
- online banners
- emailing
- webcasts
- event listings etc.

Targeted workshop announcements will be emailed to our database of 4000 + contacts in different industry sectors.

A video webcast of the workshop will be available after the event - ensuring further visibility and participation far beyond the date and location of the event. All partners of the event will benefit from visibility on the workshop video distributed online.

What Benefits can be expected from partnering with our event?

- Positioning your organization clearly on the vanguard of environmental responsibility and the next generation of construction techniques, materials, and technology
- Generate positive visibility for your organization that will last long after the event itself via articles, website entries, and a video webcast of the conference available worldwide.
- Learn from authoritative and successful experts in green building and hear case studies, business opportunities and “lessons learned” from relevant projects.
- Meet real estate developers, business partners, regional NGO’s and government officials active or interested in the segment.
- Be a spark that ignites the green building revolution in Romania!

Partnership Opportunities:

Our sponsorship packages are specially created so that you can benefit from maximum exposure for your brand and create new business opportunities.

Postage of a Rollup Banner in the workshop room – starting from 450 EUR

What we offer:

- the opportunity of posting a rollup banner in the event room, benefiting from maximum visibility
- 1 free invitation to the workshop

Fees:

- RoGBC members
 - 450 Euros
- Non-members
 - 950 Euros

Print Sponsor – 1850 EUR /in-kind sponsorship available – *this option is no longer available*

We offer you the opportunity to sponsor (either in cash, or in-kind) the design and printing of the event marketing materials, in exchange of:

- Recognition on the Sponsors’ section in promotional and dissemination materials of the conference:
 - Insertion of your logo on the conference website
 - Insertion of your logo on the printed marketing materials (conference presentation, agenda, bag etc. – 200 folders and bags) – Printed on recycled

paper with additional support by... This bag was brought to you with additional support by...

- 1 free invitation to the conference.

Exhibition space – starting from 950 EUR

What we offer:

- Booths are available for exhibiting green building projects and technologies. They will be placed next to the conference area, benefiting from maximum visibility.
- Opportunity to post a rollup banner in the exhibition area
- 1 free invitation to the workshop

Fees:

- RoGBC members
 - 950 Euros for a small company
 - 1450 Euros for a medium/large company
- Non-members
 - 1250 Euros for a small company
 - 1750 Euros for a medium/large company

Upcoming RoGBC Events:

- [Sustainable Construction Materials](#) – March 19, 2009
- [Creating Greener Workspaces](#) – April 22, 2009
- [Architecture Days](#) – 13-16 May, 2009

We sincerely hope you can join us for these exciting events!

The RoGBC Team

Contact Us

We look forward to discussing this further and sincerely hope you will consider partnering with us on the exciting event.

For more details on participating for this event and information regarding how to become a member, please contact:

Laura Nemoianu at +40-21-222-5135, +40-21-569-5012 or Laura.Nemoianu@RoGBC.org