



SustainabilityNow

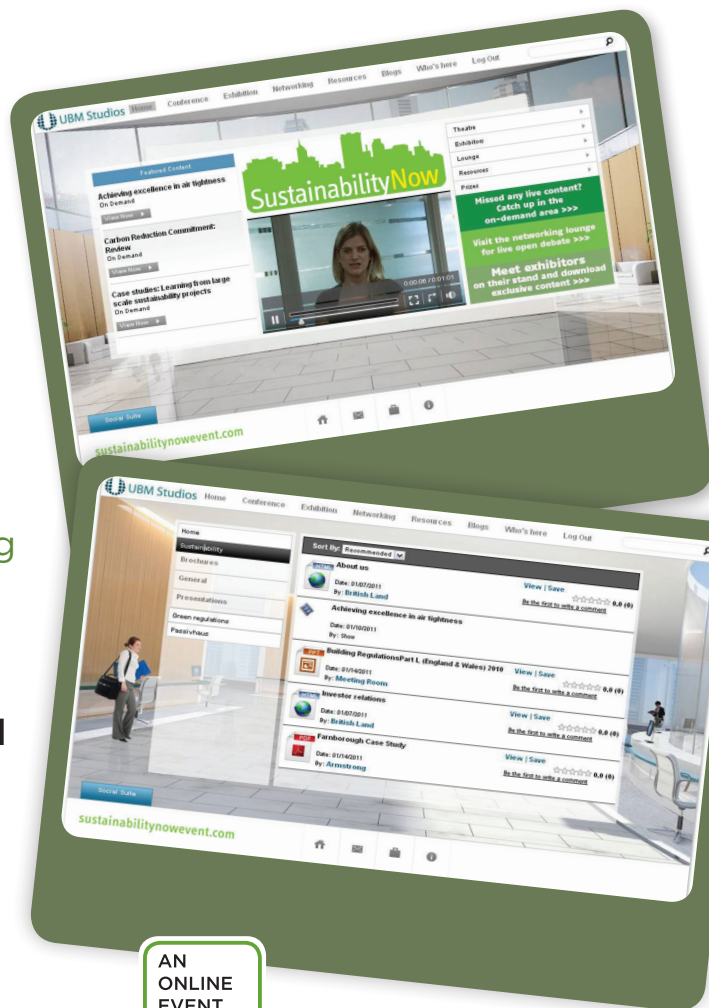
sustainabilitynowevent.com

09-10 NOV 2011 | 16-17 MAY 2012

This free-to-attend online event series is designed to bring you all the latest news and information on creating and sustaining a green built environment. The event attracts record visitors and subsequently great debate year on year.









Case study – Sustainability Now May 2011

The last Sustainability Now online event in May 2011 attracted 2,500 delegates, our largest audience ever. Through a targeted marketing campaign online and in print we reached an audience all highly engaged in working towards the future of sustainability in the built environment. This high calibre audience generated a great deal of buzz and business opportunities with an average of 265 visitors spending an average of 2 hours, 38 minutes in the event.













AN
ONLINE
EVENT

Job level

Director / Partner / Board Level	24%	
Senior Manager / Manager	23%	
Consultant / Advisor	12%	
Qualified / Chartered	11%	
Graduate	10%	
Executive / Assistant	6%	
Academic	4%	
Other	10%	

Job title

Architect	25%	
QS / Project Management	18%	
Property / Surveying	12%	
Marketing / Sales	8%	
Construction Management	7%	
Academic / Education	7%	
Sustainability	6%	
Engineering	6%	
Business / Law / IT	6%	
Other	7%	

Why sponsor an online event?

- **ROI:** Exhibitors and sponsors have a great opportunity to promote their brand, showcase promotional material, directly engage with a relevant audience and generate marketing leads
- **Thought leadership:** Demonstrate your activity and expertise within the sustainability arena
- **Promotion:** Promote your business, new products and intelligence using a variety of multimedia
- **Interaction:** Interact directly with industry leaders, influencers and decision makers
- **Branding:** Benefit from all the additional branding opportunities inside and outside the event
- **Intelligent lead generation:** Receive a detailed report, including contact details of all visitors to your exhibition booth

Organised by



Supported by  UK GREEN BUILDING COUNCIL



What is tCnSusNow?

Sustainability Now has teamed up with the industry's social media partners, tCn – the Construction network, and fairsnape in an effort to drive sustainability through social media.

This includes various initiatives to help share information, opinion, best practice, and learning between key players within the built environment.

As well as having an exhibitor booth at Sustainability Now, tCn will be hosting the 'Social Media Lounge' containing a full fringe programme of sessions and networking opportunities.

Why visit the Social Media Lounge?

Sustainability Now offers a dedicated lounge for those looking to explore how social media can be used to drive sustainability.

An 'unofficial' panel of lounge residents will be on hand to discuss your social media questions within specific areas and sectors of the built environment. Timings for specific sector discussions will be posted prior to the show.

Sponsorship opportunities

Packages below include four live days in November 2011 and May 2012 and on-demand access for 12 months.

What is the #tCnSusNow Twitter List?

In partnership with social media analysts, PeerIndex, tCn, fairsnape and Sustainability Now have compiled the most influential drivers and thought leaders of UK built environment sustainability on Twitter.

For the first time tCnSusNow will offer an interactive league table ranking Twitter users by their authority and influence within sustainability.

"A breath of fresh air, this event actually delivered on its promise of genuine business opportunity. We were 'visited' by a high number of well qualified genuine prospects."

Derek Guy, General Manager
Itho Ventilation Ltd

For more information or for bespoke opportunities, please contact:

Client Solutions Team

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Gold £4,295 + VAT

- Exhibition booth at Sustainability Now (worth £2,995)
- Sponsor of the tCnSusNow Social Media Lounge
- Logo and profile tab within the tCnSusNow Social Media Lounge
- Sponsor listing on Sustainability Now homepage
- Data of attendees to the tCnSusNow booth

Silver £2,495 + VAT

- Logo and profile tab within the tCnSusNow Social Media Lounge
- Supporter listing on Sustainability Now homepage
- Data of attendees to the tCnSusNow booth (circa 200)

Bronze £995 + VAT

- Logo within the tCnSusNow Social Media Lounge
- Supporter listing on Sustainability Now homepage

sustainabilitynowevent.com

