



Alex Wilson, Executive Editor of Environmental Building News and founder of BuildingGreen.com will keynote GreenTrends 2004

First Annual

GreenTrends 2004 Conference

Theme: Green Building Enters the Mainstream

May 3-5, 2004

**Florida Atlantic University Campus
Jupiter, Florida**

Check it out at:

www.GreenTrends.org

Organized by the Florida Green Building Coalition, Inc.
www.FloridaGreenBuilding.org

GreenTrends Conference Overview

GreenTrends 2004 marks the inaugural year of an annual, Florida focused, conference on the new wave of Green Building that is currently spreading throughout the building industry. The Conference serves as a forum for bringing together those businesses, organizations and individuals involved in the many aspects of green building, and provides them with an opportunity to keep up-to-date on the various green building related programs, projects, standards, incentives, resources, technologies, and new materials that are available here in Florida.

Who Should Attend GreenTrends?

- Builders
- Developers
- Land Planners
- Architects
- Engineers
- Landscape Architects
- Realtors®
- Energy Raters
- Ecologist
- Educators
- Green Building Product Manufacturers and Marketers
- Local and State Government Officials
- Environmental Consultants
- Urban Designers
- Utility Representatives
- School Officials and Planning Staff

BENEFITS OF ATTENDING

You Should Attend GreenTrends 2004, if you want to:

- Learn about the economic and environmental benefits of building green.
- Find out why leading developers and builders in Florida are adopting “Green” as the Building Wave of the Future.
- Learn about the new statewide “Florida Green Building Program” and its Green Building Standards for Florida Homes, Developments, Commercial Buildings, and Green Municipalities (Counties and Cities).
- Discover the latest in green building materials and talk with experts, manufacturers, and marketers of products designed for the Florida climate.
- Hear what local governments are doing to establish green practices throughout their agencies and departments.
- Learn about current and projected green building projects throughout Florida.
- Meet and socialize with the leaders of the green building movement in Florida.

SPONSORSHIPS

Putting on a conference of this nature is an expensive endeavor for the non-profit Florida Green Building Coalition, Inc. In order to make the conference as affordable as possible, we depend on Sponsorships to help cover some of our cost. Since Conference Sponsors receive special acknowledgement on the conference website, at the conference, and in the promotional and program materials, this is an excellent way for a business or organization to received considerable recognition, while at the same time helping to support a great new green building conference that is focused on the specific needs in Florida. We invite you to be part of this endeavor by becoming one of the sponsors for this year’s GreenTrends 2004 Conference.

EXHIBITORS

If you would like to showcase your green building products or services to the leaders in the green building movement in Florida, then consider being an Exhibitor at this year’s GreenTrends Conference. Attendees will include builders, developers, architects, engineers, planners, government officials, landscape architects, and green building consultants who are looking for innovative green products and services to use in their projects. This is an excellent opportunity for you to showcase your company to these people in a very cost effective manner.

Sponsorship and Exhibitor opportunities are still available for GreenTrends 2004. Information is available on the Conference Website at www.GreenTrends.org or by contacting Roy Bonnell at :

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