



Who's Coming to Greenbuild 2012?

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Greenbuild 2012 speakers: Mika Brzezinski and Joe Scarborough of "Morning Joe"; Biz Stone, co-founder of Twitter, Inc.

Four IMEX Green Meetings Awards. Tens of thousands of attendees. Greenbuild is not just an event, but the award-winning tent revival for the most passionate and innovative leaders of the green building movement. Can you believe it's just a few months away? This year, at the 2012 [Greenbuild Conference and Expo](#), we're expecting over 35,000 attendees from every facet of the green building sphere to join us at the Moscone Center in San Francisco, Calif. for the largest Greenbuild event to date.

I'm thrilled to [announce today](#) that Greenbuild 2012 will kick-off with Mika Brzezinski and Joe Scarborough of MSNBC's weekday morning show "Morning Joe," and Biz Stone, co-founder of Twitter, Inc. headlining at the opening plenary on Wednesday, Nov. 14 at the Moscone Center.

Our Greenbuild theme for 2012 is all about bringing technology and sustainability together in the global green environment, and I can't think of a better speaker line-up to drive this point home. And what better place to celebrate than [San Francisco](#), a city known world-wide for its ongoing commitment to green practices and sustainability? San Francisco embodies the fusion of sustainability and technology with its diverse range of LEED-certified buildings - not to mention its proximity to Silicon Valley and reputation as the nucleus of tech giants and start-ups. This impressive city will provide the perfect backdrop for Greenbuild 2012's [green building tours](#), 150+ [educational sessions](#), networking opportunities, and more.

For those of you who have been part of the Greenbuild family for years, you know how far we've come since Greenbuild's 2002 debut in Austin, Texas. Last year in Toronto, Ontario, over 20,000 people joined us for educational sessions, networking events, keynote speakers like Thomas Friedman, and even a performance from the Grammy award-winning band Maroon 5.

Today, we are extremely proud that Greenbuild is the largest conference and expo dedicated to green building in the world. On the year of its 11th anniversary, we're bringing a three-day Greenbuild line-up that is bigger and better than ever—the [expo hall](#) itself is our biggest yet, spanning three floors to accommodate 1,000 exhibitors and 2,000 booths that will showcase the most cutting-edge technological innovations and green products.

Greenbuild provides an opportunity for green professionals from around the world to network with peers, clients and potential customers, something that is so important in advancing the green movement. There is so much excitement in store for Greenbuild 2012 and I hope to see each of you there.

For everything you need to know about Greenbuild 2012, visit [greenbuildexpo.org](#) or follow [@Greenbuild on Twitter](#), and tweet hashtag #Greenbuild to join the conversation. And for those of you interested in winning a full, free registration to this year's event, tell us what you'll do @ Greenbuild using hashtag [#get2GB](#) to enter. Check out the [contest page](#) for details.

I look forward to seeing everyone in the city by the bay this November!



Kimberly Lewis

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USGBC staff

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