

this is what you missed this year at

@GREENBUILD[®] 2012

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WHO ATTENDED

24,660

ATTENDEES

906

EXHIBITORS

1,729

BOOTHS

4,840

LEED
PROFESSIONALS

4,048

ACCREDITED
PROFESSIONALS (AP)

756

GREEN ASSOCIATES



90 COUNTRIES REPRESENTED



1 CANADA



2 BRAZIL



3 MEXICO

ALL **50** STATES REPRESENTED



1 CALIFORNIA



2 NEW YORK



3 D.C.

WHAT THEY DID



43,996

CMP HOURS EARNED

6,288
ATTENDEES

5,000
ATTENDEES

OPENING PLENARY

CLOSING PLENARY

MOST POPULAR SESSIONS

- 1 Energy Monitoring that Provides Meaningful Data AND Value
- 2 Pushing the Envelope - The Need for Enhanced Commissioning
- 3 Applying LCA to Building Design

WHAT THEY SAID

During the opening plenary,

#greenbuild was
tweeted every **3** seconds



and more than
20,000 #greenbuild tweets
were sent during the conference

Corey Booker @coreybooker

Thanks. The American Dream must be a green dream. RT @steviegotsoul: great insights at @Greenbuild



Jane McGonigal @avantgame

excited to be closing Greenbuild today with Bill McDonough, a hero for our planet!

Trends

- #Greenbuild
- Susan Rice
- Gaza
- #WhatMakesMeSmile

Making #greenbuild a trending topic!

WHAT THEY SAW





