Hanley Wood and USGBC establish a strategic partnership with Greenbuild and plan to go global

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WASHINGTON, D.C. (May 23, 2013) – Hanley Wood LLC, the premier media, event, information and strategic marketing services company serving the construction industry and the U.S. Green Building Council (USGBC) announced today a strategic partnership whereby Hanley Wood has acquired the Greenbuild International Conference and Expo.

USGBC will continue to produce Greenbuild's hallmark programming: the thought-provoking plenaries, industry-leading education, the popular pre-conference sector summits, the USGBC Leadership Awards and other special events that make Greenbuild the leading conference and expo for the green building movement. Hanley Wood's expertise in exhibition and conference management along with its media, information and strategic marketing services will enable Greenbuild to expand to its next level domestically and to help position the brand globally.

Greenbuild is the largest global event dedicated to green building, with over 900 exhibiting companies, 171,000 net square feet, and 30,000 attendees. This year's conference — to be held November 20-22 in Philadelphia — marks the 12th anniversary of Greenbuild, and the 20th anniversary of USGBC.

"The U.S. Green Building Council has established Greenbuild as the must-attend event in the sustainable construction industry, making this acquisition a natural fit for Hanley Wood," said Peter Goldstone, CEO of Hanley Wood. "Greenbuild is a powerful community driven by a passion for creating a socially responsible and healthy environment that improves our quality of life. We are excited to partner with USGBC and advance the community's mission by growing this important and globally significant event."

"This is an extraordinary opportunity for USGBC and the green building movement," said Rick Fedrizzi, President, CEO and Founding Chair of USGBC. "Through Hanley Wood's commitment to Greenbuild, USGBC can now accelerate investment in our core mission. One of the reasons we chose to partner with Hanley Wood is because of their commitment to maintain and build upon those essential qualities of Greenbuild that make it such a unique experience. This partnership creates an opportunity for us and our members to expand the green building marketplace, broaden our influence on green building policy, enhance the tools that improve building performance, increase our focus on human health and social equity and put an emphasis on new and existing homes."

About Hanley Wood

Hanley Wood, LLC is the premier media, event, information and strategic marketing services company serving the residential and commercial construction industries. Through its operating platforms, the company produces award-winning digital and print publications, e-Newsletters, websites, marquee trade shows and events, market intelligence data and custom marketing solutions.

About U.S. Green Building Council

The U.S. Green Building Council (USGBC) is committed to a prosperous and sustainable future through cost-efficient and energy-saving green buildings. USGBC works toward its mission of market transformation through its LEED green building program, robust educational offerings, a nationwide network of chapters and affiliates, the annual Greenbuild International Conference & Expo, the Center for Green Schools and advocacy in support of public policy that encourages and enables green buildings and communities. For more information, visit usgbc.org, explore the Green Building Information Gateway (GBIG) and

connect on Twitter, Facebook and LinkedIn.

3 comments

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Alfonso Ponce 1 year 24 weeks ago

Director Corporate Solutions -JLL UK- / Founder Green Heads Consulting Ltd., Green Heads Consulting Ltd

I actually think it's a great move for USGBC and one that is all ready providing results : Greenbuild is going global now !

Carl G. Harkins Jr. 2 years 4 days ago

4D:ZINE Group, Inc.

Sorry to be a downer on this one, but working with Hanley-Wood is not necessarily a good move for the USGBC. It was not a good move for the AIA either. I understand the need to work with a group that provides these services, but there are other companies out there that do the same thing and can retain an objective presentation style.

Taryn Holowka 2 years 4 days ago

Senior Vice President, Marketing, Communications & Advocacy, U.S. Green Building Council

Hi Carl, thank you for your comment. We would love to set up a call to talk more about this. I will be in touch shortly.

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