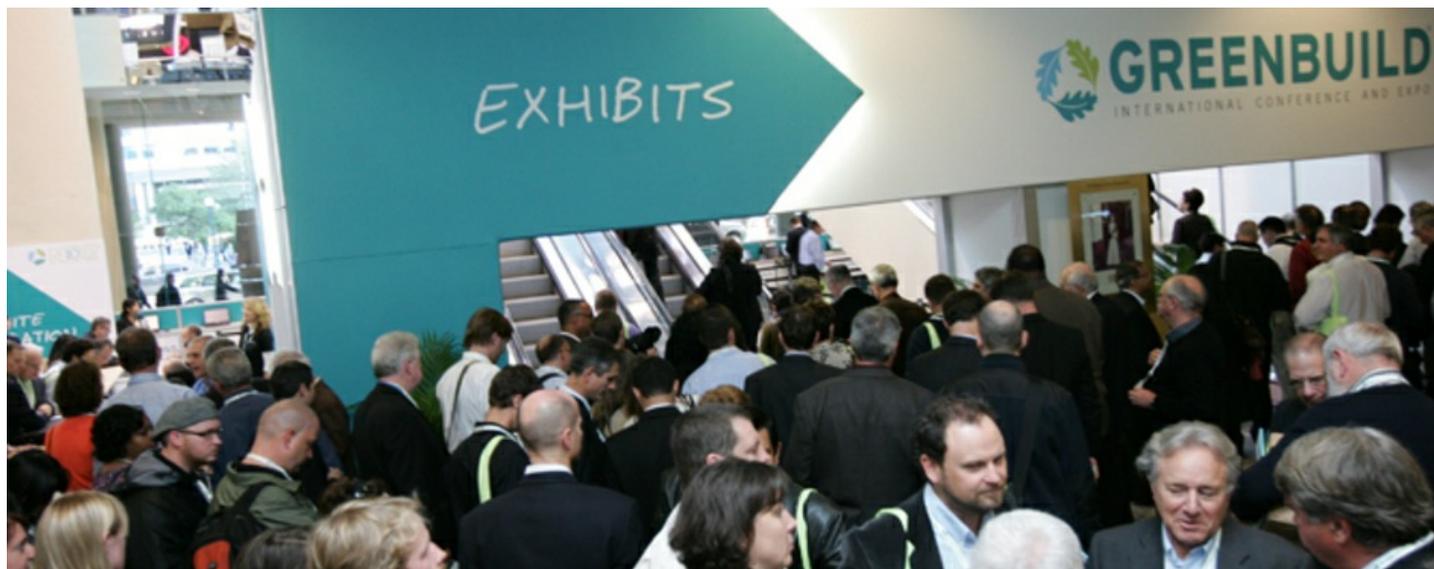


# What to Expect at the Greenbuild 2012 Expo: An Inside Look from a Greenbuild Groupie

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It's coming – that time of year when the leaves start to fall and the breeze feels just a little cooler. For most of us, autumn means breaking out that new sweater you've been dying to wear or gearing up for that Pumpkin Spice Latte you've been dreaming of since July.

But for those of us in the green building industry, the onset of fall means one thing: [GREENBUILD](#).

As a USGBC employee for a number of years, Greenbuild San Francisco marks the fifth time I'll be supporting the conference. Each year brings its own challenges, the latest trends, and the newest technologies. However, one factor has remained consistent throughout my time as a Greenbuild groupie – our [expo hall](#) continues to be the #1 showcase for the latest and greatest in our industry.

2012 marks the first time Greenbuild will encompass three exhibit halls, which is a testament to the scope of sustainable building throughout the U.S. and around the world.

We've also added a [ton of new features](#) this year to make the halls easy to navigate and fun to explore, with an emphasis on new technologies that embrace the creative spirit of the Bay Area:

1. **Wayfinding:** We'll be placing kiosks inside each hall to provide directional navigation to a specific booth (think "point A to point B" directions). Finding your clients and friends has never been easier!
2. **Mobile App:** In its inaugural year, the Greenbuild Mobile App aims to personalize the conference for attendees and increase the overall experience on-site. Features include dynamic exhibitor listings, local restaurant ideas, and the ability to add sessions, speakers and exhibitors to a list of "favorites" – essentially creating your own to-do list of Greenbuild action items. Stay tuned for the big launch.
3. **Greenbuild Connect:** Our traditional scheduling tool is getting a makeover for San Francisco, and will integrate session schedules with our Exhibitor search function. This is another great way to track your favorite exhibitors and add companies to your list of "interests" to ensure you don't miss a beat while navigating the halls.

We're so excited about these new features and hope they enhance your Greenbuild experience.

Whatever the season brings, one thing is certain: Greenbuild 2012 promises to be more exciting, innovative and cutting-edge than ever before!

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