

2007 ALTBUILD EXPO OVERVIEW

"The show certainly brought us the kind of attendees that we were seeking. We were able to conduct some business from builders and owners. Friday was an especially productive day."

– **Tom McCurry, Downtown Diversions, 2008 Sponsor**

"We were very pleased with this year's show. Attendance was high, the show was well coordinated and the attendees were knowledgeable and motivated to learn as much as possible about "green" products and services. Most attendees that we spoke with seemed to be Architects, Specifiers, Designers or Contractors who had decision making responsibility for material selection for projects that were current or near term. Many have had experience with the products and services we promote, so our conversations were substantive and fruitful."

– **Bill Clifford, Cal Panel**

"We found the show to be very worthwhile. We attend a lot of "green" type events but AltBuild was, in our opinion, one of the best. The attendees were a very well-balanced, diverse group. We made contact with builders as well as individual consumers."

– **Taylor Shaw, Rinnai**

"Outstanding show for us. We were very busy, and the show was very much as described in advance...good layout, simple set up logistics, and very qualified leads. Excellent all the way around. Attendees were mostly industry...design trade, builders, etc. Even on second day that was more for the general public, we had many architects and designers visit."

– **Tom Hawkins, Green Roofs**

"Best environmentally focused show all-around! AltBuild Expo is the one "Green" show in the Greater LA area that really focuses on the clientele our business serves."

– **Cary Chanin, Acme Environmental Group**

"It was great, busier than ever."

– **Cassy Aoyagi, C & K Landscape**

"Lots of good prospects, I was very busy, attendees were very interested in Green Building, lots of professionals."

– **Wade Vernon, Perform Wall**



SPONSOR TESTIMONIALS

AIA

The **AIA Committee on the Environment** (COTE) works to sustain and improve the environment by advancing and disseminating environmental knowledge, sustainable design values and best design practices to the profession, industry, and public. The mission of COTE is to lead and coordinate the profession's involvement in environmental and energy-related issues and to promote the role of the architect in preserving and protecting our planet from environmental damage. The Annual Alternative Building Materials and Design Expo plays an important role in spreading this message of sustainability within the design and construction communities. We are a proud partner and sponsor of this exposition.

GLOBAL GREEN USA'S GREEN BUILDING RESOURCE CENTER

The Alternative Building Materials and Design Expo has been a tremendous success over the past three years, both in terms of bringing a diversity of green building vendors to the region and increasing exposure for these vendors. Global Green USA's Green Building Resource Center is proud to support the 4th Annual Alternative Building Materials and Design Expo.

Global Green USA's Green Building Resource Center, a partnership between Global Green USA and the City of Santa Monica, provides design advice and product information about environmentally friendly building and remodeling free of charge to the public. The 2006 Alternative Building Expo was an incredible success in helping us identify those cutting edge vendors who are bringing healthy and resource efficient products and materials to the public. We have developed many lasting relationships with these vendors, enabling us to bring their product lines to the public year round as a direct result of the Alternative Building Materials Expo. We are thrilled at the expansion of the event to two days and are looking forward to another exciting event in 2008.

Monica Gilchrist, National Resource Center Coordinator, Global Green USA

FSC

FSC is proud to be a presenting sponsor of the Alternative Building Materials & Design Expo for the third year. The Expo has increasingly become an important event for the FSC community in raising awareness about the use of certified forest products in the Southern California area. With the booming construction industry at work in Southern California, it is imperative that architects and designers think about their use of wood, and what types of management practices were followed in the harvesting of that wood. We hope the event will raise awareness about how people can make positive environmental choices when they build.

PERMACITY CORP

The Expo was just great! I met exactly the potential customers that I needed to meet: Architects, general Contractors and motivated interested buyers.

Herb Mendelsohn, Permacity Corp

CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD

Great venue to advance green building and network with like-minded professionals as well as a great opportunity to engage with green building stakeholders.

Barbara Van Gee, California Integrated Waste Management Board

EXHIBITOR TESTIMONIALS

What Exhibitors say about AltBuild

AMERICAN CLAY

American Clay would participate in this show in years to come because the focus on improving building products and processes for the Health of the Planet is exceptional! This is the best show in this regard because it includes the public. Also, the crowd is FUN, and EAGER for information!

Carol Baumgartel, American Clay

ANGELUS BLOCK CO

As a manufacturer, we direct most of our efforts to builders, architects and landscape architects. The AltBuild Expo provided us with the exposure to this segment of the market. We also provide information to the public through education on pavers in general and permeable pavements specifically at the AltBuild Expo. The Expo gave us the opportunity to make the public more aware of the products available.

Often we are told numbers and type of attendees expected at shows as an enticement to attend. These "promises" are rarely met. The AltBuild Expo was an exception and greatly exceeded our expectations. Obviously there was targeted as well as general marketing of the show that filled the hall with a wide cross-section of interested companies and individuals.

Dennis Patrick, Angelus Block Co

STRANGER FURNITURE

AltBuild was a high energy exposition of green design and building materials. It exceeded my expectations and I was thrilled to sell my biggest piece off the floor.

William Stranger, Stranger Furniture

TREEPEOPLE

Tremendous. Great attendance levels, and folks were genuinely interested in what we had to talk about--we weren't the only booth that found ourselves running low on materials because of overwhelming interest!

Katura Reynolds, TreePeople

CLEAN & GREEN

Clean & Green was honored to sponsor the CO2 offsets for AltBuild. The expo itself was fantastic. But what was really special was the environmental awareness of the attendees. They did not come just to look, but to learn and live more sustainably.

Traci Spencer, Clean & Green

ECOLITE CONCRETE

It was a great target audience for our earth friendly building system. There were a lot of visitors to our booth. We were busy non-stop from beginning to end. This was our second show with you folks, and we plan to attend next year.

Brian Smith, EcoLite Concrete

AVIGNON WALLCOVERINGS

I thought the show was awesome. The number and quality of the attendees was great. We plan to exhibit next year.

Caaryn Outwater, Avignon Wallcoverings

EXHIBITOR TESTIMONIALS [continued]

What Exhibitors say about AltBuild

YOLO COLORHOUSE

Thank you for such a great show! My experience at AltBuild was very positive. Setting up and tearing down our display went smoothly and easily. With a steady stream of interested people at our booth throughout the day, it was easy to make connections and inform people about 0 VOC paint. We are looking forward to next year!

Puji Sherer, YOLO Colorhouse

SYNLAWN

I was overwhelmed! I literally did not stop talking from 10 to 6 and could not even sit down, take a break, or think straight by the end of the day. It was 5 times or more what I expected. We had a tremendous response.

Duane Roth, Synlawn

ECO-STRUCTURE MAGAZINE

The show was a huge success!!! The turn out was very impressive.

Becky Sedlak, Eco-Structure Magazine

EARTH FRIENDLY DESIGNS

This year's AltBuild Expo was a terrific experience. It was filled with inquiring minds from opening to closing, from general consumers looking to shop smarter, to industry and trades people wanting to stretch their horizons. The venue was comfortable and easy to work with, setting up and taking down the booths, was easy. The range of participants was varied and colorful, from professional organizations embracing new members, to architectural salvage and industrial installations, to vendors offering products for the home.

Alison Pollack, Earth Friendly Designs

WALLA WALLA SPRINKLER COMPANY

Great show. I liked the location, the food, the attendees, the accessibility to the show floor. If you've got a "green" product and you qualify for an invitation, the AltBuild EXPO is the place to be. I found the attention to details, the service and the setting top notch. Congratulations!

Mike Baron, MP Rotator Manager, Walla Walla Sprinkler Company

JARDINIER CORPORATION

The Expo was a great success, it was my first year as an exhibitor and I enjoyed the positive feedback from all attendees and Staff. I look forward to another great year.

Jeanne Nalbandian, Director of Sales, Jardinier Corporation

EARTHFRIENDLY MOVING

We had an amazing experience! What a great event to introduce and educate a green audience on our product and overall ecological message. This is a must attend show for anyone who is designing and/or producing an environmental/ecological product line! It's the best way to meet the right "green-eco aware" people, who are eager to learn about your product and business! We'll be showing at the AltBuild Expo every year, as it's an invaluable opportunity for Earthfriendly Moving to meet, learn and develop quality relationships with our core customers!

Spencer Brown, Earthfriendly Moving