



**FOR IMMEDIATE RELEASE**

**MEDIA CONTACT:**

Julie Du Brow / Rosette Pambakian  
310-821-2463 tel

[Julie@dubroworks.com](mailto:Julie@dubroworks.com) / [rosette@dubroworks.com](mailto:rosette@dubroworks.com)

## **9<sup>th</sup> Annual AltBuild Expo Returns May 11-12, 2012, Presented by the City of Santa Monica**

### **Key Features Include Water and Green Builder Conferences, and Rammed Earth and Container Displays**

(Santa Monica, CA – December 2011) On May 11-12, 2012, the annual *Alternative Building Materials & Design Expo* (AltBuild Expo) celebrates its 9<sup>th</sup> year at the Santa Monica Civic Auditorium (1855 Main Street, Santa Monica, CA 90401). Presented by the City of Santa Monica, AltBuild Expo & Conference is considered the largest and most-respected green design and building expo in Southern California, serving top industry professionals—architects, builders, contractors, engineers, landscapers—and exhibitors, as well as a large consumer audience. The event highlights programming that serves both those already committed to, and those who are poised to enter, sustainable design. (ALL SHOW DETAILS AT END)

The Expo features over 150 hand-picked exhibitors covering green building and design materials; energy efficiency techniques and technologies; alternative energy; water conservation and management; environmental plumbing; municipal and state agencies; and non-profit organizations. This year, the Expo also features a curated section of artisan materials and manufacturers.

Although anyone may attend either day, the programming for Friday is geared to the professional, and on Saturday, to the public. More than 40 speakers will address sustainable and alternative building practices. Programming, speakers and exhibitors will be posted on [www.altbuildeexpo.com](http://www.altbuildeexpo.com).

**FRIDAY:** This year's Friday professionally-focused programming is being enhanced, with CE Professional Development Programming presented by the American Institute of Architects Los Angeles (AIA|LA), U.S. Green Building Council-LA Chapter, Building Industry Association (BIA)-LA/Ventura County Chapter, Build It Green, and the City of Santa Monica Water Resources Department.

- USGBC-LA will provide a Contractor's Conference, including sessions such as "LEED for GCs & Subs: How to Find Work", "Integrated Project Delivery", "True Cost of Building Green", "Intelligent Lighting Controls", and more. Ideal for architects, general contractors, sub-contractors, engineers, LEED project managers, and aspiring green builders who want to network and connect with the latest technologies and trends.
- BIA is partnering with L.A. County to provide detailed and practical techniques on how to fully comply with state and county green building codes for residential and commercial contractors, including the new landscape design and drought-tolerant landscaping requirements.

- The annual "Developers Go Green" panel will focus on panel members who have headed marketing efforts of successful residential developments that have "gone green". They will discuss how they succeeded in a soft economy, and review trends in residential developments that place a strong, successful emphasis on sustainable design and construction.
- City of Santa Monica will present a Water Conference, geared to landscapers, lead by Russell Ackerman, a Water Resources Specialist for the City.
- AIA|LA will offer ALTERNATIVES to EXPERIMENTAL BUILDING METHODS and MATERIALS in a series of panel discussions, and workshops. Friday will include a Keynote and panel on "The Pitfalls and Opportunities of Prefab", and an update on the USGBC Long Beach Container Competition, with the winners at the end of the day.

AIA Members can earn Learning Units for the AltBuild AIA|LA COTE presentations. LEED Green Associates & LEED APs may earn free CMP Credits for Professional Development.

SATURDAY: Consumers should be aware that there have never been more rebates in place for green building remodel. Fixing existing buildings is a major focus of both cities and organizations such as the USGBC. Programming on Saturday for consumers will cover a number of ways to save money and act sustainably through options such as energy upgrades, water rebates, conservation, vegetable gardening, composting, solar education, green building retrofits, and much more. AIA|LA's vendor area in the parking lot will be set up with ALTERNATIVE materials for home construction (Fri./Sat.) and AIA|LA COTE programming will feature experimental design, along with hands-on building and design workshops.

With the initiation of the state mandated CALGreen Building code in 2011, the bar has been significantly raised for architects, builders and developers in regards to how they design and build new projects. Once again the bar is being set at a higher level in 2012 with the passage of the new Los Angeles county Green Building Code. This is the ideal time for both the professional, and the consumer, to be exposed to the most current information.

Current sponsors include the American Institute of Architects Los Angeles (AIA|LA), U.S. Green Building Council-LA Chapter, Building Industry Association (BIA)-LA/Ventura County Chapter, Build It Green PermaCity, and Energy Upgrade.

**SHOW:** Friday, May 11, 2012 and Saturday, May 12, 2012. Daily Hours are 10:00am-5:00pm.

**WHERE:** Santa Monica Civic Auditorium, 1855 Main Street, Santa Monica, CA 90401.

**TICKETS:** Free to Expo, all Saturday programming and the majority of Friday programming.

**PARKING:** \$9.00 for automobiles. Free bike valet parking.

**GENERAL EVENT INFORMATION:** [www.altbuildexpo.com](http://www.altbuildexpo.com), 310-390-2930.

###