

# Coming Fall 2008: Annual Green Building Survey & Directory

The commercial real estate industry's most comprehensive guide to going green

Presented By The Penton Real Estate Investor Network



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LODGING  
HOSPITALITY

The editors of *National Real Estate Investor*, *Retail Traffic* and *Lodging Hospitality* have teamed up to present the second annual Green Building Survey & Directory this fall. It will be seen by more than 125,000 subscribers to the print publications—along with thousands more on the Web sites.

## Green Building Survey

Our exclusive research takes the pulse of the commercial real estate industry on today's critical green issues—ranging from green standards and financing, to demand and construction—by surveying commercial real estate owners and developers, property managers, brokers, corporate real estate executives, lenders and government officials. The responses will be presented in a white paper appearing in all three publications clad with easy-to-use charts and graphics along with compelling expert commentary. Subjects covered include:

- Green building demand drivers
- Green building development—completed and planned
- Growth of green building retrofits
- Carbon footprint measurements
- Financing green projects
- Green insurance providers
- Attitudes towards green buildings
- Growth of green buildings by property type
- Costs associated with going green
- Return on green investments



## Green Directory

In addition to the survey, we'll profile cutting-edge green buildings across all the major property types—including hotel, retail, office, industrial and multifamily. Each profile will look at the green products these model properties are incorporating and what makes them beneficial to the environment—and to the bottom line. This section also will include a comprehensive directory of green product and service suppliers, including:

## Green Service Providers

- Architects
- Brokers
- Developers
- LEED consultants/LEED accredited professionals
- Lenders
- Insurance
- Property managers

## Green Product Suppliers

- Air quality
- Air quality monitoring & assessment
- Appliances
- Cleaning supplies
- Communication wiring
- Detection & alarm
- Doors
- Electrical
- Electricity metering
- Elevators
- Facility remediation
- Fire and smoke protection
- Flooring & floor coverings
- Furniture & furnishings
- Hazardous materials management
- HVAC
- Insulation
- Interior finish & trim
- Lamp & ballast recycling
- Lighting
- Mechanical systems/HVAC
- Outdoor trash & recycling receptacles
- Paints & coatings
- Pest control devices
- Plumbing
- Radon mitigation
- Recycling equipment
- Removal & salvage of construction materials
- Renewable energy
- Roofing
- Signage
- Solar
- Water
- Water efficiency
- Windows
- Wood

More  
▼

## Display Ad Contacts

New England • Matt Butcher  
212-204-4240  
matt.butcher@penton.com

East • Cynthia Zucker  
732-845-0011  
cynthia.zucker@penton.com

Midwest/Southwest/Southeast  
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Marianne Rivera  
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marianne.rivera@penton.com

Midwest/Southeast Account Manager  
(Retail Traffic)  
Amie Leibovitz  
312-840-8438  
amie.leibovitz@penton.com

West • Neil Dant  
949-838-2117  
neil.dant@penton.com

## Directory Listing Contacts

Adam Strominger  
(Companies A-J)  
212-204-4249  
adam.strominger@penton.com

Sara Hellon  
(Companies K-Z)  
866-353-9735  
sara.hellon@penton.com

## Advertising Rates

### Directory Listings: \$495 net

Includes the following:

- Company name and address
- Company logo
- Phone number
- Web address
- Up to two contact names
- 50 word company profile

For display advertising rates, contact your local sales representative.

## Annual Green Building Survey & Product Directory

Publishing: Fall 2008

Display Ad Closing: September 3, 2008

Directory Listing Closing: September 3, 2008



## Bonus Distribution

- ICSC Chicago Dealmaking
- ICSC Southeast Idea Exchange
- ICSC Texas Conference & Dealmaking
- TICA Conference
- New York Hotel Show (IH/M&RS)



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**Please fill out this form to receive your directory listing. Fax in *only* this and the next page to 913.967.7207.**

## Company Information (For Publication)

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State / Province \_\_\_\_\_ Zip / Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Toll-Free Phone \_\_\_\_\_ Fax \_\_\_\_\_

Web Address \_\_\_\_\_ E-Mail Address \_\_\_\_\_

Contact Name (two allowed): \_\_\_\_\_

Contact Name (two allowed): \_\_\_\_\_

## Contact Information (NOT For Publication)

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State / Province \_\_\_\_\_ Zip / Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Toll-Free Phone \_\_\_\_\_ Fax\* \_\_\_\_\_

Web Address \_\_\_\_\_ E-Mail Address\*\* \_\_\_\_\_

Your Name: \_\_\_\_\_

NATIONAL REAL ESTATE  
**Investor**<sup>®</sup> **LODGING  
HOSPITALITY**

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If you do not wish to receive future unsolicited fax advertisements at the fax number shown at the top of this page, please fax this page back to 866-364-8597. Alternately, you may phone us at 866-271-1964 or send an email to [fax-opt-out@penton.com](mailto:fax-opt-out@penton.com). Our failure to comply with your removal request within the shortest reasonable time, as determined by the FCC, with such valid request identifying the telephone facsimile machine(s) to which the request relates would be unlawful.

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Please complete ALL the Insertion Order form fields below to ensure your listing information and materials appear accurately within the directory. If you have any questions, please contact Courtney Young at 913-967-7210, or Courtney.Young@penton.com.

## Category Selection

Please choose the *ONE* product category which best describes your primary product or service offering.

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> 0005 Air Quality                         | <input type="checkbox"/> 0070 Furniture & Furnishings               | <input type="checkbox"/> 0130 Radon Mitigation                            |
| <input type="checkbox"/> 0010 Air Quality Monitoring & Assessment | <input type="checkbox"/> 0075 Hazardous Materials Management        | <input type="checkbox"/> 0135 Recycling Equipment                         |
| <input type="checkbox"/> 0015 Appliances                          | <input type="checkbox"/> 0080 HVAC                                  | <input type="checkbox"/> 0140 Removal & Salvage of Construction Materials |
| <input type="checkbox"/> 0020 Cleaning Supplies                   | <input type="checkbox"/> 0085 Insulation                            | <input type="checkbox"/> 0145 Renewable Energy                            |
| <input type="checkbox"/> 0025 Communication Wiring                | <input type="checkbox"/> 0090 Interior Finish & Trim                | <input type="checkbox"/> 0150 Roofing                                     |
| <input type="checkbox"/> 0030 Detection & Alarm                   | <input type="checkbox"/> 0095 Lamp & Ballast Recycling              | <input type="checkbox"/> 0155 Signage                                     |
| <input type="checkbox"/> 0035 Doors                               | <input type="checkbox"/> 0100 Lighting                              | <input type="checkbox"/> 0160 Solar                                       |
| <input type="checkbox"/> 0040 Electrical                          | <input type="checkbox"/> 0105 Mechanical Systems/HVAC               | <input type="checkbox"/> 0165 Water                                       |
| <input type="checkbox"/> 0045 Electricity Metering                | <input type="checkbox"/> 0110 Outdoor Trash & Recycling Receptacles | <input type="checkbox"/> 0170 Water Efficiency                            |
| <input type="checkbox"/> 0050 Elevators                           | <input type="checkbox"/> 0115 Paints & Coatings                     | <input type="checkbox"/> 0175 Windows                                     |
| <input type="checkbox"/> 0055 Facility Remediation                | <input type="checkbox"/> 0120 Pest Control Devices                  | <input type="checkbox"/> 0180 Wood  |
| <input type="checkbox"/> 0060 Fire & Smoke Protection             | <input type="checkbox"/> 0125 Plumbing                              |   |
| <input type="checkbox"/> 0065 Flooring & Floor Coverings          |   |   |

## Insertion Order / Authorization

**YES**, include my company's listing in the 2008 Annual Green Building Survey & Directory. My listing includes company name and logo, address, phone number, web address, up to two (2) contacts and a 50-word company profile.

### Authorized Signature/Date

\_\_\_\_\_

Ordered by:

Name \_\_\_\_\_ Title \_\_\_\_\_

Company & Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax\* \_\_\_\_\_

E-mail\*\* \_\_\_\_\_

\*Your fax number is used to communicate to you. By providing your fax number, you are giving written permission to receive listing and other related information from the Penton Financial Services Group that may be of interest to you by fax. We will not share this information or use it for any other purpose. You may opt-out of receiving faxes from us at any time in the future. \*\*Required for sending future listing information.

TOTAL = \$ 495

### Payment Options:

Bill me at the address above.

Look for my check made payable to Penton Media sent to: Penton Media, Inc., Attn: Courtney Young/Green Building Survey & Directory, 9800 Metcalf Ave., Overland Park, KS 66212

Charge my  Visa  MC  Amex

Name on Card \_\_\_\_\_ Card# \_\_\_\_\_ Exp. \_\_\_\_ / \_\_\_\_

**MATERIALS should be e-mailed to Arturo.Mora@penton.com by 9/3/08. Please send a print ready logo (EPS or TIF file format, 300 dpi minimum, 4-color/CMYK) and a 50-word Company profile in Word or in an e-mail.**