



BUILDING the HEARTLAND

Formerly BUILDINGChicago/Greening the Heartland

BUILDING DESIGN
+ CONSTRUCTION

AIA CHICAGO



BUILDINGChicago/Greening the Heartland has a wider focus and a new name: BUILDING THE HEARTLAND. Returning in 2015 to the Holiday Inn Mart Plaza, Chicago's first LEED Gold hotel, the expo and conference is produced by *Building Design+Construction (BD+C)* and SGC/SGC Horizon, in conjunction with USGBC Illinois and AIA Chicago.

AUGUST 31-SEPTEMBER 2, 2015 // HOLIDAY INN MART PLAZA

BUILDING PROFITS

EXHIBITS | NETWORKING | ACCREDITED EDUCATION SESSIONS

The 2015 conference generated positive feedback from surveyed attendees. **100% SAID THEY WERE LIKELY TO RETURN FOR THE 2015 EVENT.**

This one-of-a-kind networking event offers accredited education sessions to architects, specifiers, contractors, designers and building owners in the commercial building design and construction industry. **88% OF SURVEYED ATTENDEES RECOMMEND/SPECIFY/PURCHASE PRODUCTS.**

WIDER FOCUS IN 2015

Exhibitors, presenters and attendees will gather again in Chicago, August 31-September 2, 2015, for this annual 3-day event, produced jointly by SGC Horizon's *Building Design+Construction* magazine, the U.S. Green Building Council — Illinois Chapter, and AIA Chicago.

The 2015 event expands its focus so attendees from all points of the Heartland can learn about new technology, the residential market, high-performance building systems and tools, and the needs of owners, developers and occupants. The conference will remain about 50% green in content.

MAKE A CONNECTION

Exhibitors and sponsors have the opportunity to spend quality time with top prospects in a professional, educational, networking environment, and to establish their brands and companies as forward-thinkers and industry pacesetters.

EXHIBIT SCHEDULE

MONDAY, AUGUST 31

TIME	EVENT
5:00 p.m. – 7:00 p.m.	Networking Reception

TUESDAY, SEPTEMBER 1

TIME	EVENT
1:30 p.m. – 5:30 p.m.	Move in/ Set up Exhibits Wolfpoint
5:30 p.m. – 7:30 p.m.	Exclusive Exhibit/ Reception Hours

Tabletop exhibit space is \$1,900.

SPONSORSHIP & AD OPPORTUNITIES

BREAKFAST (limited to 4 companies each day)

\$4,000 per sponsor

LUNCH (limited to 4 companies each day)

\$4,000 per sponsor

REFRESHMENT BREAKS

(limited to 4 companies each day) **\$2,500** per sponsor

Conference session beverage breaks (coffee a.m./ sodas p.m.). Refreshment Break sponsorship includes recognition on all advance print and electronic promotions and on-site signage at beverage stations.

CONFERENCE & EXPO TOTE BAG SPONSORSHIP

(limited to one company) **\$3,000**

Bags are distributed on-site to all attendees with their registration credentials. Each bag will feature an imprint with the sponsor's message on one side and the BUILDING THE HEARTLAND logo on the other. The sponsor also will be entitled to one literature insert in the bag. Production costs are included.

CONFERENCE & EXPO BAG INSERT

(limited to 10 companies) **\$750**

Exhibitor is entitled to include its flier, brochure or promotional item in each Conference & Expo Bag distributed on-site to all attendees with their registration credentials. Production costs are extra. Show management must approve the literature's content.

BADGE LANYARD SPONSORSHIP

(limited to one company) **\$3,500**

Company name and logo printed on badge lanyard distributed to all attendees and exhibitors. Includes production costs.

EXHIBIT SPACE CONTACTS

For more information
on exhibiting, contact:

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CONFERENCE PROGRAM ADVERTISING

Back cover	\$2,500
Inside front cover	\$2,000
Inside back cover	\$1,750
Full page	\$1,250
½-page horizontal	\$ 950

CONFERENCE NOTEPAD SPONSORSHIP **\$2,500**

Set at each seat in the conference sessions, these pads are used for conference attendees to take notes during the education sessions. Includes production costs.

CONFERENCE PENS SPONSORSHIP **\$1,500**

Pens are inserted into each registration bag. Includes production costs.

FREE-STANDING SIGN (1M X 8') **\$1,200**

Get noticed by placing your company and/or product name in a prominent location seen by attendees entering and leaving the event. Signs are 4 color, single sided. Includes production costs.

HOTEL ROOM KEY CARDS **\$3,000**

(limited to one company)

Your company logo/message will greet attendees when they check into the conference hotel and each time they enter their rooms. Includes production costs.

REGISTRATION CONFIRMATION BANNER AD **\$1,500**

(limited to one company)

Include your company message on confirmation communications sent to conference and exhibit hall registrants. Attendees will carry your message with them as they pick up their credentials, reinforcing your marketing and driving traffic to your booth.

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