

Tuesday, April 21 - Wednesday, April 22, 2009  
Embassy Suites Lakefront - Downtown Chicago  
Chicago, IL, US  
[www.ecoconstructionconf.com](http://www.ecoconstructionconf.com)



Talks from:



# eco•construction

The Future of Green Building: Construction, Lighting and Materials in the Hotel and Retail Industries

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**Book through March 6, 2009  
and save 10% off the  
conference registration fee!**

See back page for more details

- Listen to **H-E-B's** case study: *The Way with Green Food/ Drug/General Merchandise Retail* and **Choice Hotels** case study: *Hospitality Sustainable Efforts*
- Learn about energy efficiency in the retail environment from **Next Life**
- Hear from **The CarbonNeutral Company** about carbon management in the building environment beyond 2030
- Discover the process that the **Beijing Olympic Village** went through to acquire the LEED Gold Certification from **EMSI**
- Network with key players in the green construction community
- Hear from Peter Braithwaite, Head of Sustainability, **London 2012 Olympic Games**: London 2012 and the London 2012 stakeholders share a commitment to maximize sustainability through the phase of the games - building the venues and infrastructure, staging the games themselves and then long into the future

## about the conference

Finding the balance between achieving sustainability and investing in construction project development in the current economy is not an easy task. The good news is that the green building industry will be less affected by the down market than the traditional construction sector as homebuyers take advantage of new government incentives. In fact, according to McGraw-Hill Construction's Green Outlook 2009 expects the value of green building construction to reach \$140 billion by 2013.

The U.S. Green Building Council has made a great effort in the development of LEED Certification and the environmental advances in this sector are quite promising. Suppliers of materials, chemicals and equipment are making progress toward providing end users with the requirements to meet certifications. Several examples of companies adopting progressive environmental policies are in the news: retailers like H-E-B have set the tone by implementing LEED certification projects for their stores, as well as the Olympic Villages in Beijing, Vancouver and the zero carbon London 2012.

At the inaugural **Eco•Construction Conference**, you will hear case studies from end users, retailers and hotel chains about their experience with green building and how to achieve carbon neutrality. You will also learn what materials and lighting options are available and best suited for keeping the environment and your costs controlled at the same time.

\*Source: [http://www.architecture2030.org/current\\_situation/building\\_sector.html](http://www.architecture2030.org/current_situation/building_sector.html)

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#### Venue

Speakers and delegates are responsible for booking their own travel and accommodations. A limited number of rooms have been reserved for speakers and delegates wishing to stay at the **Embassy Suites Chicago – Downtown/Lakefront** at a special rate of **\$199** plus taxes. Rooms must be reserved no later than **March 27, 2009** to take advantage of this special rate. Whenever possible, accommodations should be reserved early as rooms cannot be guaranteed and rates are subject to change after this date. To book your accommodations, please contact the hotel directly at **+1 312 836 5900**. (Please state you're attending the IntertechPira's **Eco • Construction Conference** to get the preferential rate.)



#### Embassy Suites Chicago - Downtown/Lakefront

511 North Columbus Drive, Chicago, Illinois, United States 60611  
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#### Your event organizer

IntertechPira provides events, training, online information and publications across a wide range of contemporary issues and disruptive technologies affecting industry. Our 100% independent products are provided globally 24/7 and delivered by teams of independent experts at sites in Portland, US and London, UK through 20 specialized industrial platforms. Our core competencies are information on: research and product development, globalization and new markets; production methods; regulatory and compliance. View the 20 platforms online at [www.intertechpira.com](http://www.intertechpira.com)

#### Sponsorships and exhibitions

IntertechPira's Eco • Construction Conference offers a unique opportunity to showcase your products and services all while accessing a high level network of industry leaders who are shaping the building strategies of today and tomorrow. Depending on your goals and the level of sponsorship, a benefits package can be designed to target a narrow audience or a broad group and may include event recognition as well as publicity, marketing and promotional opportunities and complimentary event passes. For more information on our many exhibition opportunities that meet your business goals, please contact Brian Santos at: +1 207 781 9618 or [brian.santos@pira-international.com](mailto:brian.santos@pira-international.com)

- End Users - Retailers, Hotel Chains
- Builders and Developers
- Suppliers of Equipment, Materials and Chemicals
- Contractors
- Sustainability Consultants and Academia
- Architects and Designers

#### Hear what previous conference attendees had to say about our past sustainability events:

*"Best conference I've been to in a long time – educational, timely, and great networking."*

Sara Porter, **Eclipse Film Tech**, on the Sustainability in Packaging Conference

*"From extreme examples on sustainable sourcing to energy reduction in traditional chemistry made this event eye opening."*

Lauren Kjeldsen, **Evonik Goldschmidt Corp.**, on the Sustainability in Cosmetics Conference

*"This is an excellent meeting to hear our industry leaders, understand trends and make important contacts with potential suppliers and customers."*

Terry Grill, **Sealed Air**, on the Sustainability in Packaging Conference

who should attend

**1 Your details**

Title:..... First Name:..... Last Name:.....  
 Organization:..... Position:..... Company:.....  
 Address:.....  
 ..... ZIP:.....  
 Telephone:..... Fax:..... Email:.....

Opt me in! I would like to receive regular electronic updates about IP events

**2 Event options and fees**

**Don't miss the early bird offer – book through March 6, 2009 and save 10%**

**Choose your payment package:**

- Conference fee (through March 6th) \$899
- Conference fee (after March 6th) \$999
- Pre-conference seminar \$399
- Conference proceedings (for those who cannot attend) \$599
- Academic/ Govt. rate\* \$699

**Exhibition Packages**

- Tier 1 package – Exhibit + delegate registration\*\* \$2900
- Tier 2 package – Exhibit only\*\* \$1900

\*Academic rate for full time students and teaching staff at universities only. Early bird offer does not apply. Government officials please provide ID.  
 \*\*For more information on our many exhibition and sponsorship opportunities that meet your business goals, please contact Brian Santos at +1 207 781 9618 or brian.santos@pira-international.com.  
**DISCOUNTS CANNOT BE USED IN COMBINATION**

**3 Payment method**

Purchase Order:..... VAT No:..... VAT will be charged at the prevailing rate unless a VAT number is supplied  
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**Check/Banker's draft** (made payable to IntertechPira)  Please invoice my company   
**Invoices cannot be issued without receipt of a purchase order number at the time of booking.**

**Banker's information for credit transfer payments**  
 US Dollar A/C: CitiBank N.A. Swift Code: CITIUS33 Account No: 40710066 ABA No: 021000089

Signature:..... Date:..... [Accounting code: 858-09 / Date received:.....]

**PLEASE NOTE:** Credit card details will be necessary if your booking is made less than 10 business days prior to the start of the conference, or if your invoice remains unpaid at the start of the event. Where funds have not been received in advance, delegates will be required to supply credit card details at registration in order to gain entry to the conference. This credit card will be charged on-site and current exchange rates and bank charges will apply.



IntertechPira  
 19 Northbrook Drive  
 Portland, ME 04105, US

**Register now!**

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 Contact Mike Robert for more information!

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