



Exhibitor Essential #1

Welcome to your first Greenbuild Exhibitor Essential! This email series will provide you with critical information about exhibiting at the Javits Centre on October 20-22, 2026.

BIG NEWS: Your [Sponsor & Exhibitor Manual](#) is Live!

If you participated in Greenbuild in 2025, this manual may look different!

This will be your comprehensive guide to all things Greenbuild. This essential resource contains everything you need to prepare for a successful show experience including [exclusive hotels rates, flight discounts](#), ordering show services, move in, shipping, and move out information.

Please share the link with your colleagues.

Exhibitor Checklist

Don't miss important deadlines! Review the [Exhibitor Checklist](#) for key tasks and deadlines dates including submitting your certificate of insurance, ordering show services, registering your team and submitting booths approvals.

Register Your Team for Passes

Watch for an email from registration@greenbuild.com today, this will include details about logging into the Registration Portal. You will be able to see your pass allocation when you log into your portal. Use this [Step-by-Step Video Guide](#) to register your passes.

Complete Your Online Exhibitor Profile

Stand out in the [Online Exhibitor Directory](#) by creating a compelling profile that attracts attendees. Be sure to include:

- Company logo
- Relevant categories (for search optimization)
- Engaging "About Me" section
- Social media links

Watch for an email with the subject: **'Greenbuild 2026 - Online Exhibitor Profile Access'** from **holly.kilbourn@informa.com** today, containing access instructions. Missing this email? Reply directly to us and we'll help.

Booth Guidelines

Start planning your booth design now! Review our comprehensive [Booth Guidelines](#) for regulations on booth space, sightlines, layouts, and other important requirements.

Please note that certain booth configurations require advance approval from Show Management before installation:

- Booths larger than 400 square feet
- Booth designs outside the Booth Guidelines
- Booths with special requirements or regulations

If your booth falls into any of these categories, please submit your design plans to [Holly Kilbourn](#) by September 16th, 2026.

Greenbuild's Mandatory Exhibitor Green Guidelines (GMEGG)

Sustainability is a core value at Greenbuild including how you exhibit. Help us reduce our environmental impact by completing a short survey on booth materials, shipping, lighting, and transportation before arriving onsite based on the Exhibitor Green Guidelines.

Complete the USGBC exhibitor training module to enter to win **2 Conference Passes for Greenbuild 2026!**

New: Better Stands Integration Your survey now includes Better Stands criteria, rating your booth's reusability (Single Use, Bronze, Silver, or Gold).

1. [Access USGBC Training](#)
2. [Read Better Stands Brochure](#)
3. [Complete GMEGG Survey](#)

By completing the GMEGG, you qualify for **Exemplary Performance Booth Award** and **Most Innovative Booth Award**. [Look at the 2025 winners.](#)

Protect Yourself

You may receive solicitations from unauthorized third-party companies offering hotel reservations, lead retrieval, booth services, or directory listings. These are NOT affiliated with Greenbuild.

Only work with our official show suppliers to ensure quality service and avoid scams.

[View Official Authorized Supplier List](#) | [Report Unauthorized Contact](#)

Important Reminder: Multiple Platform Access!

Please note that each of the following platforms operates independently and requires separate login credentials. They do not function on a single sign-on (SSO) system:

- **Registration Portal** (hosted on EV2)
- **Online Exhibitor Profile** (hosted on A2Z Personify)
- **Greenbuild App** (hosted on Swapcard)
- **Lead Insights**
- **Freeman Ordering**
- **Javits Center Ordering**

We recommend saving your login credentials for each platform in a secure location to ensure seamless access throughout the event. If you experience any difficulty accessing these systems or need assistance retrieving your login information, please don't hesitate to reach out.

We're excited to welcome you to Greenbuild on October 20 – 23 at the Javits Center! Please use the [Sponsor & Exhibitor Manual](#) as your go-to guide!

Best wishes,

The Greenbuild Team

Holly Kilbourn, CEM (she/her)

Event Operations Manager | Buildings & Construction Group | Informa Connect



[BUILDEX Vancouver](#) - [LBMAO Buying Show](#) - [PM Springfest](#) - [BUILDEX Alberta](#) - [Greenbuild](#) - [The Buildings Show](#)

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