

# west coast green<sup>10</sup>

## 2010 POST CONFERENCE OVERVIEW

### 7,094 ATTENDEES

West Coast Green 2010 attendees represented the entire spectrum of green innovation, including business leaders, investors, entrepreneurs, technology leaders, architects, city planners, and policy makers.

**Top Cities Represented:**

San Francisco | Los Angeles | Portland | Seattle | New York  
Chicago | Denver | Philadelphia | Las Vegas

**Other Countries in Attendance:**

Canada | Australia | UK | China | Japan | Germany | Mexico | India

### 160 EXHIBITORS

Innovation took center stage at the engaging West Coast Green tradeshow, bringing together a diverse group of green product manufacturers and distributors and connecting them to attendees with influence and buying power in their organizations. The Innovation Pipeline returned this year, astounding tradeshow goers with products that have not yet been released publicly.

### 181 PRESENTERS

Central to the success of this conference are the exceptional speakers and presenters who share their technical knowledge, on-the-ground expertise, and visionary wisdom on a range of topics from building science and public policy to technology. Notables among them were Arianna Huffington, William McDonough, Van Jones, Michelle Kaufmann, Al Zollar, Eric Corey Freed, Doug Davis, Panama Bartholomy, Hunter Lovins, and Dan Kammen.

### 122 REGISTERED PRESS

Total visibility for the event and our partner organizations totaled 126,494,652 impressions worldwide. The extensive press coverage includes editorials on CNET, The Huffington Post, The Atlantic, Fast Company, Sustainable Industries and Treehugger and Inhabitat. Our dynamic social media campaign (including Twitter, Facebook, Linked-In, and YouTube), engaged an active network of thousands throughout the year.

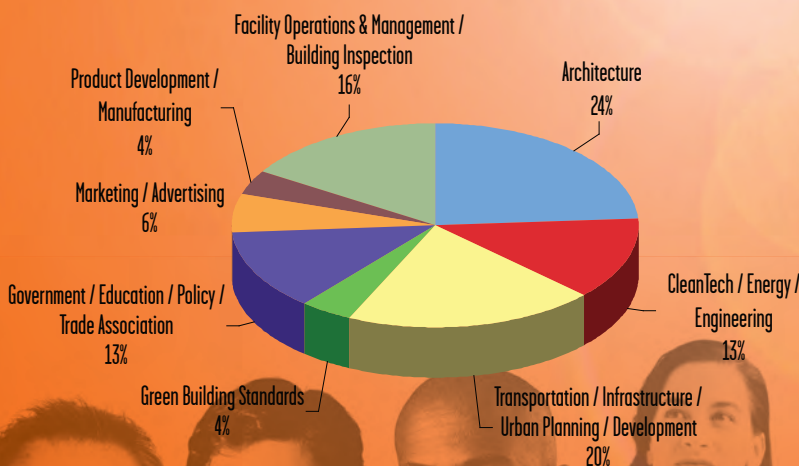
### 70 EDUCATIONAL SESSIONS

At West Coast Green, the diverse interactive sessions provide cutting edge knowledge and opportunity for action. Interactive leadership summits on the following topics were held during the conference: Smarter Buildings for a Sustainable Future, Intelligent Transportation and the Smart Grid, and Systems Thinking for a Vibrant Future.

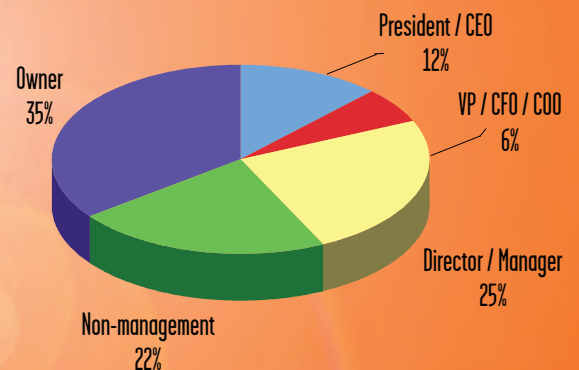
### 20,000 ft<sup>2</sup> SHOWGARDEN

Working closely with community and industry partners, West Coast Green transformed Fort Mason Center from a military base into an innovative, educational garden display demonstrating cutting edge urban agriculture and related future technologies.

#### ATTENDEES BY PROFESSION



#### ATTENDEE PROFILE



#### TRADESHOW VS. FULL CONFERENCE

