



Boston Society of Architects/AIA P: 617-391-4000  
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## *FOR IMMEDIATE RELEASE*

### **More Than 24,000 Attendees and 700 Exhibitors Convened for ABX 2017/Greenbuild** *Plenary speakers, co-location, sustainability and sold out events among highlights*

Boston (Nov. 17, 2017)—Today, the Boston Society of Architects/AIA, Informa Exhibitions, and the U.S. Green Building Council (USGBC) announced the results of the 2017 ArchitectureBoston Expo (ABX) and Greenbuild International Conference and Expo held last week at the Boston Convention and Exhibition Center in Boston, Mass. The week-long events included an overall attendance of 24,731 and 703 exhibiting companies participating in 169,000 square feet of exhibit and display space on the trade show floor.

The Greenbuild-ABX education programs cumulatively featured more than 300 sessions, tours, summits and workshops in the robust education program and throughout the week, with nearly 100 sold out sessions. Attendees of each show were eligible to attend education sessions from both events.

“This year, we celebrated ‘Together in Boston’ to aptly describe communal spirit of the week and the co-location between Greenbuild and ABX that formed the mega-event last week. We are so grateful to our community of attendees, exhibitors, sponsors and partners who brought such energy, excitement and momentum to this year’s event,” said Lindsay Roberts, Greenbuild group director, Informa Exhibitions. “It was an incredibly successful week celebrating the entire building and design community as well as the green building movement in the beautiful, historic setting of Boston.”

ABX 2017/Greenbuild featured several key events, such as:

- Plenary, which featured the 42<sup>nd</sup> President of the United States, Bill Clinton
- Celebration, held at the Boston Museum of Science, with a special concert by The Revivalists
- Closing Plenary, which concluded the week with American astrophysicist Dr. Neil deGrasse Tyson
- Combined Summit Closing Plenary with Bill McDonough, who spoke on advancing sustainable communities through the Cradle to Cradle© mission
- Master speakers Scot Horst, CEO of Arc Skoru; Dr. John Warner, President and Chief Technology Officer of Warner Babcock Institute for Green Chemistry; and Stephanie Meeks, CEO, National Trust for Historic Preservation
- USGBC Leadership Awards Luncheon, which annually recognizes outstanding efforts to advance green building design and construction



- Communities & Affordable Homes Summit, WaterBuild Summit and International Summit
- Women in Green Power Breakfast, which celebrated the strength of our democracy and women's role in shaping change
- Women in Design Symposium, a day-long event that encourages success and leadership for women in the design community
- Greenbuild Legacy Project, the creation of a Green Building Tech Program at Madison Park Technical Vocational High School in Boston
- Eleven alumni events hosted by area universities and associations
- Happy Hour in the Hall, which provided a lively atmosphere for networking

"The theme for this year's Greenbuild was "All In," which encompasses the breadth of the sustainability and green building movement and the commitment we feel to our community, to our mission and to our world," said Kate Hurst, senior vice president, Conferences & Events, USGBC. "With Greenbuild's platform expanding to India and China in addition to Boston in 2017, we are growing our green building knowledge and shared expertise across continents—while scaling the breadth and reach of global market transformation for the built environment."

Attendees also spent significant time discovering and enjoying the historical city of Boston. The USGBC Massachusetts community led the official host committee of Greenbuild 2017 with 30 tours throughout the week, exploring sustainable sites, prominent local universities, commercial buildings and the seaport.

The expo hall again showcased the leading products and services available to professionals within the sustainable building industry and had several notable areas, including:

- World's only Net Zero Zone, a 9,000 square foot pavilion powered by alternative power collected on-site at the Boston Convention & Exhibition Center
- Five new content-specific Applied Learning Areas which featured extended Q&A from sessions in the education program, exhibitor-led lunch & learns and whitepaper discussions
- Seven sponsored Education Labs with CE accredited education on the show floor
- 212 exhibitors who scored a 75 or higher on the Greenbuild Mandatory Exhibitor Greening Guidelines Survey, including overall winners
- Design Technology Throwdown, where teams of 4 competed against each other to design the best solution to a mutual design problem
- Immersive Visualization, an interactive A/R and V/R display that featured over 10 companies
- Learning Stage which featured free presentations every hour
- The Quad, an annual social space exhibition area
- Open Architecture Collaborative, which featured images and models of projects from the Boston chapter and hosted 2 interactive sessions on the show floor
- MakeTank demonstration pavilion
- Central Park landscape pavilion, which featured a charging peloton and allowed attendees to charge their phone by riding stationary bicycles



- Braindate lounge that allowed all participants to connect and meet face to face on specific topics of their choice

Josiah Stevenson FAIA, principal at Leers Weinzapfel Associates and 2017 BSA President noted:

“Every year during ABX, the BSA/AIA looks forward to learning the unexpected from interesting seminars, speaking face to face with product reps and running into seldom seen old friends. This year ABX was especially exciting because we co-located with Greenbuild. We were delighted to share the quest for design excellence and the power of knowledge with our Greenbuild colleagues during our time ‘Together in Boston’.”

Greenbuild 2018 is scheduled for Nov. 14-16 at McCormick Place in Chicago, Ill. More information can be found at [greenbuildexpo.com](http://greenbuildexpo.com). The Call for Proposals and Reviewers for Greenbuild 2017 is now open and the deadline to submit a proposal is Jan. 5, 2018.

ABX 2018 is scheduled for Nov. 28-29 at the Boston Convention & Exhibition Center in Boston, MA. More information can be found at [abexpo.com](http://abexpo.com). The Call for Proposals for ABX 2018 will open Dec. 1 and the deadline to submit a proposal is Mar. 31, 2018.

#### **About Informa Exhibitions U.S., Construction & Real Estate**

Greenbuild is part of Informa’s Global Exhibitions Division. With over 200 trade and consumer exhibitions annually, Informa Exhibitions is a global market leader in such end markets as Beauty, Construction & Real Estate, Design, Life Sciences, Maritime, Health & Nutrition, Natural Products, Agriculture and Pop Culture. Through face to face and digital channels, our transaction-oriented exhibitions and trade shows enable communities to engage, experience and do business. In doing so, we bring together people who want to buy and sell, network, do business and gain inspiration. Our industry insight, coupled with our innovative and entrepreneurial approach, provides them with the opportunity to create business advantage and access markets.

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#### **About the U.S. Green Building Council (USGBC)**

USGBC, the presenter of Greenbuild, is committed to a prosperous and sustainable future through cost-efficient and energy-saving green buildings. USGBC works toward its mission of market transformation through its LEED green building program, robust educational offerings, a nationwide network of chapters and affiliates, the annual [Greenbuild International Conference & Expo](#), the [Center for Green Schools](#) and [advocacy](#) in support of public policy that encourages and enables green buildings and communities. For more information, visit [usgbc.org](http://usgbc.org), explore the [Green Building Information Gateway \(GBIG\)](#) and connect on [Twitter](#), [Facebook](#) and [LinkedIn](#).

#### **About the Boston Society of Architects/AIA**

The Boston Society of Architects/AIA (BSA) is committed to professional development for



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its members, advocacy on behalf of great design and, together with its sister organization, the BSA Foundation, sharing an appreciation for the built environment with the public at large. Established in 1867, the BSA today consists of nearly 4,000 members and produces content for an array of programs and publications, including ArchitectureBoston Expo (ABX) and *ArchitectureBoston* magazine. A chapter of the American Institute of Architects, the BSA is a nonprofit, professional-service organization. For more information, visit [architects.org](http://architects.org).

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