



McGraw-Hill Construction and Zetlin & De Chiara present:

# Retrofitting Green: Why It Makes (Dollars and) Sense!

Southern California- March 5, 2008  
Northern California- March 6, 2008

CONNECT TO CALIFORNIA'S GREEN MARKET IN PRINT, ONLINE, AND IN PERSON

GROW YOUR GREEN MARKET SHARE – RESERVE YOUR SPONSORSHIP TODAY!

- **Reach and influence** key decision makers involved in green design and construction.
- **Associate** your products or services with sustainable design and construction.
- **Differentiate** your products or services from the competition.

## Sponsor both Northern and Southern California Events

### All Statewide Sponsor's will Receive:

- An advertisement in April's California Construction magazine featuring a special section on retrofitting green, plus event highlights. California Construction reaches a powerful audience of 30,000 plus design and construction professionals.
- Company link on McGraw-Hill events website
- Product display table at both events
- Logo on all event promotional material and signage
- Special mention during the presentation
- Complimentary event tickets

#### Platinum Package

\$4,000

Full Page, four color advertisement in April's California Construction  
Six complimentary tickets to the event  
Plus all benefits mentioned above

#### Gold Package

\$2,800

Half Page, four color advertisement in April's California Construction  
Four complimentary tickets to the event  
Plus all benefits mentioned above

#### Silver Package

\$1,700

Quarter Page, four color advertisement in April's California Construction  
Two complimentary tickets to the event  
Plus all benefits mentioned above

## Select and Sponsor either the Northern or Southern California Event

#### One City Event Package

\$1,000

Product display table at both events  
Logo on all event promotional material and signage  
Special mention during the presentation  
One complimentary ticket to the event

**RESERVE NOW FOR THE BEST EXPOSURE AND PLACEMENT!**

**ACT NOW:** To secure your sponsorship for this event please contact **Maggie Hartley** at (626) 932.6174 or [maggie\\_hartley@mcgraw-hill.com](mailto:maggie_hartley@mcgraw-hill.com)