



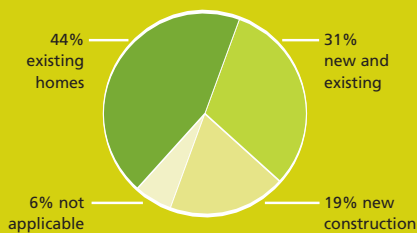
BETTER
BUILDINGS:
BETTER
BUSINESS

CONFERENCE

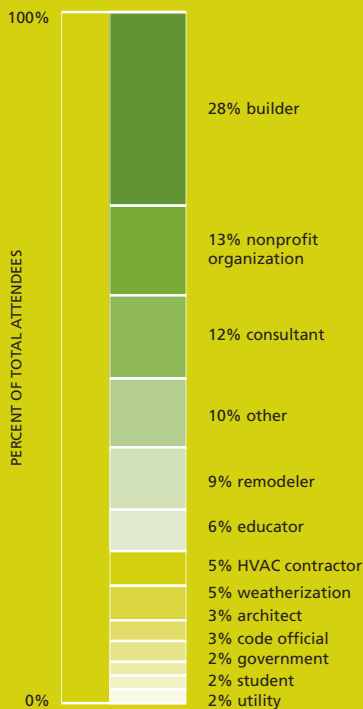
www.ecw.org/betterbuildings

Better Buildings: Better Business Conference 2009 by-the-numbers

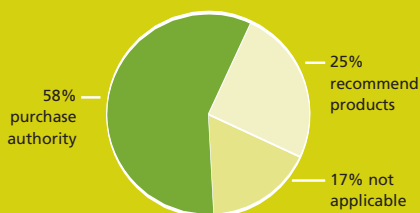
PRIMARY WORK PROFILE



ATTENDEES BY PROFESSION



COMPANY ROLE IN BUYING PRODUCTS AND SERVICES



“The B4 Conference is hands down the best regional building-related conference in the country. Builders come here to learn and do not leave disappointed.”

—Matt Miotke, President and CEO, The Builder’s Journal

900 ATTENDEES

Our attendees spanned the entire green market and are focused on the latest innovations in residential green building practices. Participants traveled from 22 states and provinces across North America.

83 SPONSORS AND EXHIBITORS

Our vibrant tradeshow features a broad range of green products and services centered on innovation. Exhibits range from manufacturers of energy efficient HVAC equipment to building products such as insulation, lighting and diagnostic equipment.

58 PRESENTERS

Nationally recognized experts present interactive educational sessions on energy efficiency and cold-climate building science. Among them were Ed Begley, Jr., Bill Hurrle, Tex McLeod, Joe Nagan, Robin Pharo, Scott Pigg, Bob Ramlow, Chad Speight, Keith Williams and Neils Wolter.

55 EDUCATIONAL SESSIONS

Our workshops equipped attendees with the tools and knowledge necessary for building energy efficient and high performance buildings. Sessions included net zero energy homes, remodeling homes to achieve higher performance, building homes that use renewable energy systems and energy efficient mechanical equipment.

CONFERENCE FEEDBACK

(Based on a five-point scale)

Rave reviews from attendees

- 4.5 overall conference rating
- 4.5 reinforced good building practices
- 4.3 introduced new developments in energy efficient building technologies

High marks from exhibitors

- 4.4 overall rating
- 4.8 quality of time for exhibits on conference schedule
- 4.3 traffic in the tradeshow

More than half of the attendees said they were likely to buy a product that they saw for the first time at the tradeshow.

THE
ENERGY
CENTER

UniversitySM

Powered by the Energy Center of Wisconsin, more than 4,000 building professionals participate in Energy Center University training programs every year. Learn the latest strategies to design, build and maintain high performance energy efficient buildings. Find out more at www.ecw.org/university.