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Green Media Enterprises Announces All-Inclusive Event for the Green Market

Green West Expo/Conference – May 20-22, 2008, Los Angeles Convention Center

Green East Expo/Conference – October 21-23, 2008, Jacob K. Javits Convention Center, New York

Los Angeles, CA (June 5, 2007)—Tradeshow organizer Green Media Enterprises today announced the launch of two new events—Green West and Green East—scheduled to take place in Los Angeles and New York City. The Green West and East expositions will bring together the entire spectrum of “green” products and services under one roof, targeting business, government, and individual interests alike.

Debuting in the nation’s most vibrant and forward-thinking green markets, Southern California and New York, exhibitors at Green West and East will feature the full range of environmentally friendly products and services including: building materials, architectural and engineering services, home and office furnishings and appliances, landscaping, transportation, renewable energy/alternative power and fuels, recycling, green manufacturing and packaging solutions, green electronics/IT, and personal lifestyle products (fashion, food, personal care products, and many others).

Attendees will also come from a broad cross-section of disciplines, including corporate directors and managers; architects, builders, contractors, and landscapers; space planners, interior designers and decorators; government, institutional, and corporate purchasing/supply chain managers; environmental and safety managers; fleet and transportation managers; energy and operations managers; IT/data center managers; manufacturing managers; product design and packaging engineers; plant and facility managers; waste management engineers; influential thought leaders and eco-conscious consumers looking for green products and services.

Commenting on the launch, Diane O’Connor, president of Los Angeles-based Green Media Enterprises, said, “Going ‘green’ is fast becoming one of the most significant economic, cultural, and political shifts of the 21st century. In the U.S. alone the market has surged to almost \$250 billion annually, and new technologies are emerging every day. Many of these technologies and services have crossover applications throughout the public, private, and professional sectors. We recognized the need for a large-scale event to address the information requirements of this diverse industry and to help connect all the dots up and down the fast-evolving supplier and buyer chains.”

The Green East and West events are being produced by Green Media Enterprises LLC, an integrated media company dedicated to the green marketplace. Green Media Enterprises is uniquely qualified to produce large-scale and comprehensive tradeshows and conferences. The senior management team consists of Diane O'Connor, President, former Vice President of Events for Canon Communications; Suzanna Rosemont, Vice President of Marketing, also formerly of Canon Communications as its Tradeshow Marketing Director; and Brian Henderson, Vice President of Sales, formerly the Senior Vice President, Trade Show Group, for New Hope Media.

For information about exhibiting at Green West and East, please contact Brian Henderson at 310/984-6919. For information on attending Green West and East, please contact Suzanna Rosemont at 310/984-6919.

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