

# GLOBE | 2008

Vancouver, Canada • March 12-14, 2008

## **GLOBE 2008 PARTNERS WITH *BUSINESSWEEK SPECIAL AD SECTIONS* TO PRODUCE “INNOVATION NATION: LEADERS OF THE GREEN BUSINESS WORLD”**

For Immediate Release:

Vancouver B.C. – The GLOBE Foundation is pleased to announce that it has formed a partnership with BusinessWeek Special Ad Sections to present a special advertising section titled “*Innovation Nation: Leaders of the Green Business World*” in conjunction with GLOBE 2008 being held March 12 – 14, 2008 in Vancouver, British Columbia, Canada.

*BusinessWeek* will publish the special section – Innovation Nation: Leaders of the Green Business World -- in its February 4, 2008 Global Edition (which hits newsstands January 25, 2008). The section will reach 4.9 million BusinessWeek readers worldwide (source: Fall 2007 MRI), and also be distributed to more than 2,000 participants at GLOBE 2008. The GLOBE Foundation is working with BusinessWeek Special Ad Sections to develop content for this section, which will explore the strategies, products, and initiatives green business leaders are implementing to address the triple bottom line.

Exposure includes visibility on [www.businessweek.com/adsections](http://www.businessweek.com/adsections) with direct links to companies' websites. Space in this special section is likely to be reserved quickly. **Reserve space** today by contacting **Lisa Wood (732) 701-1051, [lisawood@fvg.com](mailto:lisawood@fvg.com)**. The deadline for space reservation is December 17, 2007.

**About GLOBE:** GLOBE 2008 is produced by the GLOBE Foundation, an international consultancy in the business of the environment. GLOBE is North America's longest operating producer of environmental business events, having produced the GLOBE series since 1993. GLOBE 2008 is expected to host over 10,000 people (including 2,000 conference delegates, 400 exhibitors, 200 speakers) in Vancouver, British Columbia from March 12 – 14, 2008 centering around four main themes; Corporate Sustainability, Energy & Climate Change, Finance & Sustainability, and Building Better Cities. For more information please visit [www.globe2008.ca](http://www.globe2008.ca)

**About BusinessWeek Special Ad Sections:** *The Special Ad Sections group at BusinessWeek* specializes in integrating the marketing objectives of its partner companies with the information needs of the BusinessWeek audience through the delivery of custom editorial content – via print, online and other media. Visit [www.BusinessWeek.com/adsections](http://www.BusinessWeek.com/adsections). For more information, please contact Helen Distefano, Director, Custom Content Partnerships at (703) 793-3644. Published by The McGraw-Hill Companies, *BusinessWeek* is the market leader, providing unparalleled insight and analysis to a worldwide audience of 4.9 million readers each week in 140 countries. Visit [www.BusinessWeek.com](http://www.BusinessWeek.com).

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*An event organized by The GLOBE Foundation.*

