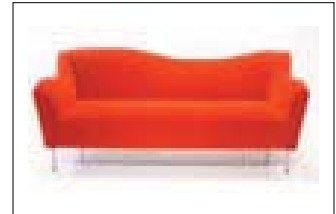


g³reenexpo

presents

eco-luxe

media & press event



september 22, 2009 nyc • 6 pm - 9 pm
rouge tomate

in association with



the strategy

time & cost effective media outreach

showcase your eco-friendly luxury product or service to over 300 members of the press, journalists, editors, tv & movie producers, writers, photographers & analysts.

promote your brand strategically in time for holiday season editorials & features in magazines, newspapers, web, tv, radio & beyond via our strategic partnership with one of New York's leading PR Firms, Rubenstein Public Relations

your brands products, services & photos will be listed on our website before, during and after this luxury media event enabling the press to review your products 24/7

post media event coverage includes your company's products and press releases on CD given to each media representative

With the average cost of a dedicated PR campaign being tens of thousands of dollars, there is no more cost effective solution for this kind of return!

Conduct a 5 month PR campaign in 3 hours!

the event

3 hours of non-stop media exposure

Exhibit space is available in 2 sizes

Single	(approx. 8'x10')	\$3,500
Double	(approx. 8'x20')	\$6,500

Each space includes table, 2 chairs & company sign

Your most up-to-date press release will be included on a CD for every attending member of the media and available for those who do not attend as a PDF on gogreenexpo.com

brands are encouraged to have their public relations agency along with their management & marketing team onsite to give media statements and onsite real-time interviews.

Cocktails & hors d'oeuvres will be provided for all media and brand representatives making this not only the most effective but the most fun and elegant event you will participate in all year!

Sept. 22 at Rouge Tomate at 5th Avenue on 60th street

Space is limited to the first 50 approved brands.

the exhibits

eco-luxury products & services

This new and unique event is exclusively for purveyors of eco-luxury. All brands must be approved in advance to secure their position as an exhibitor.

Categories Include:

Fashion

Transportation

Home & Building

Health & Beauty

Children & Pets

Travel & Adventure

Electronics

Food & Beverage

To apply for exhibit space, please fill out the last page of this presentation and fax it to 212.655.4501

the venue

rouge tomate

A member of the **Green Restaurant Association**, Rouge Tomato is dedicated to proactively addressing social and environmental issues, from the design of the restaurant to the development of the menu. Under the direction of executive chef Jeremy Bearman, Rouge Tomato features delicious modern American cuisine featuring seasonal and locally sourced ingredients. Unique to the restaurant is a registered dietician on staff, Natalia Rusin, who works hand in hand with Jeremy to ensure that all dishes meet a nutritional guideline. Rouge Tomato's commitment to health, balance and well being is evident in every aspect of the restaurant - from sustainable, eco-friendly practices such as composting to the constant collaborations between the cooking staff and Natalia.



the press

dedicated outreach on your behalf

partial list of invited press



About Rubenstein Public Relations: Based in the media capital of the world, RPR is staffed with a team of senior consultants, many of whom have a decade or more of agency experience. We specialize in luxury brands and corporate communications, with the core of our practice dedicated to high-end real estate, consumer products, financial services, technology and entertainment. RPR thoroughly understands our clients' objectives and pursues an unwavering commitment to achieving them. From corporate profiles to product introductions and special events, Rubenstein Public Relations has the resources to secure the media coverage that differentiates our clients' products and services.

Richard Rubenstein, a third-generation publicist, founded Rubenstein Public Relations (RPR) in 1987. He quickly began amassing an impressive list of entertainment clients – performers, companies and events spanning many genres, including music, theater, film, radio and television.

