

# Principled Profit

## The Good Business Blog

### **Come Meet Me at the Go Green Expo in New York**

**March 10th, 2010** • [No Comments](#) • [Energy & Sustainability](#)

I'm speaking in NYC Friday 3/19 at GoGreenExpo's Business Day. Business buyers get in free on Friday. If you'd like to attend Saturday and/or Sunday, here's a discount code (gets you into the Architecture Fair also): visit <http://www.gogreenexpo.com> and use promo code NYSPEAKER when registering for tickets.

My brief speech on Green Marketing is at 12:30, followed immediately by a book signing of [Guerrilla Marketing Goes Green](#): Winning Strategies to Improve Your Profits and Your Planet (co-authored with Jay Conrad Levinson). Please say hi if you're attending.

Here's the press release about the expo:

You're invited to NYC's premier eco-friendly event, Go Green Expo, coming to Pier 92 next weekend March 19-21.

Sponsored by CBS Television and co-located with the Architectural Digest Home Design Show, this year's Go Green Expo is not to be missed! Go Green Expo invites business leaders, eco-minded consumers and their families to explore the latest in every aspect of green living and sustainable business practices including energy, home and building, transportation, electronics, food, and health & beauty.

For more information and a full schedule of event, visit <http://www.facebook.com/1/6d112>; [www.gogreenexpo.com](http://www.gogreenexpo.com) and use promo code NYSPEAKER for discounted tickets – only \$10 for the weekend and it includes complimentary access to the Architectural Digest Home Design Show! (normally \$25)

Joining the lineup of keynote speakers this year are actress Mariel Hemingway, award-winning actor / director Ed Begley Jr. (presented by Enviro-Energies & Water for Life) and award-winning actor / political activist Matthew Modine. Additional eco-celebrity speakers include nationally-renowned eco-friendly interior designer Robin Wilson, nutritional expert and world-class athlete Bobby Williams, Eco-Sex author Stefanie Iris Weiss, award-winning environmental journalist Dan Shapley, eco-author and -blogger Mindy Pennybacker, eco-fashion designer Linda Loudermilk, and more.

Go Green Expo offers a multitude of interactive seminars and speaker panels led by industry-leading experts including Watershed Program Director Craig Michaels, Senior V.P. Worldwide of Rainforest Alliance Ana Paula Tavares, eco-business leader David Kistner of Green Apple Cleaners and founder / CEO of Go Green Expo, Bradford Rand. NYSERDA will be hosting a panel discussion discussing Workforce Development Initiatives, Green Jobs Green New York, Green Multifamily Buildings and Photovoltaic (PV) Systems. Other topics will include Success Stories of Eco-Entrepreneurs, Creating an Eco-Logical Home, Younger Generations Going Green, The State of Our Environment, and Eco-Fashion and Lifestyle.

Key exhibitors include The Home Depot, which will showcase the array of Eco-Options available in its stores, automakers Volkswagen and General Motors, earth-friendly paper goods company Marcal, eco-responsible dental care company Aquafree, sustainable printers Print Responsibly and Linda Loudermilk's eco-fashion line.

For more information and a full schedule of the show's events, please visit

<http://www.facebook.com/l/6d112;www.gogreenexpo.com>

**WHERE AND WHEN:**

Pier 92

Westside Highway at 55th Street

<http://www.facebook.com/l/6d112;www.piers9294.com>

**Trade Day:**

Friday, March 19 from 10am – 7pm

Tickets are complimentary to trade professionals, the press and corporate buyers (please bring business card for admission).

**Open to Public:**

Saturday, March 20 from 10 am – 6 pm

Sunday, March 21 from 10 am – 5 pm

\$25 for a full-weekend pass—open to both business buyers and consumers—includes complimentary admission to the Architectural Digest Home Design Show located next to Go Green Expo. Use promo code GGENYC for discounted tickets.

Tickets allow access to the entire exhibit floor as well as all panel and speaker discussions. Go Green Expo tickets at the door or online at <http://www.facebook.com/l/6d112;www.gogreenexpo.com>

Looking forward to seeing you at the event!