



National Institute of Building Sciences  
**BUILDING INNOVATION**  
*Conference and Expo*

# SPONSORSHIP PROSPECTUS

**BUILDING INNOVATION 2020  
CONFERENCE & EXPO**

# Why Sponsor BI2020:

Building Innovation, the National Institute of Building Sciences' annual conference, focuses on advances and solutions to common issues faced in the built environment.

As the premier event that brings together executives and top decision-makers in government, the professions, industry, labor and private sector, this is the place to showcase your company's innovative products and services. You can tap into an audience seeking the latest trends in technology, sustainability and resilience, to be used in buildings and communities throughout the world.

Please review the sponsorship opportunities laid out in this Sponsorship Prospectus and, if there is something you are looking for that you do not see, the National Institute of Building Sciences personally will craft an experience that is right for your company's products and services.

**Sarah Swango**

Senior Director of Business Development

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[sswango@nibs.org](mailto:sswango@nibs.org)

## **ABOUT BUILDING INNOVATION 2020**

- 5** Attendee Snapshot

## **SPONSORSHIP OPPORTUNITIES**

- 8** Presenting Sponsorship
- 9** Platinum Sponsorship
- 10** Silver Sponsorship

## **EXHIBITING OPPORTUNITIES**

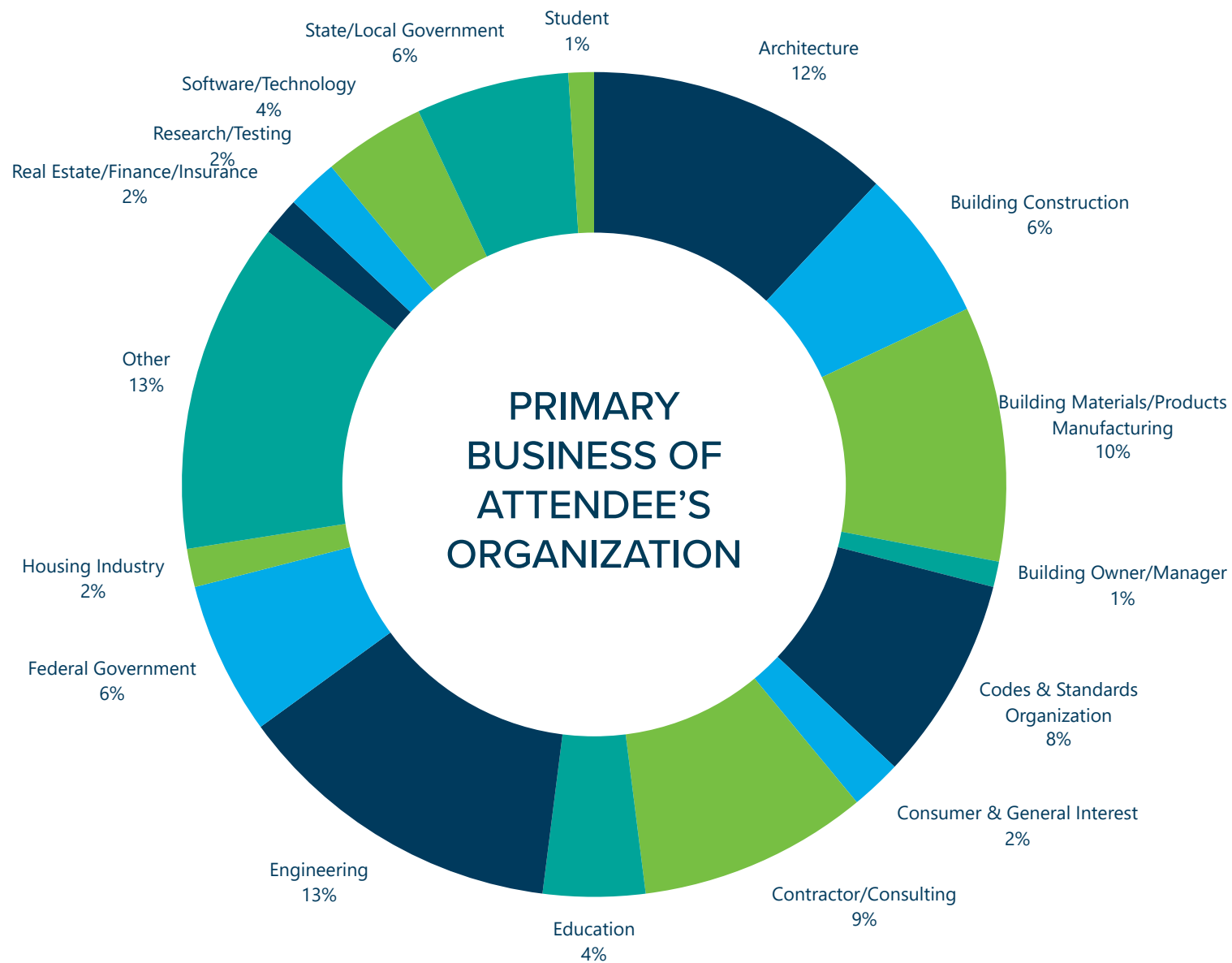
- 12** Exhibiting Sponsorship

## **BRANDING OPPORTUNITIES**

- 14** Hotel Key Cards
- 15** Attendee Badge and Lanyard
- 16** Conference Wi-Fi
- 17** Mobile Charging Station
- 18** Program Advertising

“ This is the only place that brings together a unique set of people from the industry, government, and private sector to network and solve problems in the built environment. ”

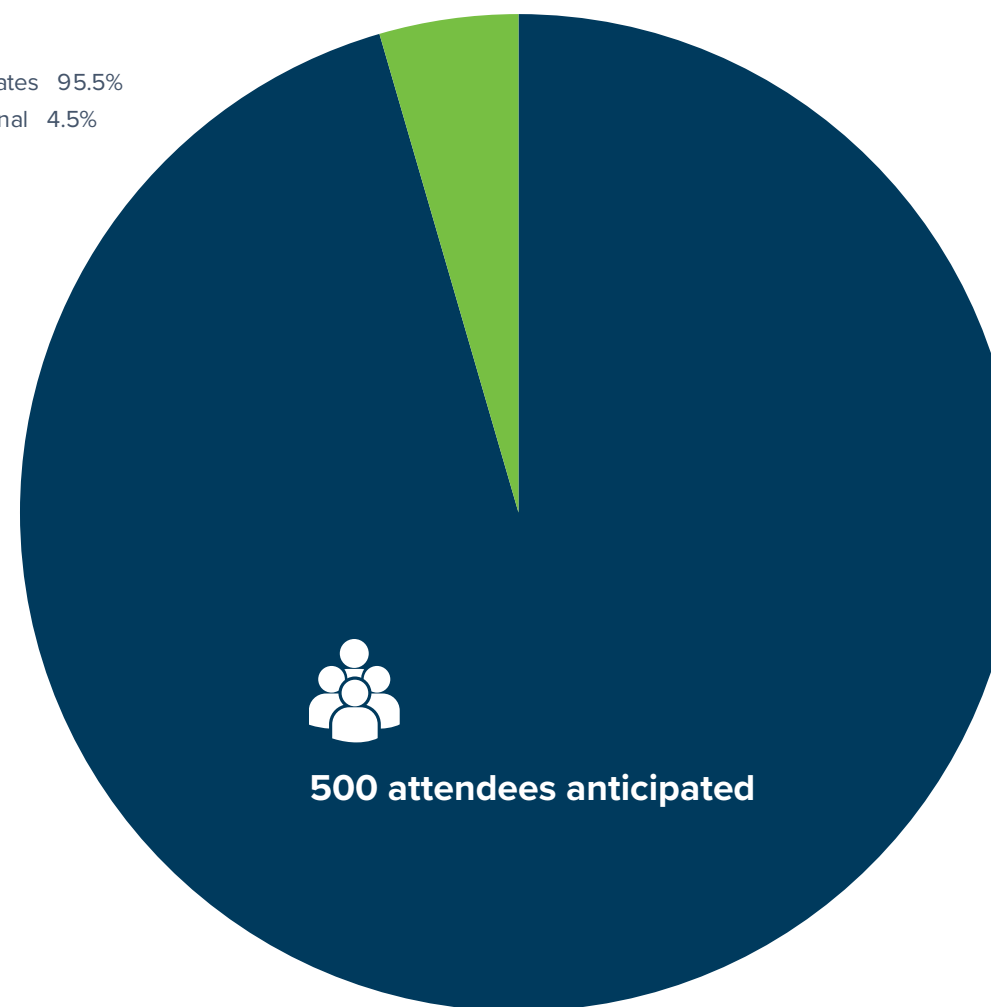
- Casey Martin, AIA, AICP  
*Sr. Consultant, Program Manager*  
*Jacobs*



## PRIMARY JOB FUNCTION

Acoustical Design  
Analysis/Advising  
Architecture  
BIM/CAD Design  
Building Enclosure Design  
Civil Engineering  
Code Enforcement  
Commissioning  
Construction/Installation  
Energy/Sustainability Management  
Facility Operations and Maintenance  
Fire Protection Engineering  
Information Systems/Network Administration  
Interior Design  
Management  
Mechanical Engineering  
Planning  
Plumbing Engineering  
Public Relations/Communications  
Research/Testing  
Sales  
Security/Risk Assessment  
Software/Website Design and Programming  
Specification/Guidelines Writer/Other  
Structural Engineering  
Technical Writer

■ United States 95.5%  
■ International 4.5%



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# SPONSOR OPPORTUNITIES



# PRESENTING SPONSOR

PRESENTING SPONSOR

PLATINUM SPONSOR

SILVER SPONSOR

Brand your company as the presenting sponsor at the National Institute of Building Sciences' Eighth Annual Conference and Expo, located at the Renaissance Crystal City Hotel in Arlington, VA, as we unite the industry on common issues surrounding all areas of the built environment. Help shape a compelling program designed to engage all disciplines in advancing innovation in building science and technology.

### Benefits include:

- Premier recognition as “Presenting Sponsor” on all print and electronic materials, including the Conference save the date, invitation, all electronic promotion, and program
- Full page ad in the Conference program guide in prime location (Specs = 8.5” x 11”)
- Prime exhibit space in Conference Innovation Lounge
- Eight complimentary Conference registrations
- 50% discount on additional Conference registrations
- Sponsorship of kick-off opening keynote breakfast and opportunity to help shape the discussion (content to be mutually agreed upon)
- Opportunity to speak for 3 - 5 minutes or provide video at opening breakfast before introducing the speaker
- Logo on opening breakfast signage and power point
- Opportunity to provide seat drop at opening general session breakfast
- Premier recognition as “Presenting Sponsor” at Conference welcome reception and opportunity to provide remarks
- Premier placement and reserved VIP tables at all general sessions and Conference events
- Opportunity to host exclusive hospitality suite for meetings with attendees
- Premier logo placement as presenting sponsor on all conference signage, including registration signage, conference gobo and education sessions
- Two dedicated email blasts highlighting your company as the presenting sponsor to NIBS database and conference attendees

**1 Opportunity Available | \$50,000**



# PLATINUM SPONSOR

PRESENTING SPONSOR

PLATINUM SPONSOR

SILVER SPONSOR

Year-long exposure and recognition to NIBS' Board of Directors, members, representatives of government, the professions, industry, labor, and consumers on the Conference web page with direct hyperlink to your company website.

### Benefits include:

- Opportunity to exclusively sponsor the FEDCon breakfast, or the Beyond Green Awards Banquet (select one + available on a first come, first served basis)
- Full page ad in the Conference program guide in prime location (Specs = 8.5" x 11")
- Prime exhibit space in conference Innovation Lounge
- Four complimentary conference registrations
- 50% discount on additional conference registrations
- Company logo on signage and Powerpoint, if applicable
- Opportunity to speak for 3 - 5 minutes or provide video at sponsored event
- Opportunity to attend all Conference networking events
- Logo in all pre-event marketing promotion with hyperlink to your company website
- Logo on Conference signage in premier location
- Podium acknowledgment through the Conference
- Pre- and post-conference attendee mailing list
- Social media promotion throughout the conference
- Logo and recognition on all print and electronic materials, including the Conference save the date, invitation, all electronic promotion, and program

**4 Opportunities Available | \$25,000**

# SILVER SPONSOR

PRESENTING SPONSOR

PLATINUM SPONSOR

SILVER SPONSOR

Brand your company at the daily networking breaks and meet with top decision-makers from across the industry.

**Benefits include:**

- Logo on break signage and opportunity to distribute gift item and/or marketing collateral
- Year-long exposure and recognition to NIBS' Board of Directors, members, representatives of government, the professions, industry, labor, and consumers on the Conference web page with direct hyperlink to your company website
- Logo and recognition on all print and electronic materials, including the Conference save the date, invitation, all electronic promotion, and program
- Half page ad in Conference program , 8" x 5"
- Three complimentary conference registrations
- 50% discount on additional Conference registrations
- Opportunity to attend all Conference networking events
- Pre- and post-conference attendee mailing list
- Social media promotion throughout the conference

**1 Opportunity Available | \$15,000**

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# EXHIBITOR OPPORTUNITIES

# EXHIBITING SPONSOR

Reserve your table top exhibit space in the Building Innovation 2020 Innovation Lounge, where all networking events will take place. It will be a central gathering place for attendees throughout the Conference's 3 days. Showcase your company's products, services, and innovations in this exciting interactive space!

**Benefits include:**

- Six-foot draped table and two chairs to showcase your demonstrations and provide a networking location in the Innovation Lounge
- Year-long exposure and recognition to NIBS' Board of Directors, members, representatives of government, the professions, industry, labor, and consumers on the Conference web page with direct hyperlink to your company website
- Logo on Exhibit Hall Signage
- Logo and Booth location listing in Conference Program with company description and contact information
- Logo in pre-conference promotion and post-conference follow-up
- Opportunity to do a gift item room drop at sponsor's expense
- Two complimentary Conference registrations
- Opportunity to attend all Conference events
- Pre and post-conference attendee mailing lists

**20 Opportunities Available | \$5,000**

The background features two large, overlapping geometric shapes. On the left is a green shape, and on the right is a blue shape. Both shapes are composed of two triangles meeting at a central point, creating a stylized 'A' or 'V' form. The green shape is slightly offset behind the blue one.

# BRANDING OPPORTUNITIES

# HOTEL KEY CARDS

Hotel rooms keys are the first thing attendees will receive when checking into the hotel to attend BI2020! Be the first brand they see with your logo and messaging on the key. Opportunities to brand front and back sides.

**Benefits include:**

- Your company logo and messaging on the front and back sides of key cards (sponsor to provide artwork to card specs)
- Pre- and post-conference attendee mailing list
- Opportunity to do a hotel room drop to attendees at Sponsor's expense
- Year-long exposure and recognition to NIBS' Board of Directors, members, representatives of government, the professions, industry, labor, and consumers on the Conference web page with direct hyperlink to your company website.
- Two complimentary Conference registrations
- Opportunity to attend all Conference events
- Logo and recognition on all print and electronic materials, including the Conference save the date, invitation, all electronic promotion, and program

**1 Opportunity Available | \$7,500**

HOTEL KEY CARDS

ATTENDEE BADGE AND LANYARD

CONFERENCE WI-FI

MOBILE DEVICE CHARGING STATION

PROGRAM ADVERTISING

# ATTENDEE BADGE & LANYARD

Have your company logo on everyone's badges and lanyards as they walk around the Conference. The badge is required to attend all conference education, meetings and events, so you know your company will be seen everywhere!

### Benefits include:

- Your company logo and messaging on lanyard and badge (space permitting)
- Pre- and post-conference attendee mailing list
- Opportunity to do a hotel room drop to attendees at Sponsor's expense
- Year-long exposure and recognition to NIBS' Board of Directors, members, representatives of government, the professions, industry, labor, and consumers on the Conference web page with direct hyperlink to your company website
- Two complimentary Conference registrations
- Opportunity to attend all Conference events
- Logo and recognition on all print and electronic materials, including the Conference save the date, invitation, all electronic promotion, and program

**1 Opportunity Available | \$7,500**

HOTEL KEY CARDS  
ATTENDEE BADGE AND LANYARD  
CONFERENCE WI-FI  
MOBILE DEVICE CHARGING STATION  
PROGRAM ADVERTISING



## CONFERENCE WI-FI

Make the Conference Wi-Fi password one that people will remember—your company name. This will be distributed all around the conference in breakout rooms, the Innovation Lounge, general sessions, and more!

**Benefits include:**

- Your company will create Wi-Fi password and landing page for any onsite computers
- Pre- and post-conference attendee mailing list
- Opportunity to do a hotel room drop to attendees at Sponsor's expense
- Year-long exposure and recognition to NIBS' Board of Directors, members, representatives of government, the professions, industry, labor, and consumers on the Conference web page with direct hyperlink to your company website
- Two complimentary Conference registrations
- Opportunity to attend all Conference events
- Logo and recognition on all print and electronic materials, including the Conference save the date, invitation, all electronic promotion, and program

**1 Opportunity Available | \$7,500**

HOTEL KEY CARDS  
ATTENDEE BADGE AND LANYARD  
CONFERENCE WI-FI  
MOBILE DEVICE CHARGING STATION  
PROGRAM ADVERTISING

# MOBILE DEVICE CHARGING STATION

Recharge BI2020 attendees' mobile devices while collecting qualified leads at the same time! This most sought after service will ensure that attendees seek out your booth to charge their phones, iPads, and other mobile devices.

**Benefits include:**

- Your company logo and messaging on charging station
- Pre- and post-conference attendee mailing list
- Opportunity to do a hotel room drop to attendees at Sponsor's expense
- Year-long exposure and recognition to NIBS' Board of Directors, members, representatives of government, the professions, industry, labor, and consumers on the Conference web page with direct hyperlink to your company website
- Two complimentary Conference registrations
- Opportunity to attend all Conference events
- Logo and recognition on all print and electronic materials, including the Conference save the date, invitation, all electronic promotion, and program

**1 Opportunity Available | \$7,500**

HOTEL KEY CARDS  
ATTENDEE BADGE AND LANYARD  
CONFERENCE WI-FI  
MOBILE DEVICE CHARGING STATION  
PROGRAM ADVERTISING

# PROGRAM ADVERTISING

Get in front of every attendee through our program advertising opportunities.

Advertisement Size	Specs	Investment
Inside Front Cover	8.5"w x 11"h	\$1,400
Inside Back Cover	8.5"w x 11"h	\$1,400
Full Page Advertisement (with bleed)	8.5"w x 11"h	\$1,200
Half Page Horizontal Advertisement (no bleed)	8"w x 5"h	\$600
Quarter Page Vertical Advertisement (no bleed)	4"w x 5"h	\$300

- HOTEL KEY CARDS
- ATTENDEE BADGE AND LANYARD
- CONFERENCE WI-FI
- MOBILE DEVICE CHARGING STATION
- PROGRAM ADVERTISING