



National Institute of Building Sciences  
**BUILDING INNOVATION**  
*Virtual Edition*

# SPONSORSHIP PROSPECTUS

**BUILDING INNOVATION 2021  
VIRTUAL CONFERENCE & EXPO**

**SEPTEMBER 27-28, 2021**

[buildinginnovation.org](http://buildinginnovation.org)

# Why Sponsor BI 2021, Virtual Edition?

Building Innovation, the National Institute of Building Sciences annual conference, focuses on advances and solutions to common issues faced in the built environment. And this year we will focus on lessons learned from a year we will never forget, and how we have become more resilient than ever when it comes to building in our communities, our infrastructure, and technologies in the places we live, work, learn and play.

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, services and solutions. Tap into an audience seeking the latest trends in technology, workforce and resilience, to be used in buildings and communities throughout the world.

Building Innovation 2021 includes sponsorship opportunities starting as low as \$1,000, designed for any budget, suited to any level of exposure, and completely customizable. Repeat sponsors agree: Building Innovation is committed to helping sponsors maximize their dollars. If you are new to Building Innovation, establish yourself as a key player by sponsoring this must-attend event.

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 will personally craft an experience that is right for your company's products and services.

**Please contact Sarah Swango, Senior Director of Membership & Development, to learn more**

(202) 289-7800 x127

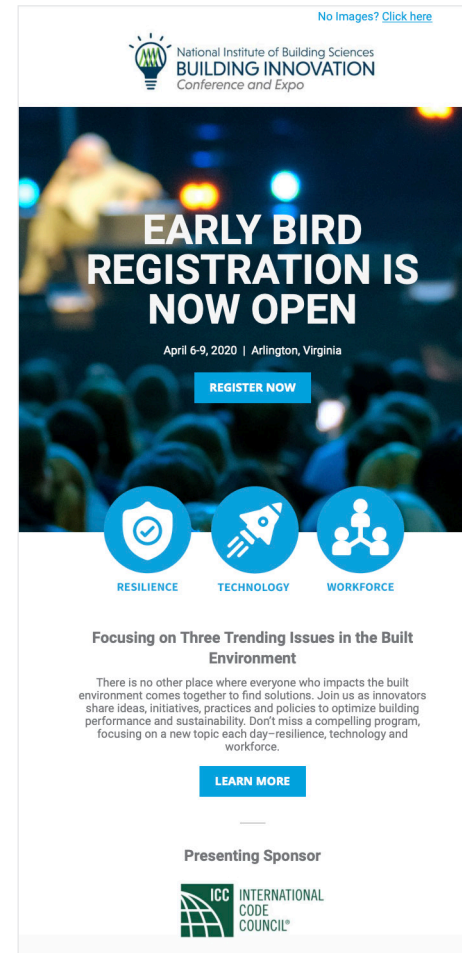
[sswango@nibs.org](mailto:sswango@nibs.org)



### Registration Sponsorship

This is the first impression registrants will see for Building Innovation 2021! As soon as attendees log into the event page for BI2021, they will see your company branded as the Conference Registration sponsor. Your company logo will be on the registration landing page, confirmation email registrants receive when they register for the conference and on all email reminders leading up to and post-conference, totalling 300,000 impressions. Your logo will be listed on our website as a premier sponsor hyperlinking to your company's website. You will receive an exhibit booth in the virtual exhibit hall, a BI2021 attendee mailing list for on-time use and five (5) complimentary BI2021 registrations.

**Total: \$20,000**



- Registration Sponsorship
- Daily Networking Reception
- Welcome Kit
- Educational Track & Opening Keynote
- Daily Closing Keynote
- Breakout Session
- NIBS 2021 Awards
- Luncheon Sponsorship
- Exhibitor
- Banner Advertising
- Innovation Showcase Sponsorship
- Industry Supporter

### Daily Networking Reception

These lively daily receptions will be open to all BI2021 attendees. The receptions provide a chance for attendees, exhibitors, and presenters alike to mingle in our digital networking rooms, where attendees will join based on discussion topics that your organization will help select. Each sponsoring company will have your logo shown and receive the opportunity to facilitate the conversation focused on hot topics in the built environment. Your company will also receive the conference registration list for one-time use, branding on the conference website, an exhibit booth in our virtual exhibit hall, and two (2) BI2021 registrations.

**Total: \$5,000 – 6 Opportunities**

- Registration Sponsorship
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### Welcome Kit Sponsorship

Your company will have the opportunity to help select the craft welcome kit item that will be mailed to the first 100 attendees before the conference. This item can vary from a culinary experience, to a popular wine tasting, to a USB memory stick or mask. You will have the opportunity to help select the item and, once approved by NIBS staff, you can mail the item to the first 100 paid registrants. Your company will also receive the conference registration list for one-time use, branding on our conference website, an exhibit booth in our virtual exhibit hall, and three (3) complimentary BI2021 registrations.


**Total: \$15,000 – 1 Opportunity**

- Registration Sponsorship
- Daily Networking Reception
- Welcome Kit
- Educational Track & Opening Keynote
- Daily Closing Keynote
- Breakout Session
- NIBS 2021 Awards
- Luncheon Sponsorship
- Exhibitor
- Banner Advertising
- Innovation Showcase Sponsorship
- Industry Supporter


### Daily Educational Track & Opening Keynote Speaker Sponsorship

Sponsoring the daily educational track—Resilience, Technology or Workforce—and the daily opening keynote speaker is an excellent way to help Building Innovation provide quality speakers for the annual conference. Keynote speakers will kick off each day’s educational track and are generally heard by all attendees, exhibitors, speakers and VIP guests. Each sponsoring company will have the opportunity to introduce the keynote speaker, provide a short 1-2 minute video about your company, have your logo shown on the screen before, during, and after the keynote, and following all education sessions for the day. Your company logo will link to your company’s exhibit booth within the conference platform. At the end of each session, your company will receive session analytics, with full attendee contact information for that session. Your company will also receive the conference registration list for one-time use, branding on our conference website, a prime exhibit booth in our virtual exhibit hall, and five (5) complimentary BI2021 registrations.

**Total: \$25,000 – 3 Opportunities Available**



### Technology Sessions




**Tuesday, Aug. 18**

**12:00–12:45 PM Eastern Time**  
**Opening Keynote: 3D Printing as a New Paradigm for Affordable, Resilient Housing**  
 Evan Loomis, Co-Founder and Chairman, ICON

**1:00–1:45 PM Eastern Time**  
**Making the Invisible Visible – Innovative Structure Monitoring Technologies to Validate and Visualize Buildings Enclosure Performance**  
 Jason Teetart, Co-Founder/VP, Business Development, SMT Research Ltd

**2:00–2:45 PM Eastern Time**  
**Extending Virtual Design and Construction for Facilities Management**  
 Marjan Sadeghi, PhD, VIA Technik, LLC

EXCLUSIVE TECHNOLOGY TRACK SPONSOR

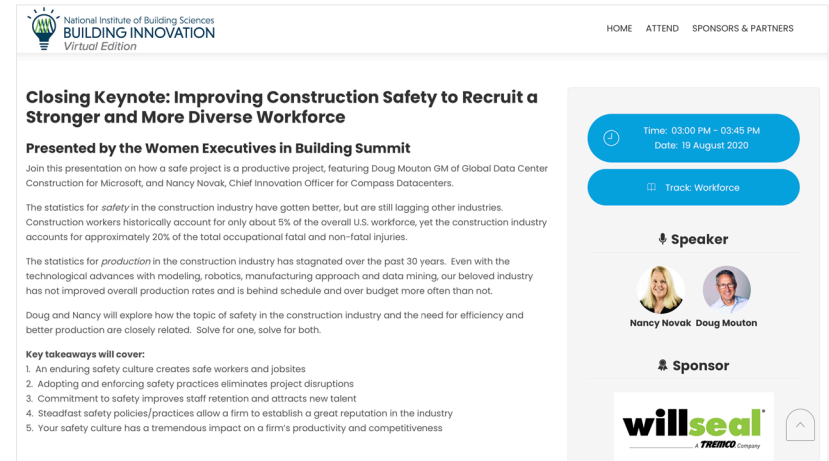


- Registration Sponsorship
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### Daily Closing Keynote Sponsorship

Leave the attendees with a lasting impression each day of the conference with the daily closing keynote sponsorship. Each sponsoring company will have the opportunity to introduce the keynote speaker, provide a short 1-2 minute promotional video about your company, and have your logo shown on the screen before, during and after the keynote. Your company icon will link to your company's web page within the conference platform. At the end of each session, your company will receive session analytics, with full attendee contact information for that session. Your company will also receive the conference registration list for one-time use, branding on our conference website, a prime exhibit booth in our virtual exhibit hall, and two (2) complimentary BI2021 registrations.

**Total: \$7,500 – 3 Opportunities Available**

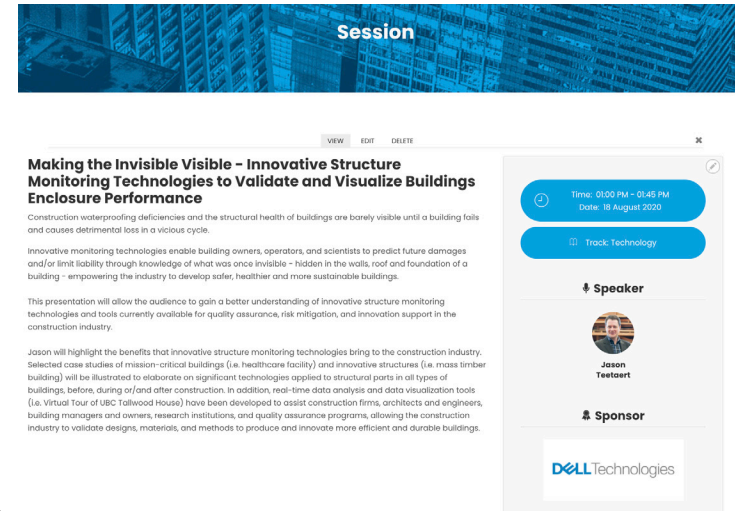


- Registration Sponsorship
- Daily Networking Reception
- Welcome Kit
- Educational Track & Opening Keynote
- Daily Closing Keynote**
- Breakout Session
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### Breakout Session Sponsorship

While keynote speakers start each day, the real education takes place in the breakout sessions, where important issues to our industry are presented and discussed. With three educational tracks of sessions highlighted on each day of the conference and top-notch speakers from around the world, your company will have remarkable exposure as the sponsor of a breakout session. Your company logo will be on the breakout session before, during and after the session. Your company logo will link to your company's page within the conference platform. At the end of each session, your company will receive session analytics, with full attendee contact information for that session. You will have the opportunity to introduce each speaker in the session, you will receive the conference registration list for one-time use, your logo and branding will be listed on the conference website as the session's sponsor and sponsor of the conference, and two (2) complimentary conference registrations.

**Total: \$5,000 – Opportunities Available Based on Number of Educational Breakout Sessions**



Registration Sponsorship

Daily Networking Reception

Welcome Kit

Educational Track & Opening Keynote

Daily Closing Keynote

Breakout Session

NIBS 2021 Awards

Luncheon Sponsorship

Exhibitor

Banner Advertising

Innovation Showcase Sponsorship

Industry Supporter



# NIBS 2021 Awards Event

Receive maximum exposure as your company sponsors the 2021 Awards with the following new categories, which you can learn more about by visit the Building Innovation web page here. The Exceptional Woman in Building Award, Future Leaders/ Young Professionals Award, NIBS Diversity, Equity and Inclusion Leadership Award, NIBS Innovator Award, NIBS Distinguished Service Award, and the Mortimer M. Marshall Lifetime Achievement Award. As the BI2021 Awards Sponsor, you will have the opportunity to introduce the emcee of this event and provide a 1-2 minute video or talking points about your company with your company logo displayed during the awards luncheon, linking back to your sponsor page within the site. You will also receive the attendee registration list for one-time use, your logo and hyperlink on our conference website, and a prime exhibit booth in our exhibit hall.

You will also have the opportunity to provide a Grubhub gift card to attendees to enjoy lunch on you as they watch the awards from their desk. This sponsorship to include five (5) complimentary conference registrations.

## Total: \$25,000 for Awards Event

- Registration Sponsorship
- Daily Networking Reception
- Welcome Kit
- Educational Track & Opening Keynote
- Daily Closing Keynote
- Breakout Session
- NIBS 2021 Awards
- Luncheon Sponsorship
- Exhibitor
- Banner Advertising
- Innovation Showcase Sponsorship
- Industry Supporter

## NIBS 2021 Awards Individual Category

If there is an awards category that you'd like to support and promote, there is an option to select an awards category that your company can sponsor. As the sponsor of each award, you will have the opportunity to introduce that select category, provide a 1-2 minute introduction of the award and have your company logo branded as the award category sponsor on Buildinginnovation.org. You will also receive the attendee registration list for one-time use, your logo and hyperlink on our conference website as the specific awards category sponsor, and an exhibit booth in the virtual exhibit hall. One (1) complimentary BI2021 registration included.

**Total: \$5,000 for each individual category**

- Registration Sponsorship
- Daily Networking Reception
- Welcome Kit
- Educational Track & Opening Keynote
- Daily Closing Keynote
- Breakout Session
- NIBS 2021 Awards
- Luncheon Sponsorship
- Exhibitor
- Banner Advertising
- Innovation Showcase Sponsorship
- Industry Supporter

### Luncheon Sponsorship

This is your opportunity to provide lunch to attendees and surprise them with an electronic Grubhub gift card that they will receive via email on one day of the 2021 Building Innovation Conference. Your sponsorship of the luncheon will brand your company as attendees will never forget this treat while attending the virtual conference and enjoying lunch on you! In addition, you will have the opportunity to host the lunch and learn for the day of your choosing, create the discussion topic with NIBS and host the dialogue, making for a lively networking lunch.

Your company will receive a dedicated email highlighting you as the day's luncheon sponsor, the email with the Grubhub gift cards will be sent with your logo and a thank you to our sponsor. Also included in the luncheon sponsorship: premier logo placement as the day's luncheon sponsor on the BuildingInnovation.org site, with hyperlink to your website, a prime exhibit booth in the virtual exhibit hall, a 1-2 minute marketing video to kick off the lunch, and three (3) complimentary BI2021 registrations.

**Total: \$25,000 - 3 opportunities**

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## Become a Conference Exhibitor

The exhibit hall is where conference attendees turn to for the products and solutions they're seeking to help them build more resilient, eco-friendly and cost-effective structures where we live, work, learn and play. Exhibitors will share new products, services, and technology where attendees will network and play games, while learning about your company's breaking new innovations. The exhibit hall is open to all conference attendees and is the best place to connect directly on a daily basis. Purchase an exhibit booth and gain visibility on the conference website, access conference registration list for one-time use, and receive two (2) complimentary BI2021 registrations.

**Total: \$5,000**

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### Banner Advertising

Banner ads will help break up the schedule of the day and will be seen by all attendees as the banners are visible throughout the site. Banner ads can link to your web page within the site or out to your own company's website.

**Total: \$3,500**

Registration Sponsorship	<input checked="" type="radio"/>
Daily Networking Reception	<input checked="" type="radio"/>
Welcome Kit	<input checked="" type="radio"/>
Educational Track & Opening Keynote	<input checked="" type="radio"/>
Daily Closing Keynote	<input checked="" type="radio"/>
Breakout Session	<input checked="" type="radio"/>
NIBS 2021 Awards	<input checked="" type="radio"/>
Luncheon Sponsorship	<input checked="" type="radio"/>
Exhibitor	<input checked="" type="radio"/>
Banner Advertising	<input type="radio"/>
Innovation Showcase Sponsorship	<input checked="" type="radio"/>
Industry Supporter	<input checked="" type="radio"/>

## Innovation Showcase Sponsorship

The Innovation Showcase will be a fourth track at Building Innovation, where select vendors will have the opportunity to demonstrate company products, solutions and services to the registrants at Building Innovation in either a morning or afternoon Showcase daily. In your 30-minute presentation, you'll have the opportunity to share why your company can streamline work flows and save attendees time and money. With this opportunity you will also receive an exhibit booth in the virtual exhibit hall, one (1) complimentary conference registration and the attendee list for one-time use. This opportunity is limited and open to six participating Innovation Showcase sponsors each day.

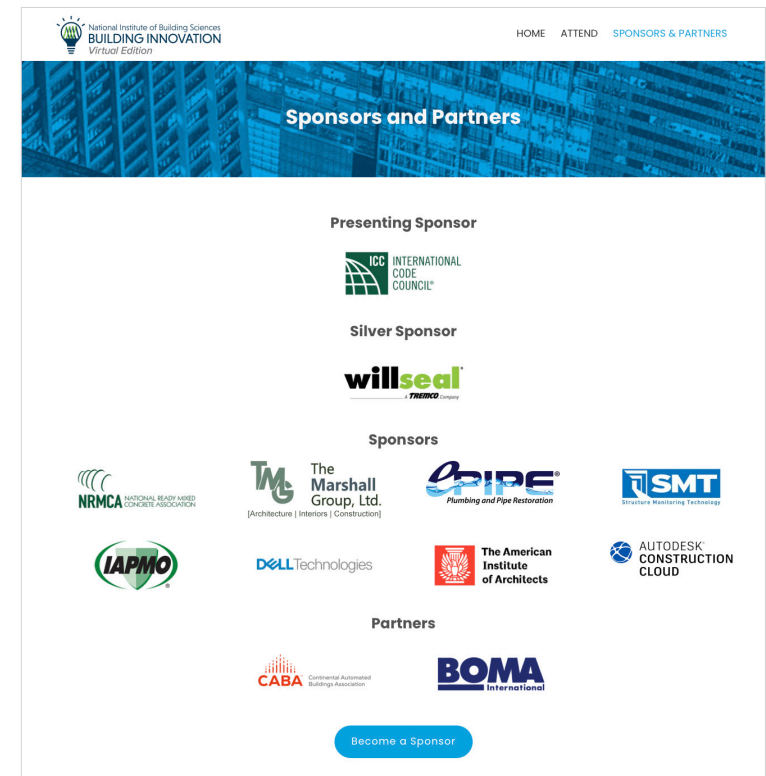
**Total: \$7,500 - 6 Opportunities**

- Registration Sponsorship
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- Industry Supporter

### Industry Supporter

For those companies who want to support NIBS' Building Innovation Conference but don't have large sponsorship or advertising budgets, or may want to support as a new organization coming to Building Innovation for the first time and want to see what it's about, we invite you to sponsor at the Industry Supporter level. Your company logo will be listed on the Building Innovation web page and also on the sponsor page during the virtual conference with a link to your company's website. You'll also receive a 20% discount on conference registrations.

**Total: \$1,000**



- Registration Sponsorship
- Daily Networking Reception
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