

Building Innovation 2026

Conference & Expo Sponsorship Prospectus

May 18-25, 2026

The Ritz-Carlton, Tysons Corner, Virginia

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Chief of Staff

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About the Conference

Building Innovation 2026 is the premier event where building science, policy, technology, and infrastructure systems converge. Under the theme Aligning for Impact, the conference will unite leaders from federal agencies, state and local governments, the private sector, and academia to address the systemic challenges and opportunities in the built environment.

Our infrastructure is a system of systems. BI2026 is where we align those systems—and the people behind them—for maximum national impact.

Why Sponsor BI2026?

Position your organization as a leader in national infrastructure solutions.

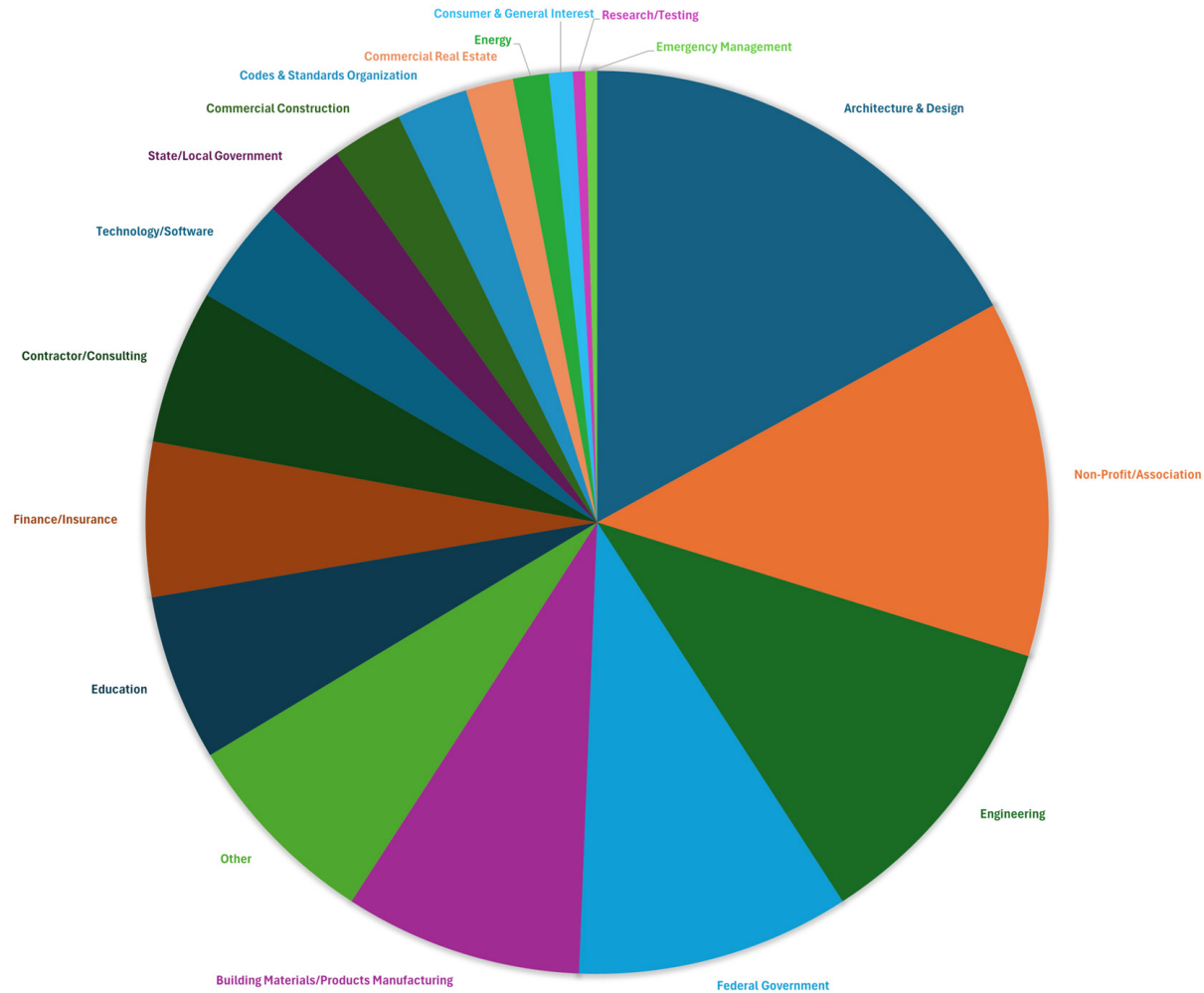
Sponsorship offers exclusive access to decision-makers shaping the future of how we build, govern, and innovate in the built environment.

Your impact includes:

- Direct engagement with senior policymakers, practitioners, and federal program leaders
- Enhanced brand visibility before, during, and after the event
- Participation in curated sessions, receptions, and working groups
- Opportunities to showcase thought leadership and cutting-edge solutions



Attendee Snapshot | Primary Business of Attendees



Attendee Profile

Federal, State, Local Agencies: Program Directors, Policymakers, Code Officials, Facilities Leaders

Private Sector: Architects, Engineers, General Contractors, Insurers, Tech Innovators

Academia: Researchers, Deans, Graduate Students

Nonprofits & Industry Groups: Advocacy, Standards Development, Workforce Initiatives

Sponsor Opportunities

Building Innovation 2026

Presenting Sponsor

Brand your company as the Presenting Sponsor of Building Innovation 2026, at the Ritz-Carlton Tysons Corner. Help shape a compelling program designed to engage all disciplines in advancing innovation in building science and technology and brand yourself as the Presenting Sponsor on all correspondence, communication, and onsite materials.

Benefits include:

- Premier recognition as Presenting Sponsor on all print and electronic materials including hyperlink to your website
- Prime exhibit space in the Innovation Lounge
- Eight complimentary conference registrations
- 50% discount on additional conference registrations
- Logo placement on all opening general session materials including PowerPoints
- Opportunity to speak for 3-5 minutes or provide a video at a general session
- Opportunity to provide seat drop at opening general session
- Reserved table by the stage at all general sessions
- Two dedicated email blasts and social media posts highlighting your company as the Presenting Sponsor to NIBS' database and conference attendees
- Three educational webinars as part of NIBS' ongoing Building Innovation educational webinar series with title, topic, and speakers to be selected by your company
- Pre and post event attendee opt-in marketing list

1 Opportunity Available | \$50,000

Presenting Sponsor ●

Platinum Sponsor ●

Gold Sponsor ●



Platinum Sponsor

Support a dynamic program that brings together leaders across disciplines to drive progress in building science and technology. As a Platinum Sponsor, your brand will be prominently featured in select event communications, correspondence, and onsite materials, showcasing your commitment to innovation and industry leadership.

Benefits include:

- Opportunity to exclusively sponsor one of the conference educational tracks (available on a first-come, first-served basis)
- Opportunity to have your logo on breakfast or lunch signage with option to provide branded materials (available on a first-come, first-served basis)
- Prime exhibit space in the Innovation Lounge
- Five complimentary conference registrations
- 50% discount on additional conference registrations
- Logo in all pre-event marketing promotion with hyperlink to your company website
- Logo on conference signage in premier location
- Reserved table at all general sessions
- One dedicated email blast and social media post highlighting your company as a Platinum Sponsor to NIBS' database and conference attendees
- Two educational webinars as part of NIBS' ongoing Building Innovation educational webinar series with title, topic, and speakers to be selected by your company
- Pre and post event attendee opt-in marketing list

3 Opportunities Available | \$25,000

Presenting Sponsor ●

Platinum Sponsor ●

Gold Sponsor ●

Gold Sponsor

Join a community of forward-thinking professionals committed to advancing building science and technology. As a Gold Sponsor, your brand will be recognized in select promotional materials, correspondence, and onsite signage, demonstrating your dedication to innovation and industry collaboration.

Benefits include:

- Opportunity to distribute gift item and/or marketing collateral
- Preferred exhibit space in the Innovation Lounge
- Three complimentary conference registrations
- 50% discount on additional conference registrations
- Logo in pre-event marketing promotion with hyperlink to your company website
- Logo on conference signage in premier location
- One dedicated social media post highlighting your company as a Gold Sponsor
- One educational webinar as part of NIBS' ongoing Building Innovation educational webinar series with title, topic, and speakers to be selected by your company
- Branded device charging station (first-come, first-served basis; sponsor to provide artwork to specs)
- Pre and post event attendee opt-in marketing list

4 Opportunities Available | \$15,000

Presenting Sponsor ●

Platinum Sponsor ●

Gold Sponsor ●



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Structural Optimization



Multifunctional Concrete



Branding Opportunities

Building Innovation 2026

Hotel Key Cards

Hotel room keys are the first thing attendees will receive when checking into the hotel to attend BI2026! Be the first brand they see with messaging on the key.

Benefits include:

- Your company logo and messaging on the front and back sides of key cards (sponsor to provide artwork to card specs)
- Exhibit space
- Two complimentary conference registrations
- 25% discount on additional conference registrations
- Logo and recognition on print and electronic materials
- Pre and post event attendee opt-in marketing list

1 Opportunity Available | \$5,500

Attendee Lanyards

Have your company logo on everyone's 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 on lanyard (sponsor to provide artwork)
- Exhibit space
- Two complimentary conference registrations
- 25% discount on additional conference registrations
- Logo and recognition on print and electronic materials
- Pre and post event attendee opt-in marketing list

1 Opportunity Available | \$5,500

Hotel Key Cards ●

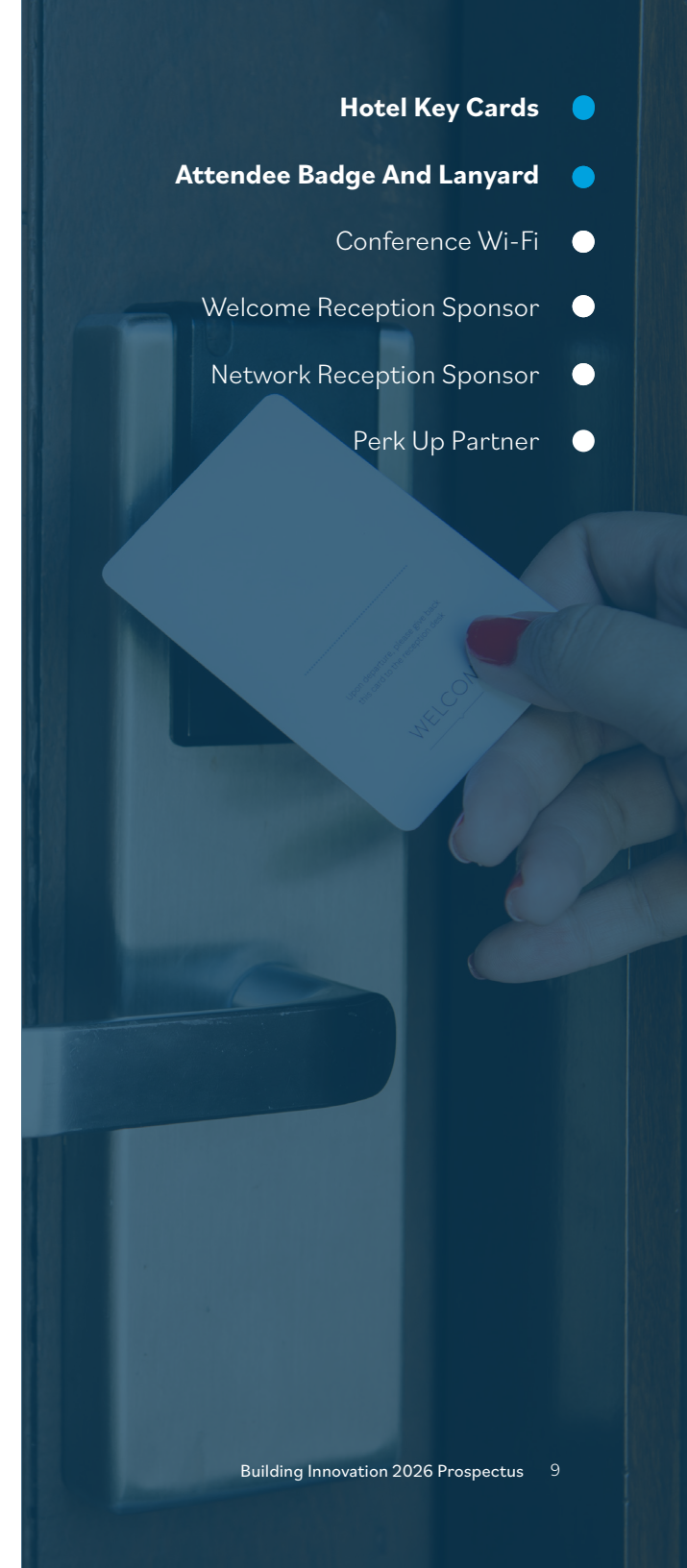
Attendee Badge And Lanyard ●

Conference Wi-Fi ●

Welcome Reception Sponsor ●

Network Reception Sponsor ●

Perk Up Partner ●



Conference Wi-Fi

Make the conference Wi-Fi password one that people will remember—your company name! Signage will be distributed all around the conference for maximum exposure.

Benefits include:

- Your company logo on Wi-Fi signage
- Opportunity to create Wi-Fi password
- Exhibit Space
- Two complimentary conference registrations
- 25% discount on additional conference registrations
- Logo and recognition on print and electronic materials
- Pre and post event attendee opt-in marketing list

1 Opportunity Available | \$7,500

Welcome Reception Sponsor

Host the first major networking opportunity of the conference, where attendees from across the building industry gather to connect, collaborate, and celebrate innovation. As the Welcome Reception Sponsor, your brand will be front and center—featured in event signage and communications. This is a unique opportunity to make a memorable first impression and align your company with the spirit of innovation and community that defines the conference. (reception 60-90 minutes)

Benefits include:

- Your company logo on cocktail napkins (sponsor to provide artwork)
- Opportunity to provide additional company branded items
- Your logo on Welcome Reception signage
- Two complimentary conference registrations
- 25% discount on additional conference registrations
- Logo and recognition on print and electronic materials
- Pre and post event attendee opt-in marketing list

1 Opportunity Available | \$5,500



Network Reception Sponsor

Be the name behind the connections! As the exclusive sponsor of the Building Innovation 2026 Networking Reception, your company will be at the heart of one of the conference's most anticipated events. Held in a relaxed, social setting at the Ritz-Carlton Tysons Corner, this reception brings together attendees from across the built environment to exchange ideas, spark collaborations, and build lasting relationships. (reception 90-120 minutes)

Benefits include:

- Your company logo on cocktail napkins (sponsor to provide artwork)
- Opportunity to provide additional company branded items
- Your logo on Networking Reception signage
- Two complimentary conference registrations
- 25% discount on additional conference registrations
- Logo and recognition on print and electronic materials
- Pre and post event attendee opt-in marketing list

1 Opportunity Available | \$6,500

Perk Up Partner

As the Perk Up Partner, you will sponsor the coffee breaks throughout the event that keep attendees energized, engaged, and ready to innovate. Your brand will be front and center where conversations spark and connections brew. This is a high-visibility sponsorship with great appreciation from attendees and staff alike.

Benefits include:

- Your company logo on signage at coffee and snack station
- Branded cocktail napkins (sponsor to provide artwork)
- Opportunity to provide additional company branded items
- Your logo on signage
- Two complimentary conference registrations
- 25% discount on additional conference registrations
- Logo and recognition on print and electronic materials
- Pre and post event attendee opt-in marketing list

1 Opportunity Available | \$7,000

Hotel Key Cards ●

Attendee Badge And Lanyard ●

Conference Wi-Fi ●

Welcome Reception Sponsor ●

Network Reception Sponsor ●

Perk Up Partner ●



Exhibitor Opportunities

Building Innovation 2026

Exhibiting Sponsor

Reserve your tabletop exhibit space in the Innovation Lounge, where all networking events will take place as well as home to the recharging and refueling station. It will be a central gathering place for attendees throughout the conference. 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 products, services, and solutions to all attendees
- Logo on Innovation Lounge signage
- Logo and booth location listing in conference app
- Logo recognition in select pre and post-event communications
- Logo placement on event website with hyperlink
- Two complimentary full conference registrations
- 25% discount on additional registrations
- Pre and post event attendee opt-in marketing list

20 Opportunities Available | \$4,000

Federal Agency Exhibitor Opportunities

Federal Agencies are invited to exhibit at no cost to highlight public programs, tools, and initiatives. Complimentary space includes:

Benefits include:

- Six-foot draped table and two chairs
- 4 complimentary conference registrations
- Logo on website and select event signage

Limited Availability | First Come Basis

Let's Align for Impact

Secure your presence at Building Innovation 2026 and join the national conversation shaping the future of our infrastructure. Sponsorships and space are limited—early commitment ensures maximum visibility.

****Custom sponsorship opportunities are available****

To reserve your sponsorship or exhibit space, contact:

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