



National Institute of
BUILDING SCIENCES™

Building Innovation: Emerging Technologies Series



BUILDING INNOVATION

Emerging Technologies Series

Building Innovation: Emerging Technologies Series, Digital Twins 2024

December 9 – 11, 2024 | Gaylord National Resort & Conference Center, National Harbor, Maryland

Join the National Institute of Building Sciences for the Building Innovation: Emerging Technologies Series, Digital Twins 2024, as we dive deep into the creation, use, and benefits of digital twins!

This event, which takes place December 9-11, 2024, serves as a catalyst for innovators and newcomers from all facets of the built environment to converge and explore one key aspect of digital transformation and how it enhances accuracy, efficiency, and sustainability in design, construction, and management of assets.

Digital Twins 2024 will showcase technological advances, applications and case studies, challenges and solutions, and future trends of digital twins. Connect with other thought leaders and practitioners to learn more about the transformative and integrative impact digital twins have on design, engineering, construction, operations management, and hazard mitigation.

We invite building owners, government representatives, and members of the building trades to join the conversation. The event will feature speakers from the public and private sectors, panel discussions, interactive workshops, and networking opportunities.

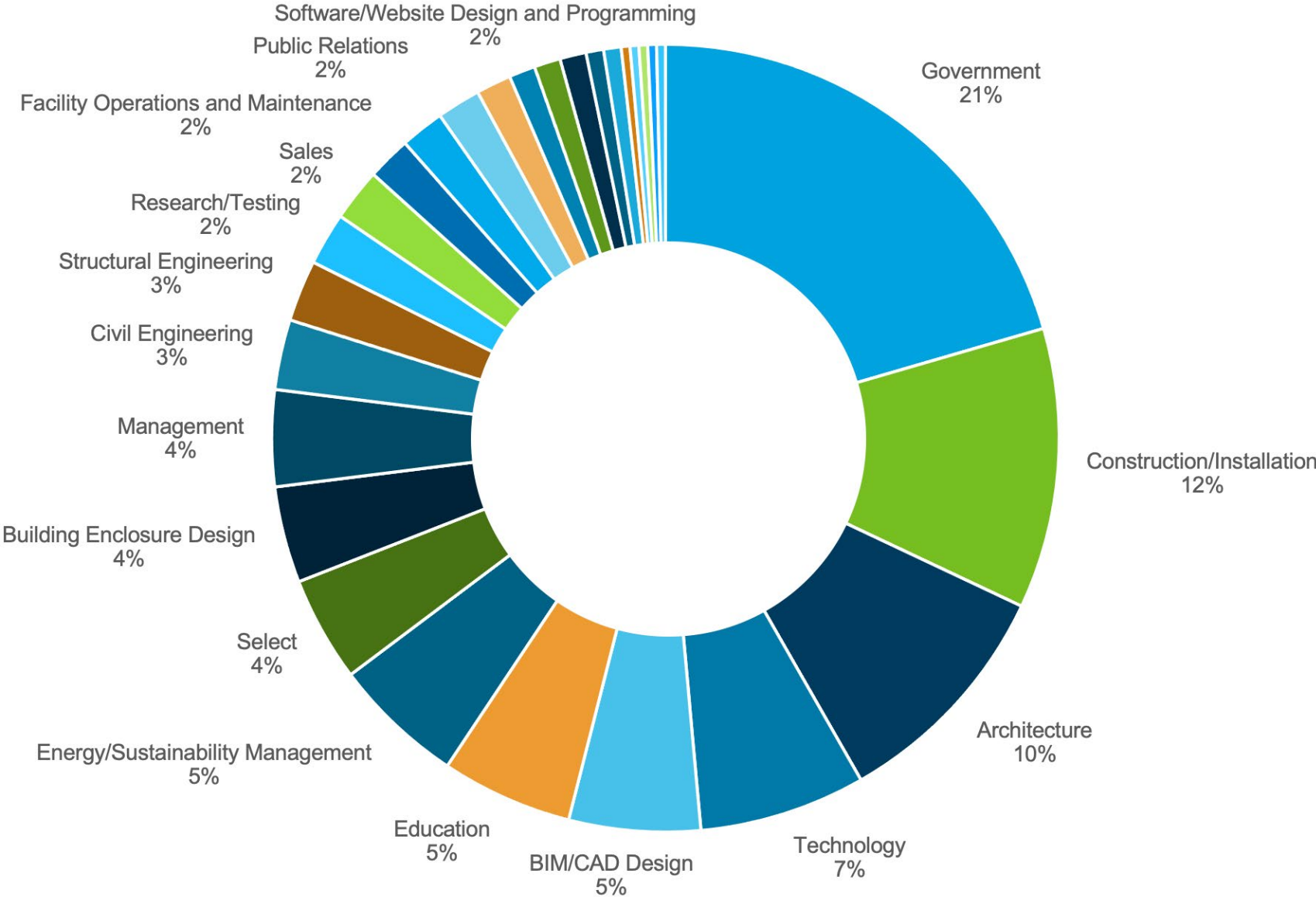
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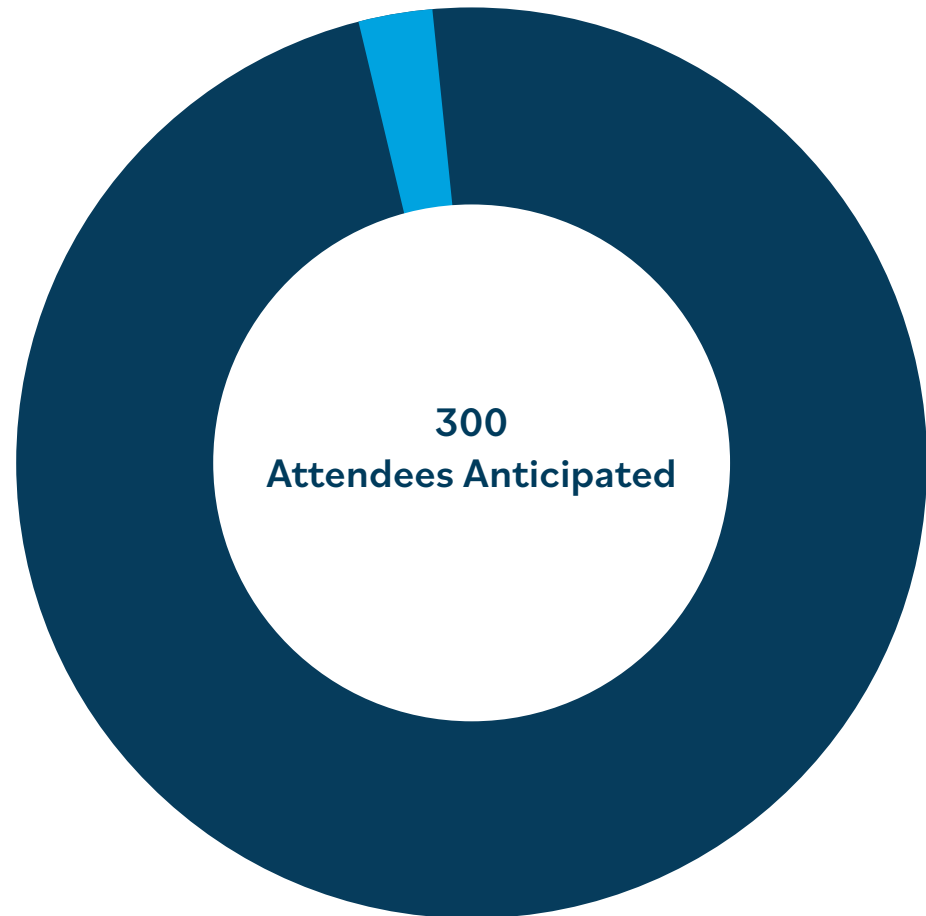
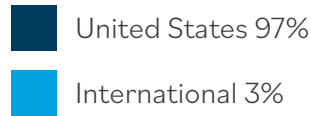
Director, Partnerships
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Attendee Snapshot | Primary Business of Attendees



Attendee Snapshot | 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





About the Emerging Technologies Series

Building Innovation: Emerging Technologies Series serves as a catalyst for innovators and newcomers from all facets of the built environment to converge and explore a key aspect of digital transformation and how it enhances accuracy, efficiency, and sustainability in design, construction, and management of assets.

As an exclusive sponsor of the series, your brand will gain unparalleled exposure and recognition among industry leaders, decision-makers, and technology trailblazers.

This comprehensive package offers a diverse range of marketing opportunities, including prime visibility at our high-profile networking events, in our emerging technologies exhibit hall, which includes a spotlight on start-up technology companies in the built environment.

Showcase your commitment to advancing the industry and be at the forefront of transforming the building and infrastructure technology industry. For additional information, please contact Sarah Swango, Vice President, Corporate & Foundation Relations at sswango@nibs.org or (202) 289-7800 x127, or Nina Ancharski, Director, Partnerships at nancharski@nibs.org or (202) 539-2728.



Why Sponsor the Emerging Technologies Series?

Exploration of the latest technologies.

Digital Twins 2024 will showcase technological advances, applications and case studies, challenges and solutions, and future trends of digital twins.

Attendees will hear from experts in the field of building technology, construction management, and asset ownership and participate in insightful discussions.

Networking and connection.

Building Innovation: Emerging Technologies Series will offer a myriad of opportunities to connect with other thought leaders and professionals from the design, engineering, construction, operations management, and hazard mitigation space.

Shape the future of digital twins.

Participate in interactive workshops, panel discussions, and network to help shape the future of the building industry and digital twins.

We expect building owners, government representatives, and members of the building trades to actively join the conversation.



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Building Innovation: Emerging Technologies Series Prospectus

Welcome & Opening Keynote Sponsorship

Leave attendees with a lasting first impression while you kick off the Emerging Technologies Series with the Opening Keynote sponsorship. Your company will have the opportunity to introduce the opening keynote speaker, provide a short 1- to 2-minute promotional video or presentation about your company, and have your logo shown on the screen before, during, and after the keynote. Based on the availability and Opening Keynote topic, you may be able to help shape the discussion and/or provide a Keynote moderator.

Other Benefits Include:

- Premier logo placement on our web page as a premier sponsor hyperlinking to your company's web page
- A six-foot draped table top exhibit booth in the exhibit hall
- The Series attendee mailing list for one-time use
- At the end of the series, your company will receive session analytics, with full attendee contact information for your Opening General Session
- Opportunity to schedule meetings with industry attendees in the Exhibit Hall and Start-Up Lounge, through our Series platform
- Two complimentary Series registrations
- 50% discount on additional Series registrations
- Logo and recognition on all print and electronic materials, including the Series save-the-date, invitation, all electronic promotion, and program
- Opportunity to attend all Series education and networking events
- Social media promotion throughout the Series

\$15,000 – 1 Opportunity Available

Daily Breakfast Sponsorship

Your company will play an integral role in nourishing and fortifying attendees as the sponsor of the two (2) daily continental breakfasts throughout this two-day Series. This is a consistent reminder that your company is showing support for this event as attendees will see your branded breakfasts kicking off each day of in-depth education and learning.

As the sponsoring company, your logo will be showcased on signage throughout the Series and at the specific breakfasts, on banners, and tabletop signage. You also will have the opportunity to provide branded napkins and giveaways sprinkled throughout buffet stations and seating areas.

Other Benefits Include:

- The Series attendee registration list for one-time use
- A six-foot draped tabletop exhibit booth in the exhibit hall
- The opportunity to schedule meetings with industry attendees in the Exhibit Hall and Start-Up Lounge, through the Series platform
- Two complimentary Series registrations
- 50% discount on additional Series registrations
- Year-long exposure and recognition to the NIBS Board of Directors, members, representatives of government, the professions, industry, labor, and consumers on the Series web page with direct hyperlink to your company website
- Logo and recognition on all print and electronic materials, including the Series save-the-date, invitation, all electronic promotion, and program
- Opportunity to attend all Series education and networking events
- Social media promotion throughout the Series

\$15,000 – One (1) Opportunity Available for Two (2) Breakfasts

Networking Lunch Sponsorship

Your company will play an integral role in nourishing and fortifying attendees as the sponsor of the networking lunch on day two of this Series. This is a reminder that your company is showing support for this event as attendees will see your branded lunch during a day of in-depth education and learning.

As the sponsoring company, your logo will be showcased on signage throughout the Series and at the specific networking lunch, on banners, and tabletop signage. You also will have the opportunity to provide branded napkins and giveaways sprinkled throughout buffet stations and seating areas.

Other Benefits Include:

- The Series attendee registration list for one-time use
- Logo branding on our Series website with company hyperlink
- A six-foot tabletop exhibit booth in the exhibit hall
- The opportunity to schedule meetings with industry attendees in the Exhibit Hall and Start-Up Lounge, through our Series platform
- Two complimentary Series registrations
- Year-long exposure and recognition to the NIBS Board of Directors, members, representatives of government, the professions, industry, labor, and consumers on the Series web page with direct hyperlink to your company website
- Logo and recognition on all print and electronic materials, including the Series save-the-date, invitation, all electronic promotion, and program
- Two complimentary Series registrations
- 50% discount on additional registrations
- Opportunity to attend all Series education and networking events
- Social media promotion throughout the Series

\$10,000 – 1 Opportunity Available

Networking Reception Sponsorship – One (1) Opportunity Available for Two (2) Receptions

Brand your company at all Series social and networking opportunities. We will kick off the Digital Twins 2024 on December 9 with a welcome reception. Another reception will take place December 10, as we wrap the full day of Series content.

Other Benefits Include:

- Logo on break signage and Series cocktail napkins
- A six-foot draped table top exhibit booth in the exhibit hall
- Opportunity to distribute gift item and/or marketing collateral
- Year-long exposure and recognition to the NIBS Board of Directors, members, representatives of government, the professions, industry, labor, and consumers on the Series web page with direct hyperlink to your company website
- Logo and recognition on all print and electronic materials, including the Series save-the-date, invitation, all electronic promotion, and program
- Two complimentary Series registrations
- 50% discount on additional Series registrations
- Opportunity to attend all Series networking events
- Social media promotion throughout the Series

One (1) Opportunity Available | \$15,000

Closing Remarks & Keynote Sponsorship

Leave the attendees with a lasting impression as you culminate the Emerging Technologies Series with the Closing Keynote sponsorship. Your company will have the opportunity to introduce the closing keynote speaker, provide a short 1- to 2-minute promotional video or presentation about your company, and have your logo shown on the screen before, during, and after the keynote. Based on the availability and Keynote topic, you may be able to help shape the discussion and/or provide a Keynote moderator. Please note: Digital Twins 2024 will be the first of a series of events on emerging technologies, so this is a great opportunity to segue into the next part of this series!

Other Benefits Include:

- Premier logo placement on our web page as a premier sponsor hyperlinking to your company's web page
- A six-foot draped tabletop exhibit booth in the exhibit hall
- The Series attendee mailing list for one-time use
- At the end of the Series, your company will receive session analytics, with full attendee contact information for your Closing General Session
- Opportunity to schedule meetings with industry attendees in the Exhibit Hall and Start-Up Lounge, through our Series platform
- Two complimentary Series registrations
- 50% discount on additional Series registrations
- Logo and recognition on all print and electronic materials, including the Series save-the-date, invitation, all electronic promotion, and program
- Opportunity to attend all Series education and networking events
- Social media promotion throughout the Series

\$15,000 – 1 Opportunity Available



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A La Carte Sponsorship Opportunities

Attendee Badge & Lanyard Sponsorship

Have your company logo on everyone's badges and lanyards as they walk around Digital Twins 2024. The badge is required to attend all Series education, meetings, and events, so you know your company will be seen everywhere!

Other Benefits Include:

- Your company logo and messaging on lanyard and badge (space permitting)
- Pre- and post-Series attendee mailing list
- Two (2) complimentary Series registrations
- Fifty percent (50%) discount on all additional Series registrations
- Opportunity to attend all Series education and networking events
- Logo and recognition on all print and electronic materials, including the Series save-the-date, invitation, all electronic promotion, and program
- Optional complimentary tabletop exhibit booth to include a six-foot draped table and two (2) chairs, waste basket, and ample space for a backdrop and signage
- Opportunity to schedule meetings with industry attendees in the Exhibit Hall and Start-Up Lounge, through our Series platform

\$5,000 – 1 Opportunity Available

Hotel Key Cards Sponsorship

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

Other Benefits Include:

- Your company logo and messaging on the front and back sides of key cards (sponsor to provide artwork to card specs)
- A six-foot draped table top exhibit booth in the exhibit hall
- Pre- and post-Series attendee mailing list
- Opportunity to do a hotel room drop to attendees at sponsor's expense
- Year-long exposure and recognition to the NIBS Board of Directors, members, representatives of government, the professions, industry, labor, and consumers on the Series web page with direct hyperlink to your company website.
- Two (2) complimentary Series registrations
- Opportunity to attend all Series events
- Logo and recognition on all print and electronic materials, including the Series save the date, invitation, all electronic promotion, and program

\$7,500 – 1 Opportunity Available

Series Wi-Fi

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

Benefits include:

- Your company will create a Wi-Fi password and landing page for any on site computers
- A six-foot draped table top exhibit booth in the exhibit hall
- Pre- and post-Series attendee mailing list
- Opportunity to do a hotel room drop to attendees at sponsor's expense
- Year-long exposure and recognition to the NIBS Board of Directors, members, representatives of government, the professions, industry, labor, and consumers on the Series web page with direct hyperlink to your company website
- Two (2) complimentary Series registrations
- Opportunity to attend all Series events
- Logo and recognition on all print and electronic materials, including the Series save the date, invitation, all electronic promotion, and program

\$7,500 – 1 Opportunity Available

Branded Device Charging Station

Recharge BI:ETS 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. The booth will be highly visible and branded with your company logo, website and any social media handles. This is great exposure for your company.

Benefits include:

- Your company logo and messaging on charging station
- A six-foot draped table top exhibit booth in the exhibit hall
- Pre- and post-Series attendee mailing list
- Opportunity to do a hotel room drop to attendees at sponsor's expense
- Year-long exposure and recognition to the NIBS Board of Directors, members, representatives of government, the professions, industry, labor, and consumers on the Series web page with direct hyperlink to your company website
- Two (2) complimentary Series registrations
- Opportunity to attend all Series events
- Logo and recognition on all print and electronic materials, including the Series save the date, invitation, all electronic promotion, and program

\$7,500 – 1 Opportunity Available



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 two educational tracks of sessions featured on each day of Digital Twins 2024, and top-notch speakers from around the world, your company will have remarkable exposure as the sponsor of a breakout session.

Your company will be listed on the breakout session description on the Series agenda as the session sponsor with your logo and hyperlink to your company's website, and on signage and power point during the session. You will have the opportunity to introduce each speaker in the session and receive the Series registration list for one-time use.

At the end of each session, your company will receive session analytics, with full attendee contact information for that session.

You will also receive the opportunity to schedule meetings with industry attendees in the Exhibit Hall and Start-Up Lounge, through our Series platform.

\$5,000 - Opportunities Available Based on Number of Educational Breakout Sessions

Exhibitor Opportunities Including The Exclusive Start-Up Lounge On The Show Floor

The exhibit hall is THE central hub of the Series, where attendees will turn for the emerging technology products, services, and solutions they're seeking to help them build a more resilient, eco-friendly, and cost-effective environment to live, work, learn, and play. Exhibitors will share these breakthrough products, services, and technologies and network with attendees while connecting over these new innovations.

If your company is considered a start-up, we will place you in the highly sought-after Start-Up Lounge, where attendees will anxiously await to learn about your emerging technology, products, services, and solutions!

The exhibit hall is open to all Series attendees and is the best place to connect directly on a daily basis. Sponsorship of the exhibit hall will offer high visibility and recognition for your company, while making lasting industry impressions and connections.

This sponsorship includes:

- A six-foot draped table and two (2) chairs, waste basket, and ample space for a backdrop and signage
- Two (2) full complimentary Series registrations, with the opportunity to attend all Series meetings, education, and events
- Pre- and post-Series attendee mailing list for one-time use
- Opportunity to schedule meetings with industry attendees in the Exhibit Hall and Start-Up Lounge, through our Series platform
- Your logo and company hyperlinked as a sponsor on our Series website as an exhibiting sponsor

\$5,000 each