



# Building Innovation 2025

Conference & Expo Sponsorship Prospectus

## Why Sponsor BI2025?

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

NIBS has served the building community for 50 years - exploring solutions, products, and services that make our environment safer, stronger, and more sustainable. If your business goals for 2025 include raising your brand's visibility to our core group of industry experts and decision-makers, we invite you to join us at Building Innovation 2025.

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 to an audience seeking the latest trends in technology, sustainability and resilience, to be used in buildings and communities throughout the world.

Please review the 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.

### **Jennifer Hitzke**

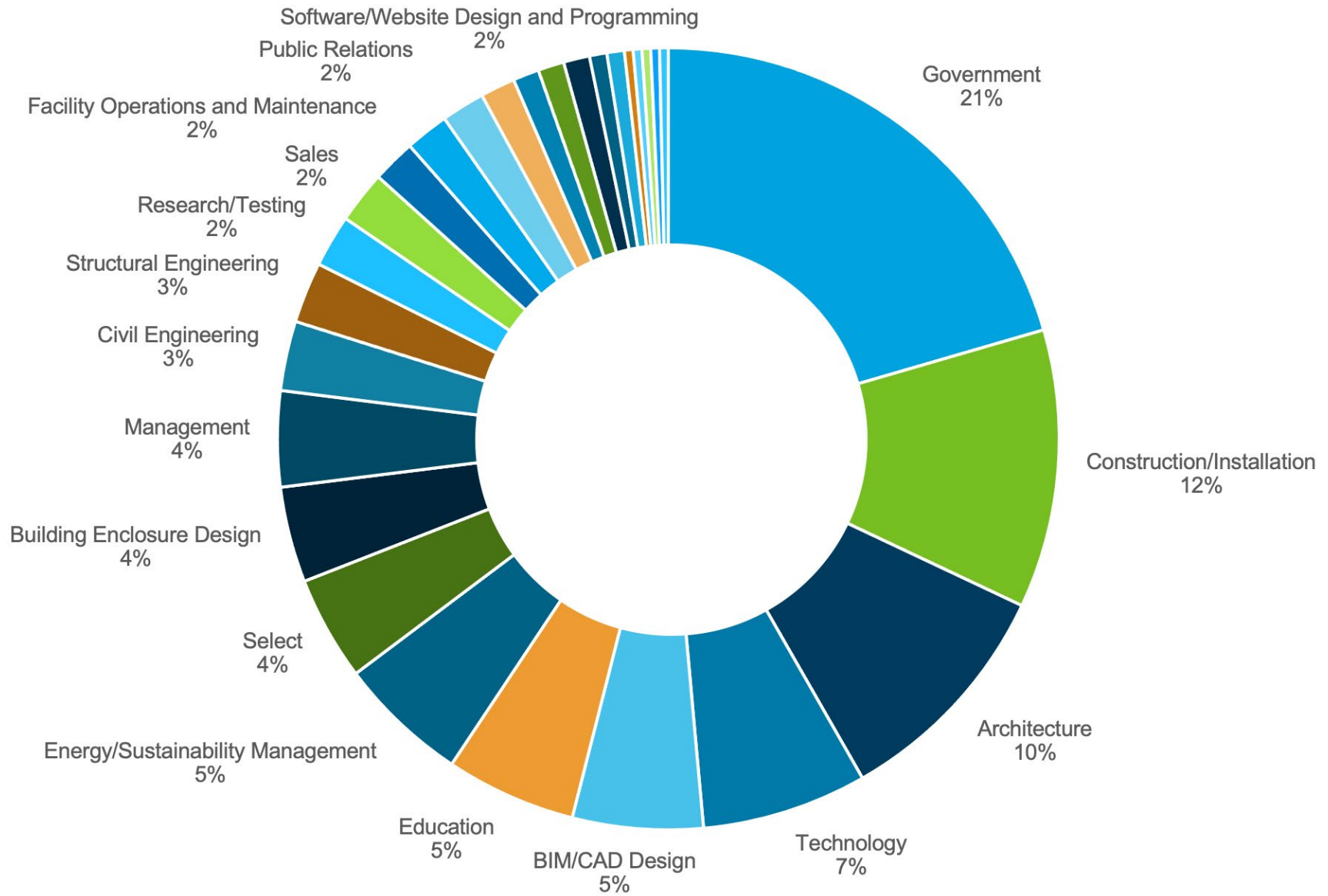
Chief of Staff, NIBS

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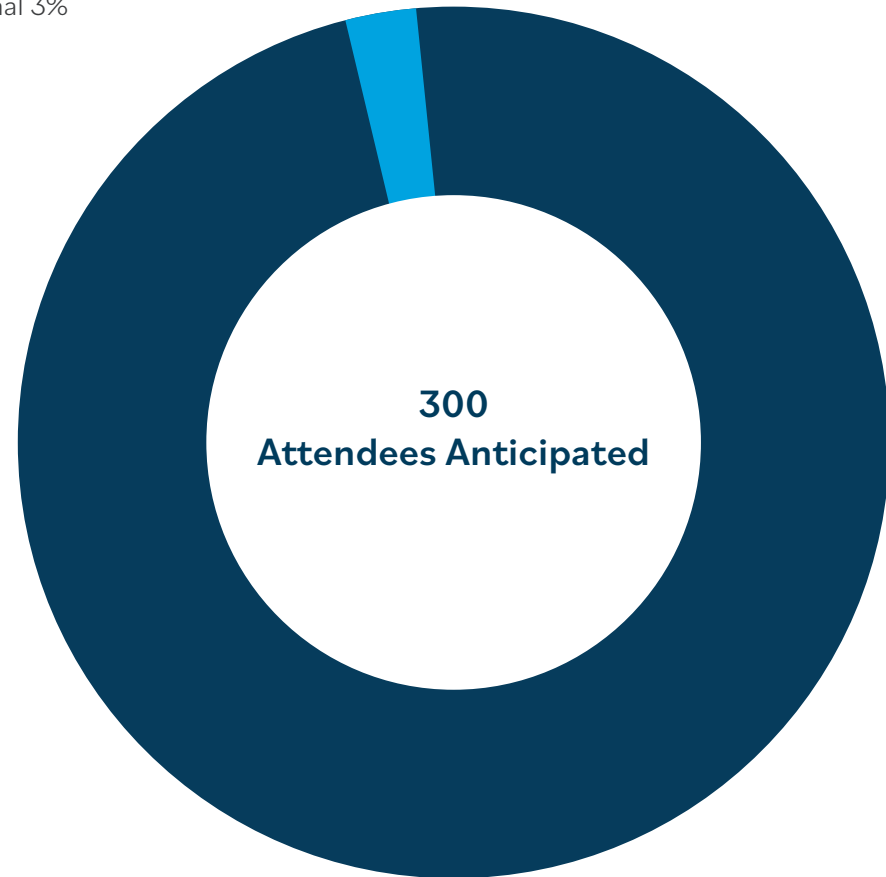
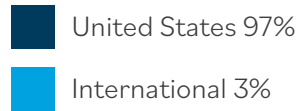


## Attendee Snapshot | Primary Business of Attendees



## 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



# Sponsor Opportunities

Building Innovation 2025

## Presenting Sponsor

Brand your company as the Presenting Sponsor of the National Institute of Building Sciences' Annual Conference and Expo, at the Ritz-Carlton in Tyson's Corner. Help shape a compelling program designed to engage all disciplines in advancing innovation in building science and technology and co-brand yourself as the Presenting Sponsor on all correspondence, communication, and onsite at the BI2025 registration counter.

Benefits include:

- Premier recognition as "Presenting Sponsor" on all print and electronic materials, including the Conference save-the-date, invitation, all electronic promotion, and onsite Conference program guide
- Prime exhibit space in the Exhibit Lounge
- Eight complimentary Conference registrations
- 50% discount on additional Conference registrations
- Sponsorship of kick-off opening general session
- Opportunity to speak for 3 - 5 minutes or provide video at opening general session before introducing the panel
- Logo on opening breakfast signage and PowerPoint
- Opportunity to provide seat drop at opening general session
- Premier recognition as "Presenting Sponsor" at Conference welcome reception
- 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 and education sessions
- Two dedicated email blasts 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 Sponsoring company

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

Presenting Sponsor ●

Platinum Sponsor ●

Gold Sponsor ●

## Platinum Sponsor

Year-long exposure and recognition to the 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 one of the Conference educational tracks (select one, available on a first-come, first-served basis)
- Prime exhibit space in the Exhibit Lounge
- Five 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 one of the Conference general sessions
- 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
- 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
- Two educational webinars as part of NIBS' ongoing Building Innovation educational webinar series with title, topic, and speakers to be selected by sponsoring company

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

Presenting Sponsor ●

**Platinum Sponsor ●**

Gold Sponsor ●

## Gold Sponsor

Brand your company at all Conference social and networking opportunities.

Benefits include:

- Exclusive logo placement as Student Poster Session Sponsor
- Opportunity for the organization to pick the winner of the Student Poster Session
- 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 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
- Three complimentary Conference registrations
- 50% discount on additional Conference registrations
- Opportunity to attend all Conference networking events
- Social media promotion throughout the Conference

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

Presenting Sponsor ●

Platinum Sponsor ●

**Gold Sponsor ●**



# Exhibitor Opportunities

Building Innovation 2025

## Exhibiting Sponsor

Reserve your table top exhibit space in the Exhibit Lounge, where all networking events will take place. It will be a central gathering place for attendees throughout the Conference's three 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 products, services and solutions and provide a networking location in the Exhibit Lounge
- Year-long exposure and recognition to the 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 Lounge 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 full complimentary Conference registrations
- Opportunity to attend all Conference events
- Pre- and post-Conference attendee mailing lists

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



# Branding Opportunities

Building Innovation 2025

## Hotel Key Cards

Hotel room keys are the first thing attendees will receive when checking into the hotel to attend BI2025! Be the first brand they see with your logo and 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)
- Six-foot draped table in the Exhibit Lounge
- 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 the 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 ●

Branded Device Charging Station ●

## Attendee Badge and 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)
- Six-foot draped table and two chairs in the Exhibit Lounge
- 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 the 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 ●

Branded Device Charging Station ●

## 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 Exhibit Lounge, general sessions, and more!

Benefits include:

- Your company will create a Wi-Fi password and landing page for any onsite computers
- Six-foot draped table and two chairs in the Exhibit Lounge
- 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 the 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 ●**

Branded Device Charging Station ●

## Branded Device Charging Station

Recharge BI2025 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
- Six-foot draped table and two chairs in the Exhibit Lounge
- 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 the 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**

**Please note: Customized sponsorship packages available upon request and we can tailor packages to meet all marketing needs and budgets.**

Please contact Jennifer Hitzke, [jhitzke@nibs.org](mailto:jhitzke@nibs.org)  
(202) 289-7800x112

Hotel Key Cards ●

Attendee Badge And Lanyard ●

Conference Wi-Fi ●

**Branded Device Charging Station ●**