



# Building Innovation 2024

Conference & Expo Sponsorship Prospectus

## Why Sponsor BI2024:

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

2024 is a special year to us. This year, NIBS celebrates 50 years of exploring solutions, products, and services that make our environment safer, stronger, and more sustainable. If your business goals for 2024 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 2024.

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 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**

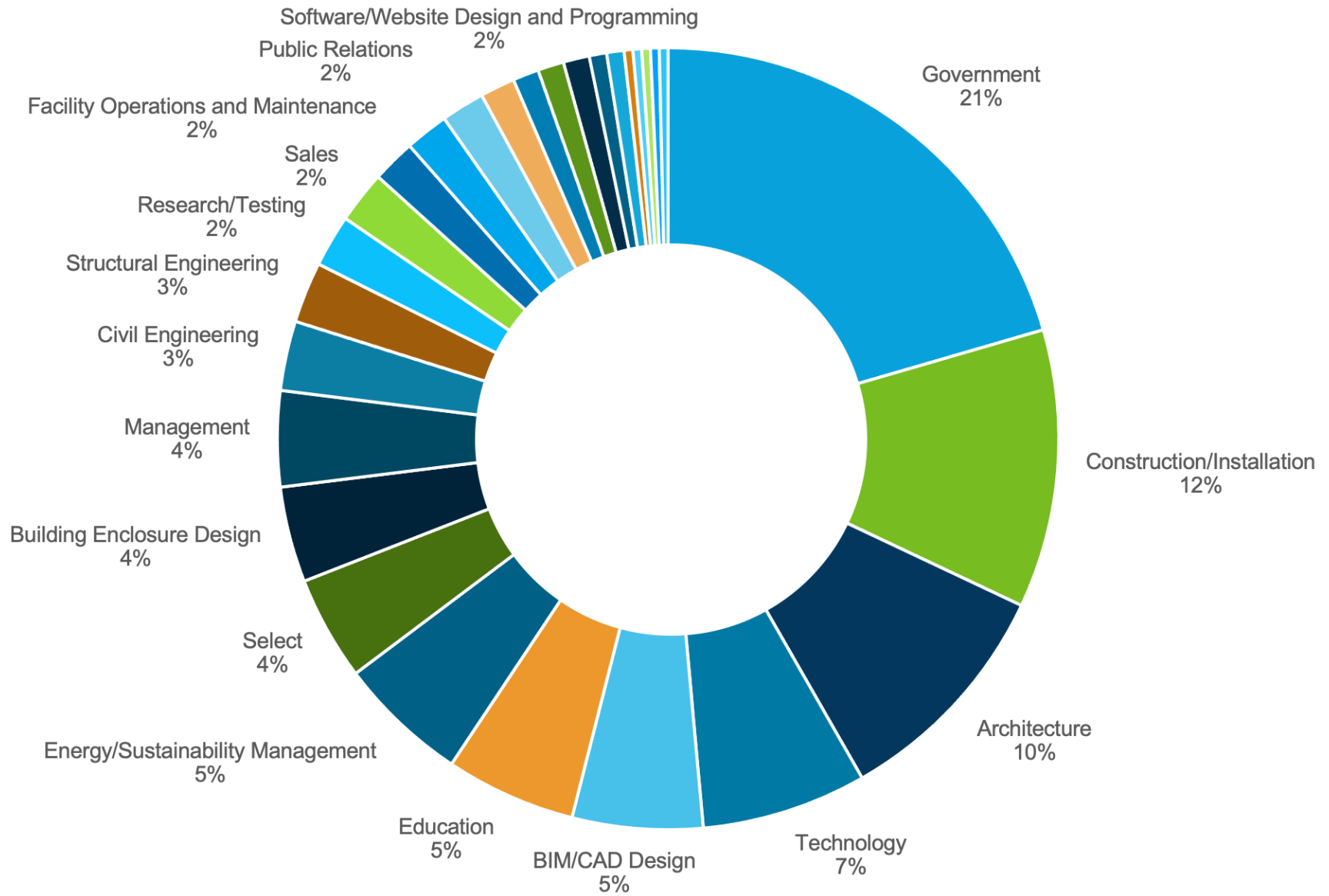
Vice President, Corporate & Foundation Relations

202.289.7800 x127

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



## Attendee Snapshot | Primary Business of Attendees

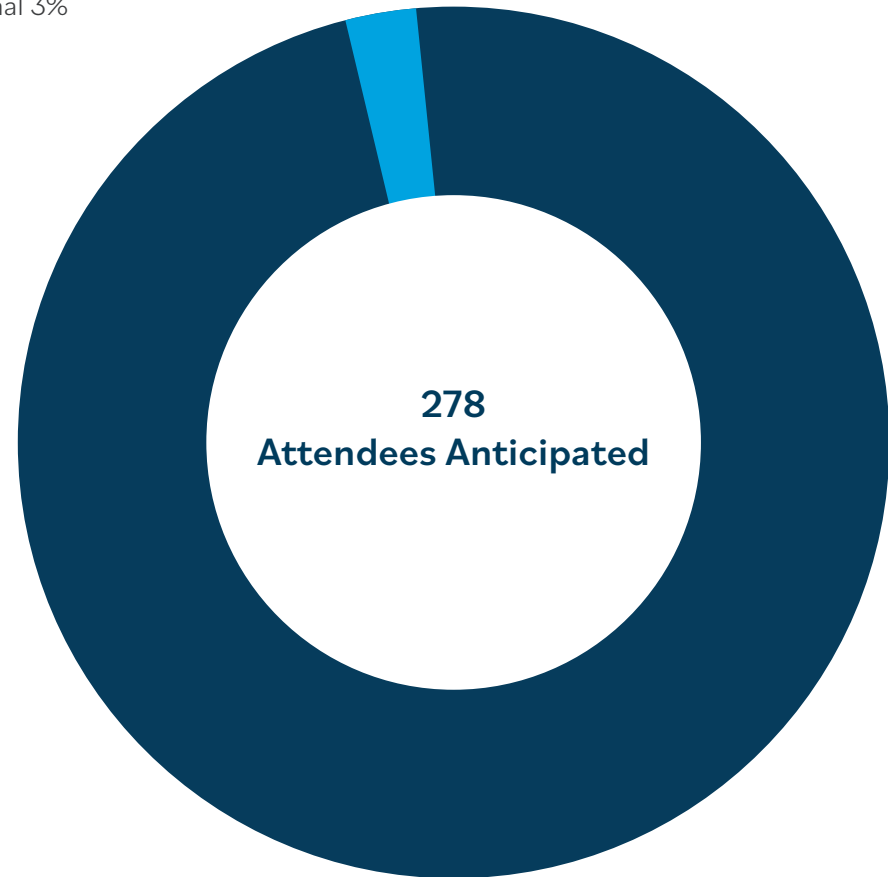


## Attendee Snapshot | Primary Job Function

- 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

United States 97%

International 3%



# Sponsor Opportunities

Building Innovation 2024

## Presenting & 50th Anniversary Commemoration Sponsor

Brand your company as the Presenting & 50th Anniversary Commemoration Sponsor at the National Institute of Building Sciences' Annual Conference and Expo, taking place in the Washington, DC Metro Area, as we unite the industry on common issues surrounding all areas of the built environment and celebrate NIBS' 50th anniversary throughout the entire event. As the Presenting Sponsor of BI2024, your organization will be honored as the Presenting supporter of our 50 year milestone. 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 BI2024 registration counter.

Benefits include:

- Premier recognition as “Presenting & 50th Anniversary Commemoration 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 50th Anniversary Lounge
- Eight complimentary Conference registrations
- 50% discount on additional Conference registrations
- Sponsorship of kick-off opening keynote breakfast and 50th anniversary commemoration 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 PowerPoint
- Opportunity to provide seat drop at opening general session breakfast
- Premier recognition as “Presenting & 50th Anniversary Commemoration 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 & 50th Anniversary Commemoration Sponsor on all Conference signage, including registration signage, Conference gobo and education sessions
- Two dedicated email blasts highlighting your company as the Presenting & 50th Anniversary Commemoration 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 Sponsoring company

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

Presenting & 50th Anniversary  
Commemoration 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 themes, Resilience, Technology, Climate Adaptation, Workforce Development, and more (select one available on a first-come, first-served basis)
- Prime exhibit space in the 50th Anniversary 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 one of the Conference keynote 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
- 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**

Presenting & 50th Anniversary  
Commemoration Sponsor ●

**Platinum Sponsor** ●

Gold Sponsor ●

## Gold Sponsor

Brand your company at all Conference social and networking opportunities where we will honor and celebrate the NIBS' Golden Anniversary.

This year, we will use our networking breaks to highlight all that NIBS has accomplished in the past 50 years. These networking receptions will be highly festive, engaging and will be sure to focus on this special 50th anniversary with decor, giveaways and milestones highlighted throughout the celebration's venue!

Benefits include:

- Logo on break signage and 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
- Table top exhibit in the 50th Anniversary Lounge

**1 Opportunity Available | \$20,000**

Presenting & 50th Anniversary  
Commemoration Sponsor ●

Platinum Sponsor ●

**Gold Sponsor ●**



# Exhibitor Opportunities

Building Innovation 2024

## Exhibiting Sponsor

Reserve your table top exhibit space in the Building Innovation 2024 50th Anniversary Lounge, where all networking events will take place. It will be a central gathering place for attendees throughout the Conference's three days and where we will pay tribute to NIBS' accomplishments over the past 50 years. 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 50th Anniversary 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 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 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 2024

## Hotel Key Cards

Hotel room keys are the first thing attendees will receive when checking into the hotel to attend BI2024! 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)
- Six-foot draped table in the 50th Anniversary 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 ●

Program Advertising ●

## 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 50th Anniversary 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 ●

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 a Wi-Fi password and landing page for any on site computers
- Six-foot draped table and two chairs in the 50th Anniversary 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 ●

Program Advertising ●

## Branded Device Charging Station

Recharge BI2024 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 50th Anniversary 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 ●**

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	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

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

Please contact Sarah Swango, [sswango@nibs.org](mailto:sswango@nibs.org)  
(202) 289-7800 x 127

- Hotel Key Cards ●
- Attendee Badge And Lanyard ●
- Conference Wi-Fi ●
- Branded Device Charging Station ●
- Program Advertising ●**