2023 MASTER SPONSORSHIP, PARTNERSHIP & ADVERTISING PROSPECTUS
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NIBS 2023 SPONSORSHIP & ADVERTISING OPPORTUNITIES
NIBS 2023 Sponsorship & Advertising Opportunities

Thank you to all of our generous supporters through membership, sponsorship, exhibits, and advertising. We wouldn’t be able to provide the solutions to the issues we face in the built environment without the support of a diverse group of organizations that align with the mission of NIBS.

Welcome

The National Institute of Building Sciences convenes leaders from throughout the building industry to look to the future and build alignment on topics challenging the U.S. built environment. We take our job very seriously.

This 2023 Master Sponsorship Prospectus provides details about every opportunity for companies and organizations to join NIBS in our mission: To serve the public interest by advancing building science and technology to improve the built environment. Please take a look, and let us know if there may be some opportunities for strategic partnership. We look forward to working with you.

Sincerely,

Stephen T. Ayers, FAIA, NAC, CCM, LEED AP
Interim CEO
NIBS
Our Story

Whether in your home, office, or out in your community, the walls that surround you must be safe, structurally sound and sustainable.

It’s our job to make that happen.

The National Institute of Building Sciences is an independent 501(c)(3) non-profit, non-governmental organization that supports advances in building science and technology. We were established by the U.S. Congress in the Housing and Community Development Act of 1974, Public Law 93-383. Congress recognized the need for an organization to serve as an interface between government and the private sector – one that serves as a resource to those who plan, design, procure, construct, use, operate, maintain, renovate, and retire physical facilities.

We bring together experts from throughout the building industry, design, architecture, construction, and government. We lead conversations to ensure our buildings and communities remain safe, and we work to seek consensus solutions to mutual problems of concern.

A balanced blend of public and private financing supports NIBS’ mission. Private sector contributions, membership dues, events, and publication sales are augmented with contracts and grants from federal and state agencies. These funds support programs that have brought together the nation’s finest expertise to identify and resolve issues affecting the building process.
Strategic Planning

Climate Adaptation, Mitigation & Resiliency

The goal of climate adaptation, mitigation, and resilience requires advancing climate solutions and their adoption in the built environment. Building alliances with public and private sector organizations to develop and deploy innovative solutions is critical to this mission. NIBS also must drive interdisciplinary and interorganizational collaboration resulting in the development of policies, codes, and standards and share knowledge to advance resilient and sustainable communities.

Transformational Building Sciences & Technologies

NIBS aims to promote convergent research and transformational technologies. Strategies to this goal involve nurturing and promoting creativity and innovation to advance technology. NIBS also aims to remove barriers to accelerate technology acceptance and adoption and advance innovative technology awareness and implementation.

Industry Development And Diversification

NIBS encourages collaboration across the public and private sectors to increase diversity, equity, and inclusion within the workforce and communities. Strategies to this goal include expanding the industry’s understanding of how building science, built environment and social equity are related and championing diverse, equitable, and inclusive communities. It’s also important to advance initiatives to enhance the recruitment and development of the building industry workforce.

Visibility And Recognition

NIBS is a trusted authority and resource in the built environment. The organization aims to amplify its congressionally-authorized purpose as the nationally recognized authoritative voice. Strategies include increasing NIBS’ brand visibility and stakeholder engagement among government and the private sector as well as attracting new stakeholders and business partners.
### Overall Reach

**Coverage**

#### News Coverage
- **216** News stories featuring NIBS in 2022
- **2.02 Billion** Total combined readership of 2022 news stories
- **3860** Total estimated social shares of NIBS stories

#### Social Media Coverage
- **102,228** Total 2022 Twitter impressions
- **+40** Followership growth from January 2022
- **+65%** Followership growth from January 2022

### Top Stories

1. **Yahoo! News**
   - 456 million monthly visits; 2.58 million estimated coverage views

2. **Yahoo Finance**
   - 265 million monthly visits; 248,000 estimated coverage views

3. **The Washington Post**
   - 218 million monthly visits; 155,000 estimated coverage views

4. **The Washington Post**
   - 218 million monthly visits; 140,000 estimated coverage views

5. **The Guardian**
   - 90.2 million monthly visits; 284,000 estimated coverage views

6. **NBC News**
   - 82.5 million monthly visits; 68,300 estimated coverage views

**Overall Reach**

- **2.02 Billion** Total combined readership of 2022 news stories
- **216** News stories featuring NIBS in 2022
- **102,228** Total 2022 Twitter impressions
- **+40** Followership growth from January 2022
- **+65%** Followership growth from January 2022
Sponsorships

- NIBS Leadership Sponsorship
- Social Equity in the Built Environment Survey & Roundtable
- Existing Buildings Webinar Series
- BIM Council Sponsorships
- U.S. National BIM Program Founding Partnership Program
- Whole Building Design Guide Industry Partner Program
- Building Innovation 2023 Annual Conference
- Building Innovation: Women’s Leadership Forum

Advertising & Virtual Opportunities

- Customized Webinar Hosting Opportunities - New in 2023!
- NIBS Quarterly Connection e-Newsletter
- NIBS.org Banner Advertising
NIBS Leadership Sponsorship

This year-long sponsorship of the National Institute of Building Sciences Board of Directors allows exclusive access to the leaders of the industry who come from all areas of the built environment.

Not only will you exclusively network with Board members at various Board meetings throughout your sponsorship period, you will come to the table to discuss issues, solutions and speak about how your organization’s products and services can benefit the industry, new initiatives, and more.

One Opportunity: $50,000 - Link to Sponsorship Prospectus
Social Equity in the Built Environment Survey & Roundtable Sponsorship

Diversity in its most simple form can be defined as “all the similarities and differences amongst people.” In other words, it’s a combination of all the characteristics that make us individuals, such as age, ethnicity, national origin, sexual orientation, religious beliefs, disability, military experience, socioeconomic background, ideas, attitudes, educational background, perspectives, values, and so on. A culture of diversity embodies understanding ourselves and each other, moving beyond tolerance to acceptance, and wholly embracing the richness of each individual.

The National Institute of Building Sciences is committed to cultivating and preserving a culture of inclusion and connectedness. As role of conveners within the built environment, NIBS continues to find ways to bring the industry together to discuss the challenges, share experiences and ultimately find solutions relating to diversity and inclusion within our industry.

In 2020, NIBS convened more than 40 C-Suite association leaders in the built environment to participate in high-level discussions during a roundtable to Improve the Workforce of the Built Environment through Social Equity. This virtual meeting was designed to share best practices, data, and strategies for improving social equity in leadership positions in the industry.

In 2021, NIBS continued this conversation through a Social Equity Executive Roundtable that covered the results of the Built Environment Social Equity Survey, that was produced earlier in the year.

Now, it’s time to deepen the conversation and take action with a 2023 Social Equity in the Built Environment Survey & Roundtable. With the results of this survey, NIBS will be able to ensure measurable tools and criteria are in place to create an equitable environment for all within the industry.

This is your organization’s opportunity to sign on and make your mark on the 2023 Social Equity in the Built Environment Survey & Roundtable as the exclusive sponsor of this year-long critical endeavor.

One Opportunity: $50,000  - Link to Sponsorship Prospectus
2023 Existing Buildings Webinar Series

The environmental impact of buildings has become apparent as growing numbers of building owners embrace the value of sustainable and green buildings as part of their social responsibility. Based on the 2018 Commercial Buildings Energy Consumption Survey, the estimated 5.9 million U.S. commercial buildings could produce enormous environmental impacts through retrofit, as compared with adopting a sole focus on new green design and construction practices.

The 2022 Global Status Report for Buildings and Construction released at COP27 finds that the building sector accounted for over 34% of energy demand and around 37% of energy and process-related CO2 emissions in 2021. With this, the report from the Global Alliance for Buildings + Construction (GlobalABC) states that the gap between the climate performance of the building sector and the 2050 decarbonization pathway is widening. Decarbonizing the building sector by 2050 is critical and must include a multi-pronged approach. To reduce overall emissions, we must improve building energy performance; decrease building materials’ carbon footprint; increase investment in energy efficiency; and create long-lasting green policies, standards, and codes.

Please join us for our 2023 Existing Buildings Webinar series, where we cover the whys and hows of retrofitting:

- Green Building Retrofits, July 12
- Retrofitting for Resilience, October 25
- Building Technology & Retrofits, December 6
U.S. BIM Council Sponsorships

The BIM Council is an alliance of all those who are willing to contribute their time and talent toward improving the entire facilities industry. We want information to flow from authoritative sources to end users at every phase of the project. To accomplish this, we need support from individuals, companies, agencies, sponsors, and donors.

The National Institute of Building Sciences provides the infrastructure to develop the overarching standards needed to reach across the industry as no other organization can. To develop specific aspects of the transformation and pull together all of those pieces requires a lot of effort and resources: We know what needs to be done, but we need your help as sponsors of the council so we can all be successful. This year, we will launch the next version of the U.S. National BIM Standard, Version 4. Your sponsorship will be crucial in contributing to the efforts of these key influencers.

Link to Sponsorship Prospectus
U.S. National BIM Program Founding Partnership Opportunities

The National Institute of Building Sciences initiated the U.S. National BIM Program (NBP or Program) to bring industry stakeholders together to achieve critical digital transformation throughout the entire lifecycle of designing, constructing, and operating the built environment.

The NBP concept has evolved through conversations and collaborations with leading organizations and communities, involving both the public and private sectors, spanning a diverse cross-section of asset/project types. This effort has received significant national interest from throughout the owner community, including both building and infrastructure owners.

In 2023, the NBP will build the foundation and finalize the Program’s five-year plan with the Steering Committee that includes key influencers within the building information management world. This is your corporation’s opportunity to help form an owner community and expand partner relationships. You will be instrumental in contributing to the National BIM Standard - United States Version 4 release and developing the educational strategy among all sectors of the built environment, while simultaneously bringing key results to the public and private sectors within all markets.

Become a Founding Partner and receive guaranteed recognition, benefits, and access throughout the five-year U.S. National BIM Program Roadmap.

Link to Sponsorship Prospectus
Whole Building Design Guide Industry Partner Program

The Whole Building Design Guide - WBDG (www.wbdg.org) is one of the largest web-based portals providing government and industry practitioners with one-stop access to up-to-date information on a wide range of building-related guidance, criteria, and technology from a ‘whole buildings’ perspective.

The WBDG’s mission is to integrate collaborative, dynamic resources to advance the high-performance built environment. As an Industry Partner of the Whole Building Design Guide, your organization will foster communication and knowledge sharing among federal, industry, and academic partners by leveraging your industry expertise and solutions to enhance the WBDG’s services and offerings to advance high-performance facilities. We welcome one organization from different verticals throughout the built environment to join the category-exclusive Industry Partner Program to support and sponsor the efforts of the largest web-based portal for government and industry practitioners.

Category Exclusive – Link to Sponsorship Prospectus
Building Innovation 2023

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

Building Innovation 2023 will bring together executives and top decision-makers in government, the professions, industry, labor, and the private sector. This is THE place to showcase your company’s innovative products, services, and solutions 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 the prospectus linked below and if there is something you are looking for that you do not see available, NIBS is happy to work with you to provide you a customized sponsorship experience that is right for you and your organization. We look forward to seeing you at BI2023!

Link to Sponsorship Prospectus
Building Innovation: Women’s Leadership Forum

The Women’s Leadership Forum takes place this fall. This event will bring together all professionals representing industries related to the built environment. Organized by the National Institute of Building Sciences, NIBS will provide the platform for connectivity at a time when more women are entering the built environment than ever before. We will focus on and discuss key challenges faced by female industry professionals.

Sponsorship Prospectus Coming Soon
Customized Educational Webinars

This is your organization’s opportunity to show the NIBS audience your areas of industry expertise with thoughtfully curated educational webinars. NIBS will provide the platform, marketing, and exposure for your company’s content, and your organization will select the speaker(s), topic, and educational content.

These webinars will range anywhere from 60 – 90 minutes in length, will be promoted via email to our database of over 60,000 recipients, listed on our events page on nibs.org, and the recording will live on nibs.org for an entire calendar year from when it is hosted.

Benefits also include:

- NIBS to promote webinar on events calendar on nibs.org/events website
- Logo and company description on webinar landing page promoting webinar on nibs.org/events
- Company to provide topics, content, speakers and slides for webinar
- Branded PowerPoint slides for webinar with Company logo and description
- “Thank you to our Sponsor” introduction of webinar given by NIBS staff member followed by Company introduction of chosen speakers
- Company logo on all promotional emails sent to promote webinar registration
- Logo on follow-up email sent to registered attendees to download and view webinar recording
- Webinar recording hosted on nibs.org/events for one full calendar year post-webinar
- Pre- and post-webinar attendee registration list with full contact information, including emails and phone numbers

$5,000/Webinar
Advertising with NIBS

NIBS quarterly membership e-newsletter is received and read by 6,000+ NIBS members and subscribers and is focused on key quarterly topics covering all areas within the built environment. Starting in January, the e-newsletter features big stories within the industry, key events NIBS is either hosting or attending, a snap shot of NIBS in the media, and more. Don’t miss your chance to include your half- or full-page ad in the Quarterly Connection with a 43% open rate and 19% click-through rate, which is significantly higher than the industry average.

Half Page Ad Size:
8.5" W x 5" H
$1,000/issue
or all four issues/year = $2,000

Full Page Ad Size:
8.5" W x 11" H
$2,000/issue
or all four issues/year = $6,000
NIBS.org Web Banner Advertising

Monthly rotating banner ad on NIBS.org:

- 728 x 90 pixels
- Banner advertising on NIBS.org home page and Member Benefits page
- Align your brand with NIBS content and build credibility across all sectors within the built environment and potential customers

Pricing: CPM Net Rates, (Cost per thousand impressions) $1.00 CPM

NIBS Web Highlights

Site Users 1,923,024
Document Downloads 1,256,731
Site Page Views 6,066
Enrolled Continuing Education 21,857

Sites Include: nibs.org  wbdg.org  buildinginnovation.org  nationalbimstandard.org  nationalcadstandard.org
NIBS LEADERSHIP SPONSORSHIP
Description

This year-long sponsorship of the National Institute of Building Sciences Board of Directors, allows exclusive access to the leaders of the industry who come from all areas of the built environment. Not only will you exclusively network with Board members that include six Presidential appointees, at meetings and events throughout the year, you will come to the table to discuss various issues, speak about how your company’s products and services can benefit the industry, new initiatives, and more.

One Opportunity Available | $50,000
Annual Benefits

- Opportunity to speak at Board meetings, held three times per year. The first one took place in Palm Springs, CA, in January.
- 3 - 5 minutes of speaking time at the beginning of each Board meeting
- Company logo on Board meeting PowerPoint presentation
- Opportunity for two company employees to attend the Board dinners during the Board meetings and all additional networking events
- Company logo, hyperlink and description on nibs.org highlighting your company as the NIBS 2023 Leadership Sponsor
- Rotating Banner ad on the nibs.org home page and member benefits page
- Unlimited Organizational Membership of NIBS, granting unlimited access to NIBS membership benefits for all of your company employees throughout the year ($5,000 value)
- Opportunity to host two educational webinars throughout sponsorship period, presented by a speaker(s) and topic(s) of your choosing, hosted on the NIBS platform and produced and promoted by NIBS to our entire database and via social media channels
Building Innovation Conference Benefits to Include

- Sponsorship of the Board breakfast at the BI Conference, to include introductory kick off, (2 minutes) and signage on tables throughout breakfast
- Full page ad in the Conference program guide inside front cover. Specs = 8.5” x 11”
- Prime exhibit space in Conference Innovation Lounge
- Eight complimentary Conference registrations
- 50% discount on additional Conference registrations
- Opportunity to sponsor an education session and provide a speaker, moderator or introduction of the session, pending NIBS approval
- Company logo on session signage and PowerPoint
- Opportunity to attend all Conference networking events
- Logo in all pre-event marketing promotion with hyperlink to your company website
- One dedicated email blast highlighting your company’s sponsorship of the Conference
- Logo on Conference signage in premier location
- Podium acknowledgement through the Conference
- Pre and post-Conference attendee mailing list
- Company logo, hyperlink and description on the Building Innovation annual conference website as the NIBS 2023 Leadership Sponsor
Social Equity in the Built Environment Survey & Roundtable Sponsorship

Diversity in its most simple form can be defined as “all the similarities and differences amongst people.” In other words, it’s a combination of all the characteristics that make us individuals, such as age, ethnicity, national origin, sexual orientation, religious beliefs, disability, military experience, socioeconomic background, ideas, attitudes, educational background, perspectives, values, and so on. A culture of diversity embodies understanding ourselves and each other, moving beyond tolerance to acceptance and wholly embracing the richness of each individual.

The National Institute of Building Sciences is committed to cultivating and preserving a culture of inclusion and connectedness. As conveners of the built environment, NIBS continues to find ways to bring the industry together to discuss challenges, share experiences and ultimately find solutions relating to diversity and inclusion within our industry.

In 2020, NIBS convened more than 40 C-Suite association leaders to participate in high-level discussions during a roundtable to Improve the Workforce of the Built Environment through Social Equity. This virtual meeting was designed to share best practices, data, and strategies for improving social equity in leadership positions in the industry.

In 2021, NIBS continued this conversation through a Social Equity Executive Roundtable that covered the results of the Built Environment Social Equity Survey, that was produced earlier in the year.

Now, it’s time to deepen the conversation and take action with a 2023 Social Equity in the Built Environment Survey & Roundtable. With the results of this survey, we will be able to ensure measurable tools and criteria are in place to create an equitable environment for all within the industry.

This is your organization’s opportunity to sign on and make your mark on the 2023 Social Equity in the Built Environment Survey & Roundtable as the exclusive sponsor of this year-long critical endeavor.
Annual Sponsorship Benefits to Include:

- Opportunity to attend the twice annual in-person Consultative Council meetings, the NIBS council comprised of high-level building community representatives, who make recommendations directly to the executive and legislative branches of government to improve our nation’s built environment and infrastructure. Note: This council is responsible for overseeing the work for the Social Equity Survey & Roundtable
- 3-5 minute speaking opportunity or video for introduction as the Exclusive Survey & Roundtable Sponsor before each Consultative Council meeting
- Your company logo branded as the exclusive Social Equity in the Built Environment Survey & Roundtable sponsor with logo on the final survey produced and mailed to NIBS’ contacts, industry CEOs and other built environment decision-makers
- Logo on surveys that are sent to recipients for responses, and on the branded survey webpage with your company description and hyperlink to your organization’s website
- Official NIBS press release announcing your organization as a NIBS partner and exclusive sponsor of the Social Equity Survey & Roundtable followed by timeline of when the survey responses will be collected, when the survey responses will be collected, published, and released
- Banner ad on NIBS.org home page and Member Benefits web page
- Opportunity to host two webinars throughout the sponsorship period focused on ways your organization is addressing social equity in the built environment
- NIBS to provide the platform, set up, and market the webinars to our lists of 60,000+ recipients and via social channels, LinkedIn, Google and Facebook
Annual Sponsorship Benefits to Include:

• Your organization to provide content and speakers for sponsored webinars

• One-year Unlimited Organizational Membership to NIBS allowing unlimited access to NIBS membership benefits, participation and engagement across NIBS councils, workgroups, and committees for all employees of your organization ($5,000 value)

• Two complimentary registrations to attend the NIBS Building Innovation Conference in September 2023

• Two complimentary registrations to attend the Building Innovation: Women’s Leadership Forum in May 2023

• Table top exhibit space at the Women’ Leadership Forum ($5,000 value)
Roundtable Sponsorship Benefits to Include:

Exclusive sponsor recognition at the in-person Roundtable or Hearing of the Social Equity Survey where the results of the survey will be shared with respondents, Consultative Council members, and invited attendees. Sponsorship benefits include:

- Logo branded on all signage and PowerPoint presentations given at the Roundtable
- Opportunity to share opening remarks and speak for 3 – 5 minutes about your organization and/or share video before introducing the presenters
- Table top space to share marketing materials, handouts, and giveaways to attendees
- Invitation to attend all Roundtable discussions and networking events
- Pre- and post-Roundtable attendee mailing list
- Logo and branding on all email promotion and marketing about the Roundtable to NIBS contact lists

One (1) Opportunity Available: $50,000 Option to pay quarterly or in installments
EXISTING BUILDINGS
WEBINAR SERIES

Prospectus Coming Soon
Why Sponsor the BIM Council

The BIM Council is an alliance of all those willing to contribute their time and talent toward improving the entire facilities industry. We want information to flow from authoritative sources to end-users at every phase of the project. To accomplish this, we need support from individuals, companies, agencies, sponsors, and donors.

The National Institute of Building Sciences provides the infrastructure to develop the overarching standards needed to reach across the industry as no other organization can. To develop specific aspects of the transformation and pull together all of those pieces requires effort and resources. We know what needs to be done. We need your help to contribute to the council.

Add your company, agency, or individual name to the list of industry leaders today by joining the council, donating to it, or increasing your level of support.

Sarah Swango
Vice President, Corporate & Foundation Relations
202.289.7800 x127
sswango@nibs.org
**Sponsor Opportunities**

The BIM Council offers industry-wide, public and private leadership and support for the development, standardization and integration of building information modeling (BIM) technologies to support the full automation of the lifecycle of buildings. The council develops, publishes, and maintains the consensus-based National BIM Standard - United States (NBIMS-US)™ and, in association with the American Institute of Architects (AIA) and Construction Specification Institute (CSI), the United States National CAD Standard (NCS).
Platinum Sponsor

Benefits include:

- The opportunity to designate up to fifteen (15) company employees to become BIM Council members
- Opportunity to participate in the NIBS BIM Council and sponsor the efforts to develop national standards for BIM and other data standards
- Opportunity for the designated members to contribute resources and educational tools to the National BIM Standard
- Company logo and hyperlink listed as a Platinum level sponsor on the BIM Council webpage
- Company logo and description listed on the sponsor page of the National BIM Standard version you have contributed to as a Platinum level sponsor
- Company logo and description listed on the BIM Council sponsor page in the NIBS Annual Report given to the President of the United States, as a Platinum level sponsor
- Two full Conference registrations to attend all education and networking events at the Building Innovation Conference

Investment: $50,000
Gold Sponsor

Benefits include:

- The opportunity to designate up to ten (10) company employees to become BIM Council members
- Opportunity to participate in the NIBS BIM Council and sponsor the efforts to develop national standards for BIM and other data standards
- Opportunity for the designated members to contribute resources and educational tools to the National BIM Standard
- Company logo and hyperlink listed as a Gold sponsor on the BIM Council webpage
- Company logo and description listed on the sponsor page of the National BIM Standard version you have contributed to, as a Gold level sponsor
- Company logo and description listed on the BIM Council sponsor page in the NIBS Annual Report given to the President of the United States, as a Gold level sponsor
- One full Conference registration to attend all education and networking events at the Building Innovation Conference

Investment: $25,000
Silver Sponsor

Benefits include:

- The opportunity to designate up to five (5) company employees to become BIM Council members
- Opportunity to participate in the NIBS BIM Council and sponsor the efforts to develop national standards for BIM and other data standards
- Opportunity for designated members to contribute resources and educational tools to the National BIM Standard
- Company logo and hyperlink listed as a Silver sponsor on the BIM Council webpage
- Company logo listed on the sponsor page of the National BIM Standard version you have contributed to, as a Silver level sponsor
- Company logo and description listed on the BIM Council sponsor page in the NIBS Annual Report given to the President of the United States, as a Silver level sponsor
- One one-day Conference registration to attend the BIM Council annual meeting at the Building Innovation Conference

Investment: $10,000
Bronze Sponsor

Benefits include:

- The opportunity to designate up to two (2) company employees to become BIM Council members
- Company logo and hyperlink listed as a Bronze sponsor on the BIM Council webpage
- Company logo listed on the BIM Council sponsor page in the NIBS Annual Report given to the President of the United States, as a Bronze level sponsor

**Investment: $5,000**
U.S. NATIONAL BIM PROGRAM
FOUNDING PARTNERSHIP PROGRAM
U.S. National BIM Program Founding Partnership Prospectus

The National Institute of Building Sciences initiated the U.S. National BIM Program (NBP) to bring industry stakeholders together to achieve critical digital transformation throughout the entire lifecycle of designing, constructing, and operating the built environment.

The Program’s concept has evolved through collaborations with leading organizations and communities, involving both the public and private sectors, spanning a diverse cross-section of asset/project types. This effort has recently accelerated with significant interest from the U.S. owner community, including both building and infrastructure owners.

In 2023, the Program will build the foundation for accelerating digital transformation and finalize the five-year plan with the Steering Committee that includes key influencers within the U.S. built asset industry. This is your corporation’s opportunity to help convene an innovative community of stakeholders and expand your partner relationships. You will be instrumental in advancing the adoption of next-generation standards, such as the National BIM Standard - United States Version 4 upcoming release. Your involvement also will help develop the educational strategy among all sectors of the built environment while simultaneously bringing key results to the public and private sectors within all markets.

Become a Founding Partner in 2023 and receive guaranteed recognition, benefits, and access throughout the five-year National BIM Program Roadmap. 2023 Founding Partners also receive the added benefits of a complimentary NIBS BIM Council Platinum Sponsorship and a NIBS Unlimited Organizational Membership.
NIBS BIM Council Platinum Sponsorship Benefits ($50,000 value)

- Opportunity to designate up to fifteen (15) individuals to participate on the NIBS BIM Council
- Opportunity for designated members to contribute resources and educational tools to the U.S. National BIM Standard
- Company logo and hyperlink listed as a Platinum level sponsor on the BIM Council webpage
- Company logo and description listed on the sponsor page of the U.S. National BIM Standard version you have contributed to as a Platinum level sponsor
- Company logo and description listed on the BIM Council sponsor page in the NIBS Annual Report to the President of the United States, as a Platinum level sponsor
- Opportunity to participate in BIM Council efforts to develop national BIM standards
- Opportunity to sponsor BIM Council events
NIBS Unlimited Organizational Membership ($5,000 value)

- NIBS Unlimited Organizational Level Member allowing unlimited access and membership designations for you and your colleagues to participate in NIBS communities
Innovator Founding Partner Benefits

- Opportunity for multi-year payment structure to be paid over the course of the five-year partnership
- Innovator Founding Partner designation and recognition for the duration of the five-year partnership
- Prominent recognition on the U.S. National BIM Program website as the Founding Innovator Level Partner with direct hyperlink to your company website and description of your organization
- Recognition as Innovator Founding Partner on all publications, documents, and white papers produced by the U.S. National BIM Program
- Recognition on all U.S. National BIM Program event signage as Innovator Founding Partner (estimated 2 events annually)
- Recognition as Innovator Founding Partner on U.S. National BIM Program virtual roundtables (estimated 2 roundtables annually)
- Opportunity to speak, co-present, or contribute content at U.S. National BIM Program events
- Innovator Founding Partner recognition and logo placement in boilerplate template language about the U.S. National BIM Program distributed to corporations, law-makers, and executive branches of the United States
- Highest Level Program partner, early adopter, thought partnership, leadership opportunities and most prominent visibility
- One (1) guaranteed seat on each of the six (6) NBP workstreams
- Opportunity to provide leadership role recommendations for workstreams
- Primary sponsorship of NBP events as the Innovator Founding Partner
- Guaranteed opportunity for one (1) representative to participate on the NBP Steering Committee
- Invitation to monthly NBP progress status update meetings
Annual Marketing, Recognition, and Promotion

- Logo, hyperlink, and company description on the BIM Council webpage as Innovator Founding Partner
- Logo and description on National BIM Standard - United States version supported
- Logo and description as Innovator Founding Partner on NIBS Annual Report to the President of the United States and executive branches
- Logo, hyperlink & company description as Innovator Founding Partner on U.S. National BIM Program web page
- Recognition as U.S. National BIM Program Innovator Founding Partner at any exhibit booth purchased by the U.S. National BIM Program at various trade shows, expos, and events

NIBS Building Innovation Conference Benefits

- Fifteen (15) full complimentary conference registrations to NIBS Building Innovation Conference, the premier event where NIBS brings together a unique set of individuals who impact the built environment – government agencies, contractors, the private sector, architects, scientists, and more, to improve the built environment
- Guaranteed exhibit booth space at the Building Innovation Conference
- Sponsorship of the dedicated NBP educational breakout session at the Building Innovation Conference with opportunity to speak, moderate, or introduce session speakers
- Logo branded on PowerPoint and room signage at the NBP education session

Value: $500,000, with opportunity to pay over the course of the five-year founding partnership period
Influencer Founding Partner Benefits

- Opportunity for multi-year payment structure to be paid over the course of the five-year partnership
- Influencer Founding Partner designation and recognition for the duration of the five-year partnership
- Prominent recognition on the U.S. National BIM Program website as Founding Influencer Level Partner with direct hyperlink to your company website and description of your organization
- Recognition as Influencer Founding Partner on all publications, documents, and white papers produced by the U.S. National BIM Program
- Recognition on U.S. National BIM Program Event signage as Influencer Founding Partner (estimated 2 events annually)
- Recognition as Influencer Founding Partner on U.S. National BIM Program virtual roundtables (estimated 2 roundtables annually)
- Opportunity to speak, co-present, or contribute content at U.S. National BIM Program events
- Influencer Founding Partner Recognition and logo placement in boilerplate template language about the U.S. National BIM Program distributed to corporations, law-makers, and executive branches of the United States
- High level program partner, thought partnership, leadership opportunities, and most prominent visibility
- One (1) guaranteed seat on three (3) of the six (6) NBP workstreams
- Opportunity to sponsor all NBP event programming
- Opportunity to provide one (1) representative on the NBP Steering Committee
- Invitation to quarterly NBP progress status update meetings
- Opportunity to co-present or contribute content at industry speaking opportunities on the NBP
Annual Marketing, Recognition and Promotion

- Logo, hyperlink, and company description on the BIM Council webpage as Influencer Founding Partner
- Logo and description on National BIM Standard - United States version supported
- Logo and description as Influencer Founding Partner on NIBS Annual Report to the President of the United States and executive branches
- Logo, hyperlink, and company description as Influencer Founding Partner on the U.S. National BIM Program web page
- Recognition as U.S. National BIM Program Influencer Founding Partner at any exhibit booth purchased by the U.S. National BIM Program at various trade shows, expos, and events

NIBS Building Innovation Conference Benefits

- Ten (10) full complimentary conference registrations to NIBS Building Innovation Conference, the premier event where NIBS brings together a unique set of individuals who impact the built environment – government agencies, contractors, the private sector, architects, scientists, and more, to improve the built environment
- Guaranteed exhibit booth space at the Building Innovation Conference
- Sponsorship of the dedicated NBP educational breakout session at the Building Innovation Conference with opportunity to speak, moderate, or introduce session speakers

Value: $250,000, with opportunity to pay over the course of the five-year founding partnership period
Sustainer Founding Partner Benefits

- Opportunity for multi-year payment structure to be paid over the course of the five-year partnership
- Sustainer Founding Partner designation and recognition for the duration of the five-year partnership
- Prominent recognition on the U.S. National BIM Program website as Founding Sustainer Level Partner with direct hyperlink to your company website and description of your organization
- Recognition as Sustainer Founding Partner on all publications, documents, and white papers produced by the U.S. National BIM Program
- Recognition on U.S. National BIM Program Event signage as Sustainer Founding Partner (estimated 2 events annually)
- Recognition as Sustainer Founding Partner on U.S. National BIM Program virtual roundtables (estimated 2 roundtables annually)
- Opportunity to speak, co-present, or contribute content at U.S. National BIM Program events
- Sustainer Founding Partner recognition and logo placement in boilerplate template language about the U.S. National BIM Program distributed to corporations, law-makers, and executive branches of the United States
- Moderate level program partner, thought partnership, leadership opportunities, and high visibility
- One (1) guaranteed seat on one (1) of the six (6) NBP workstreams with opportunity to drive and direct content
- Opportunity to sponsor all NBP event programming
- Invitation to quarterly NBP progress status update meetings
Annual Marketing, Recognition, and Promotion

• Logo, hyperlink, and company description on the BIM Council webpage as Sustainer Founding Partner
• Logo and description on the U.S. National BIM Standard version - United States supported
• Logo and description as Sustainer Founding Partner on NIBS Annual Report to the President of the United States and executive branches
• Logo, hyperlink, and company description as Sustainer Founding Partner on the U.S. National BIM Program web page
• Recognition as National BIM Program Sustainer Founding Partner at any exhibit booth purchased by the U.S. National BIM Program at various trade shows, expos, and events

NIBS Building Innovation Conference Benefits

• Five (5) full complimentary conference registrations to NIBS Building Innovation Conference, the premier event where NIBS brings together a unique set of individuals who impact the built environment – government agencies, contractors, the private sector, architects, scientists, and more, to improve the built environment
• Guaranteed exhibit booth space at the Building Innovation Conference

Value: $100,000, with opportunity to pay over the course of the five-year founding partnership period
Adopter Founding Partner Benefits

- Adopter Founding Partner designation and recognition for the duration of the five-year partnership
- Prominent Recognition on the U.S. National BIM Program website as Founding Adopter Level Partner with direct hyperlink to your company website and description of your organization
- Recognition as Adopter Founding Partner on all publications, documents, and white papers produced by the U.S. National BIM Program
- Recognition on U.S. National BIM Program Event signage as Adopter Founding Partner (estimated 2 events annually)
- Recognition as Adopter Founding Partner on U.S. National BIM Program virtual roundtables (estimated 2 roundtables annually)
- Opportunity to speak, co-present, or contribute content at U.S. National BIM Program events
- Adopter Founding Partner recognition and logo placement in boilerplate template language about the U.S. National BIM Program distributed to corporations, law-makers, and executive branches of the United States
- NBP partner and content contributor with high visibility
- Opportunity to participate on program workstreams
- Opportunity to sponsor all NBP event programming
- Invitation to twice annual NBP progress status update meetings (Spring & Fall meetings)

Annual Marketing, Recognition, and Promotion

- Logo, hyperlink, and company description on the BIM Council webpage as Adopter Founding Partner
- Logo and description on the National BIM Standard - United States version supported
- Logo and description as Adopter Founding Partner on NIBS’ Annual Report given to the President of the United States and executive branches
• Logo, hyperlink & company description as Adopter Founding Partner on National BIM Program web page
• Recognition as National BIM Program Adopter Founding Partner at any exhibit booth purchased by the National BIM Program at various trade shows, expos and events

**NIBS’ Building Innovation Conference Benefits**

• Two (2) full complimentary conference registrations to NIBS’ Annual Building Innovation Conference, the premier event where NIBS brings together a unique set of individuals who impact the built environment – government agencies, contractors, the private sector, architects, scientists, and more, to improve the built environment.
• Guaranteed exhibit booth space at the Building Innovation Conference

**Value: $50,000/year**

Thank you for your consideration. To learn more or to discuss in greater detail, please contact NIBS’ Vice President, Corporate & Foundation Relations, Sarah Swango at (202) 289-7800 x 127 or sswango@nibs.org
<table>
<thead>
<tr>
<th>Description</th>
<th>Innovator</th>
<th>Influencer</th>
<th>Sustainer</th>
<th>Adopter</th>
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<td>Opportunity to speak, co-present or contribute content at National BIM</td>
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<td>content on NBP workstreams</td>
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<td>Opportunity to provide leadership role recommendations for workstreams</td>
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<tr>
<td>Sponsorship reservation or opportunity of NBP events as the Platinum</td>
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<td>Opportunity</td>
<td>Opportunity</td>
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<td>Founding Partner</td>
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<td>Invitation to NBP progress status update meetings</td>
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<td>Quarterly</td>
<td>Quarterly</td>
<td>Bi-annually</td>
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<td>Opportunity to co-present or contribute content at industry speaking</td>
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<td>Logo, hyperlink &amp; company description on the BIM Council webpage as</td>
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<td>Influencer</td>
<td>Sustainer</td>
<td>Adopter</td>
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<td>Founding Partner at the respective level</td>
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<td>Influencer</td>
<td>Sustainer</td>
<td>Adopter</td>
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<td>Logo and description as Founding Partner at the respective level on NIBS'</td>
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<td>Influencer</td>
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<td>Annual Report given to the President of the United States and Executive</td>
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<td>Branches</td>
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<td>level at any exhibit booth purchased by the National BIM Program at various</td>
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<td>trade shows, expos and events</td>
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<td>Full complimentary conference registrations to NIBS' Annual Building</td>
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<td>Innovation Conference, the premier event where NIBS brings together a</td>
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<td>unique set of individuals who impact the built environment - government</td>
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<td>introduce session speakers</td>
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<td>Logo branded on power point and room signage at the NBP education session</td>
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<tr>
<td>Value</td>
<td>$500K</td>
<td>$250K</td>
<td>$100K</td>
<td>$50K</td>
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Whole Building Design Guide Partnership Opportunities

The goal of ‘whole building’ design is to create a successful high-performance building by applying an integrated design and team approach to the project during the planning and programming phases.

As an industry partner with NIBS and the WBDG, your organization will have the opportunity to contribute valuable content to the only web-based portal providing government and industry practitioners with one-stop access to current information on a wide range of building-related guidance, criteria, and technology from a ‘whole buildings’ perspective.
WBDG Industry Partnership Benefits:

- Company logo on wbdg.org as an Industry Partner/Contributing Organization with link to your organization’s website
- Your organization listed in the industry supporter and WBDG sponsor section of wbdg.org
- Opportunity to offer a continuing educational webinar throughout partnership period to interested individuals and organizations on your specific area of expertise
- Opportunity to provide a case study to be housed on the wbdg.org website
- Your organization’s materials and information on industry partner table at the Building Innovation Conference
- Two discounted full Conference registrations to attend the Building Innovation Conference
- Opportunity to attend the WBDG Council meeting at the Building Innovation Conference

Value: $10,000
Why Sponsor BI2023:

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

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
Atendee Snapshot | Primary Business of Attendees

- Architecture: 12%
- Building Construction: 6%
- Building Materials/Products Manufacturing: 10%
- Building Owner/Manager: 1%
- Codes & Standards Organization: 8%
- Consumer & General Interest: 2%
- Contractor/Consulting: 9%
- Education: 4%
- Engineering: 13%
- Federal Government: 6%
- Housing Industry: 2%
- Other: 13%
- Real Estate/Finance/Insurance: 2%
- Research/Testing: 4%
- State/Local Government: 6%
- Student: 1%

NATIONAL INSTITUTE OF BUILDING SCIENCES
Atendee 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

500 ATTENDEES ANTICIPATED

United States 95.5%
International 4.5%
Presenting Sponsor

Brand your company as the presenting 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. Help shape a compelling program designed to engage all disciplines in advancing innovation in building science and technology.

Benefits include:

- Premier recognition as “Presenting Sponsor” on all print and electronic materials, including the Conference save the date, invitation, all electronic promotion, and program
- Prime exhibit space in Conference Innovation Lounge
- Eight complimentary Conference registrations
- 50% discount on additional Conference registrations
- Sponsorship of kick-off opening keynote breakfast 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 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 sponsor on all Conference signage, including registration signage, Conference gobo and education sessions
- Two dedicated email blasts highlighting your company as the presenting sponsor to NIBS database and conference attendees

1 Opportunity Available | $50,000
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, Resilience or Technology (select one available on a first-come, first-served basis)
- Prime exhibit space in Conference Innovation 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 sponsored event
- 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
Silver Sponsor

Brand your company at the daily networking breaks and meet with top decision-makers from across the industry.

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

1 Opportunity Available | $15,000
EXHIBITOR OPPORTUNITIES

Building Innovation 2023
Exhibiting Sponsor

Reserve your table top exhibit space in the Building Innovation 2023 Innovation 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 demonstrations and provide a networking location in the Innovation 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 complimentary Conference registrations
- Opportunity to attend all Conference events
- Pre- and post-Conference attendee mailing lists

30 Opportunities Available | $5,000
Hotel Key Cards

Hotel rooms keys are the first thing attendees will receive when checking into the hotel to attend BI2023! 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)
- 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
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)
• 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
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
- 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
Mobile Device Charging Station

Recharge BI2023 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.

Benefits include:

- Your company logo and messaging on charging station
- 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
# Program Advertising

Get in front of every attendee through our program advertising opportunities.

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<thead>
<tr>
<th>Advertisement Size</th>
<th>Specs</th>
<th>Investment</th>
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<td>$1,400</td>
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<td>Inside Back Cover 8</td>
<td>8.5&quot;w x 11&quot;h</td>
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<tr>
<td>Full Page Advertisement (with bleed)</td>
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<td>Quarter Page Vertical Advertisement (no bleed)</td>
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BUILDING INNOVATION: WOMEN’S LEADERSHIP FORUM

Prospectus Coming Soon
View NIBS highlights, the projects on our radar, and issues that continue to challenge the nation’s built environment.

nibs.org/news/nibs-quarterly-connection