

# 2024 Master Sponsorship, Partnership & Advertising Prospectus



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# 2024 NIBS Sponsorship & Advertising Prospectus

## 2024 NIBS Sponsorship & Advertising Prospectus :

Thank you to 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 and especially as we celebrate NIBS' 50th Anniversary.

### Welcome

The National Institute of Building Sciences brings together representatives from a variety of places – government, the building professions, industry, labor and consumer interests, and regulatory agencies. This unique collaboration allows us to identify and resolve problems that stand in the way of safe, affordable, resilient, and sustainable structures in the built environment.

2024 is a special year to us. This year, we celebrate 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.

Sponsorship, advertising, and exhibiting opportunities with NIBS provide unparalleled access to engineers, architects, contractors, building codes and standards professionals, state, local and federal government professionals, educators, manufacturers, and more.

Our team is happy to discuss ways you can brand your organization's products and services at one, more, or all of our opportunities listed in the 2024 Sponsorship & Advertising Guide.

We look forward to starting this conversation with you. Thank you for your interest in sponsorship and advertising opportunities during a very special and historic year for the National Institute of Building Sciences.

Sincerely,  
**Stephen T. Ayers**  
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.





### **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 & 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 & 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



**188**

News stories  
featuring  
NIBS in 2023



**1.52 Billion**

Total combined  
readership of 2023  
news stories



**1,653**

Total estimated social  
shares of NIBS stories

#### Social Media Coverage



**64,500**

Total 2023 X (Twitter)  
impressions



**+30%**

LinkedIn followership  
growth from January 2023



**+18%**

Facebook followership  
growth from January 2023

### Top Stories

#### Top 6 News Stories

**1**

**New Built Environment Workforce  
Report: 63% Say It's Important to  
Increase Diversity**

<https://finance.yahoo.com/news/built-environment-workforce-report-63-160700880.html>

**2**

**Emerging BIM Standards Promise  
to Bolster AEC Efficiency**

<https://finance.yahoo.com/news/emerging-bim-standards-promise-bolster-123900930.html>

**3**

**Climate change is driving insurance  
rates up, forcing developers to add  
weather-proofing**

<https://www.cnbc.com/2023/10/31/climate-change-forcing-real-estate-developers-to-add-weather-proofing.html>

**4**

**Climate Action 30: Top global  
leaders addressing the climate crisis  
in 2023**

<https://www.businessinsider.com/climate-action-30-global-leaders-climate-solutions-2023-11>

**5**

**A Call for a National Community  
Resilience Extension Partnership  
to Bridge Resilience Research to  
Communities**

<https://www.nature.com/articles/s42949-023-00102-3>

**6**

**A novel approach to climate-  
proof infrastructure**

<https://www.ft.com/content/0870f081-7b0e-4e14-aecc-600cb4f3efa9>



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NATIONAL INSTITUTE OF BUILDING SCIENCES

## Opportunities Overview

### Sponsorships:

- NIBS Leadership Sponsorship
- BIM Council Sponsorships
- National BIM Program Founding Partnership Program
- BEST6 Conference Sponsorship & Exhibitor Opportunities
- Building Innovation 2024 Annual Conference
- Building Innovation: Women's Leadership Forum (Dates TBD)

### Advertising and Virtual Opportunities:

- Customized webinar hosting opportunities
- NIBS *Quarterly Connection* e-Newsletter
- [NIBS.org](https://nibs.org) banner advertising



# Sponsorships

2024 NIBS Sponsorship & Advertising Prospectus

## 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 the Board members at the various Board meetings throughout your sponsorship period, you will come to the table to discuss issues and solutions and speak about how your organization's products and services can benefit the industry, new initiatives, and more.

[Link to Sponsorship Prospectus](#)

### NIBS Leadership Sponsorship ●

NIBS Building Innovation Webinar Series ●

BIM Council Sponsorships ●

National BIM Program Founding Partnership Opportunities ●

BEST6 Conference ●

Building Innovation 2024 ●

Building Innovation: Women's Leadership Forum ●

# NIBS Building Innovation Webinar Series

Each year, the National Institute of Building Sciences hosts the Building Innovation conference, reaching hundreds of building professionals from across the country. As part of our mission to continue education from the conference, NIBS launched this webinar series to allow built environment professionals the opportunity to virtually learn from subject matter experts on a variety of topics.

Our experts will cover what our Building Innovation attendees have come to expect: groundbreaking strategies, tools and trends, solutions to issues in the building industry, and workforce solutions.

**Sponsorship Prospectus Coming Soon**

NIBS Leadership Sponsorship ●

**NIBS Building Innovation Webinar Series ●**

BIM Council Sponsorships ●

National BIM Program Founding Partnership Opportunities ●

BEST6 Conference ●

Building Innovation 2024 ●

Building Innovation: Women’s Leadership Forum ●

## BIM Council Sponsorships

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 for us 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 those pieces requires effort and resources: We know what needs to be done, but we need your help as council sponsors so we can all be successful. This year, we are launching the next version of the National BIM Standard-United State, Version 4 so your sponsorship will be crucial in contributing to the efforts these key influencers will be working on throughout the year.

[Link to Sponsorship Prospectus](#)

NIBS Leadership Sponsorship ●

NIBS Building Innovation Webinar Series ●

**BIM Council Sponsorships** ●

National BIM Program Founding Partnership Opportunities ●

BEST6 Conference ●

Building Innovation 2024 ●

Building Innovation: Women's Leadership Forum ●

## National BIM Program Founding Partnership Opportunities

The National Institute of Building Sciences (NIBS) initiated the U.S. National BIM Program (NBP or Program) to bring together industry stakeholders 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 recently has accelerated combined with significant increases in interest from the owner community throughout the U.S., including both building and infrastructure owners.

In 2024, the NBP will continue building the foundation and finalize the Program's five-year plan with the steering committee that includes key influencers in 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 help develop the educational strategy among all sectors of the built environment while simultaneously bringing key results to the public and private sectors in all markets.

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

[Link to Sponsorship Prospectus](#)

- NIBS Leadership Sponsorship ●
- NIBS Building Innovation Webinar Series ●
- BIM Council Sponsorships ●
- National BIM Program Founding Partnership Opportunities ●**
- BEST6 Conference ●
- Building Innovation 2024 ●
- Building Innovation: Women's Leadership Forum ●



## BEST6 Conference

### Why Sponsor BEST6?

The Building Enclosure Science and Technology Conference, better known as BEST, is back after six years, and the National Institute of Building Sciences is ready to convene industry experts in this sixth iteration of the BEST Conference. Be part of the knowledge sharing of existing and new technologies and practices and help bring together building professionals and members of the Building Enclosure Technology and Environment Council (BETEC) and local Building Enclosure Chapters (BECs).

The 2024 meeting will integrate technical programs on building safety, resilience, durability, sustainability, and occupant comfort with the thermal performance of building enclosures.

Sponsorship opportunities start as low as \$1,000 and are designed for any budget, suited to any level of exposure, and completely customizable. Repeat sponsors agree: The BEST Conference is committed to helping sponsors maximize their dollars.

If you are new to BEST, establish yourself as a key player by sponsoring this must-attend event. Please review the sponsorship opportunities laid out in this prospectus. If there is something you are looking for that you do not see, the National Institute of Building Sciences will personally craft an experience that is right for your company's products and services.

### [Link to Sponsorship Prospectus](#)

- NIBS Leadership Sponsorship ●
- NIBS Building Innovation Webinar Series ●
- BIM Council Sponsorships ●
- National BIM Program Founding Partnership Opportunities ●
- BEST6 Conference** ●
- Building Innovation 2024 ●
- Building Innovation: Women's Leadership Forum ●

## Building Innovation 2024

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

Building Innovation 2024 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. This year, we will also honor NIBS' 50th Anniversary throughout the two-day event, where you will have the opportunity to sponsor networking celebrations, tributary keynotes, and showcase your company's products and services in our 50th Anniversary Networking lounge.

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 BI2024!

[Link to Sponsorship Prospectus](#)

- NIBS Leadership Sponsorship ●
- NIBS Building Innovation Webinar Series ●
- BIM Council Sponsorships ●
- National BIM Program Founding Partnership Opportunities ●
- BEST6 Conference ●
- Building Innovation 2024** ●
- Building Innovation: Women's Leadership Forum ●

# Building Innovation: Women’s Leadership Forum

The Women’s Forum will be held this spring, bringing together professionals representing industries related to the built environment. The National Institute of Building Sciences will provide the platform for connectivity at a time when more women are entering the built environment than ever before. We will discuss key issues focused on the challenges female industry professionals face.

## Sponsorship Opportunities Coming Soon

- NIBS Leadership Sponsorship ●
- NIBS Building Innovation Webinar Series ●
- BIM Council Sponsorships ●
- National BIM Program Founding Partnership Opportunities ●
- BEST6 Conference ●
- Building Innovation 2024 ●
- Building Innovation: Women’s Leadership Forum ●**

# Advertising and Virtual Opportunities

2024 NIBS Sponsorship & Advertising Prospectus

## 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 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 the 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**

## Customized Educational Webinars ●

NIBS *Quarterly Connection*  
e-Newsletter ●

NIBS.org Web Banner Advertising ●



## NIBS Quarterly Connection e-Newsletter

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 of the built environment. Starting in January, the e-newsletter is sent out featuring big industry stories, key events NIBS is either hosting or attending, a snapshot 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**



Customized Educational Webinars ●

**NIBS Quarterly Connection  
e-Newsletter** ●

NIBS.org Web Banner Advertising ●

## 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  
5,851,650



Enrolled  
Continuing  
Education  
21,857


Sites Include: [nibs.org](https://nibs.org) [wbdg.org](https://wbdg.org) [buildinginnovation.org](https://buildinginnovation.org) [nationalbimstandard.org](https://nationalbimstandard.org)  
[nationalcadstandard.org](https://nationalcadstandard.org)

Customized Educational Webinars ●

NIBS *Quarterly Connection*  
e-Newsletter ●

**NIBS.org Web Banner Advertising ●**

# NIBS Leadership Sponsorship Prospectus



## 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**



## NIBS Leadership Sponsorship

### Annual Benefits

- Opportunity to speak at Board meetings, held three times per year. The first one took place in Savannah, GA, 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](https://nibs.org) highlighting your company as the NIBS 2024 Leadership Sponsor
- Rotating Banner ad on the [nibs.org](https://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 acknowledgment 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 2024 Leadership Sponsor

# BIM Council Sponsorships

## 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](mailto: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)<sup>™</sup> 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**

Platinum Sponsor ●

Gold Sponsor ●

Silver Sponsor ●

Bronze Sponsor ●



## 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**

Platinum Sponsor ●

**Gold Sponsor ●**

Silver Sponsor ●

Bronze Sponsor ●

## 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**

Platinum Sponsor ●

Gold Sponsor ●

**Silver Sponsor ●**

Bronze Sponsor ●

## 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**

Platinum Sponsor ●

Gold Sponsor ●

Silver Sponsor ●

**Bronze Sponsor ●**

# 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 2024, 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 2024 and receive guaranteed recognition, benefits, and access throughout the five-year National BIM Program Roadmap. 2024 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](mailto:sswango@nibs.org)





# U.S. National BIM Program Founding Partnerships

	Description	Innovator	Influencer	Sustainer	Adopter
Founding Partnership Levels & Benefits:	Opportunity for multi-year payment structure to be paid over the course of the five-year partnership	√	√	√	-
	Respective Founding Partner designation and recognition for the duration of the five-year partnership	Innovator	Influencer	Sustainer	Adopter
	Recognition on the National BIM Program website as Founding Level Partner with the respective level designation. Includes a direct hyperlink to your company website and description of your organization	Innovator	Influencer	Sustainer	Adopter
	Recognition with the respective Founding Partner designation on all publications, documents and white papers produced by the National BIM Program	Innovator	Influencer	Sustainer	Adopter
	Recognition with the respective Founding Partner designation on ALL National BIM Program Event signage, (estimated 2 events annually)	Innovator	Influencer	Sustainer	Adopter
	Recognition with the respective Founding Partner designation on National BIM Program Virtual Roundtables, (estimated 2 roundtables annually)	Innovator	Influencer	Sustainer	Adopter
	Opportunity to speak, co-present or contribute content at National BIM Program events	√	√	√	√
	Recognition with the respective Founding Partner designation and logo placement in boilerplate template language about the National BIM Program distributed to corporations, law-makers and executive branches of the United States	Innovator	Influencer	Sustainer	Adopter
	Organizational prominence, visibility, and opportunity per the respective program partner level.	Highest/Most Prominent Visibility	High/Prominent Visibility	Moderate/High Visibility	Basic Visibility
	Guaranteed seats on NBP Workstream with opportunity to drive direct content on NBP workstreams	6	3	1	Opportunity
	Opportunity to provide leadership role recommendations for workstreams	√	-	-	-
	Sponsorship reservation or opportunity of NBP events as the Platinum Founding Partner	Reserved Primary	Opportunity	Opportunity	Opportunity
	Guaranteed opportunity for representation on the NBP Steering Committee	1	1	-	-
	Invitation to NBP progress status update meetings	Monthly	Quarterly	Quarterly	Bi-annually
	Opportunity to co-present or contribute content at industry speaking opportunities on the NBP	√	√		
Annual Marketing and Promotion	Logo, hyperlink & company description on the BIM Council webpage as Founding Partner at the respective level	Innovator	Influencer	Sustainer	Adopter
	Logo and description on National BIM Standard version supported	Innovator	Influencer	Sustainer	Adopter
	Logo and description as Founding Partner at the respective level on NIBS' Annual Report given to the President of the United States and Executive Branches	Innovator	Influencer	Sustainer	Adopter
	Logo, hyperlink & company description as Founding Partner at the respective level on National BIM Program web page	Innovator	Influencer	Sustainer	Adopter
	Recognition as National BIM Program Founding Partner at the respective level at any exhibit booth purchased by the National BIM Program at various trade shows, expos and events	Innovator	Influencer	Sustainer	Adopter
NIBS Building Innovation Conference Benefits	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.	15	10	5	2
	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 power point and room signage at the NBP education session	√			
Value		\$500K	\$250K	\$100K	\$50K



# BEST6

Conference Sponsorship Prospectus

## Why Sponsor BEST6?

The Building Enclosure Science and Technology Conference, better known as BEST, is back after six years, and the National Institute of Building Sciences is ready to convene industry experts in this sixth iteration of the BEST Conference. Be part of the knowledge sharing of existing and new technologies and practices and help bring together building professionals and members of the Building Enclosure Technology and Environment Council (BETEC) and local Building Enclosure Chapters (BECs).

The 2024 meeting will integrate technical programs on building safety, resilience, durability, sustainability, and occupant comfort with the thermal performance of building enclosures.

Sponsorship opportunities start as low as \$1,000 and are designed for any budget, suited to any level of exposure, and completely customizable. Repeat sponsors agree: The BEST Conference is committed to helping sponsors maximize their dollars. If you are new to BEST, establish yourself as a key player by sponsoring this must-attend event.

Please review the sponsorship opportunities laid out in this prospectus. If there is something you are looking for that you do not see, the National Institute of Building Sciences will personally craft an experience that is right for your company's products and services.

**Please contact Sarah Swango, Vice President, Corporate & Foundation Relations, to learn more.**  
**(202) 289-7800 x127**  
[sswango@nibs.org](mailto:sswango@nibs.org)





# Conference Sponsorship Opportunities



## **BEST6 Conference Registration Sponsorship**

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

This is the first impression registrants will see for BEST6! As soon as attendees log onto the event page, they will see your company branded as the Conference Registration Sponsor. Your company logo will be on the registration landing page of the confirmation email registrants receive when they register for the Conference and on all email reminders leading up to and post-Conference. Your logo will be listed on our web page as a premier sponsor hyperlinking to your company's web page, and you'll receive an exhibit booth in the virtual exhibit hall and the BEST6 attendee mailing list for one-time use.

## **BEST6 Pre-Conference Chapter Leaders Workshop & BETEC/BEC Chairs Dinner Sponsorship**

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

This exclusive opportunity is available for one company looking to gain access to key decision-makers and industry experts in the building enclosure field. You will be seen as a thought leader and solutions provider to the leaders of each Building Enclosure Council during their invitation-only Leaders Workshop and Executive Roundtable, followed by the chairs' dinner at an offsite upscale location.

Your company will have the opportunity to kick off the pre-Conference workshop with an introduction to your company's products and services, and you will be invited to attend the day's meeting. Benefits also include your company logo on all workshop PowerPoint presentations, handouts and workshop signage, the opportunity to distribute a gift item or marketing material to attendees at the start of the day, and opportunity for two attendees from your company to join the chairs' dinner, where you will welcome and provide a few remarks from our sponsor.

Your logo will be listed on the BEST6 web page as a premier sponsor hyperlinking to your company's website. You'll also receive an exhibit booth in the Conference exhibit lounge and the BEST6 attendee mailing list for one-time use, along with two complimentary Conference registrations.

## **Welcome & Opening Keynote Sponsorship**

**\$10,000 – 1 Opportunity Available**

Leave Conference attendees with a lasting first impression while you kick off the event with the Opening Keynote sponsorship. Your company will have the opportunity to introduce the opening keynote speaker, provide a short 1-2-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.

Your logo will be listed on our web page as a premier sponsor

# Conference Sponsorship Opportunities



hyperlinking to your company's web page, and you will receive an exhibit booth in the virtual exhibit hall and the BEST6 attendee mailing list for one-time use, along with two complimentary Conference registrations.

At the end of BEST6, your company will receive session analytics, with full attendee contact information for that session.

## **Day One Networking Reception Sponsorship Opportunity**

**\$5,000 – 3 Opportunities Available**

This lively, Day One culminating reception will be open to all BEST6 attendees. The reception will provide a chance for attendees, exhibitors, and presenters to mingle in our networking lounge to discuss the day's presentations and meet with new and familiar faces. Each sponsoring company will have its logo on signage throughout the Conference and reception venue. Your company also will receive the Conference attendee registration list for one-time use, logo branding on our Conference website and all promotional materials, and a booth in our exhibit hall.

## **Day Two Keynote Panel Discussion Sponsorship**

**\$10,000 – 1 Opportunity Available**

Leave a lasting impression at the start of the final day of BEST6 with this closing keynote panel discussion sponsorship. Your company will have the opportunity to introduce the keynote panelists, provide a short 1-2-minute promotional 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 panelist or moderator.

Your logo will be listed on our web page as a premier sponsor hyperlinking to your company's web page, and you will receive a booth in the virtual exhibit hall and the BEST6 attendee mailing list for one-time use, along with two complimentary Conference registrations.

At the end of BEST6, your company will receive session analytics, with full attendee contact information for that session.

## **Breakout Session Sponsorship**

**\$3,500 – Opportunities Available Based on Number of Educational Breakout Sessions**

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 the Conference 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 BEST6 agenda as the session sponsor with your logo and hyperlink to your company's website, on signage, and the PowerPoint during the session. You will have the opportunity to introduce each session speaker and



# Conference Sponsorship Opportunities



receive the Conference 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

## **BEST6 Exhibitor Opportunities**

**\$3,500 each**

The exhibit hall is where conference attendees turn to for the products, services, and solutions they're seeking to help them build more resilient, eco-friendly, and cost-effective building enclosures where we live, work, learn, and play. Exhibitors will share these breakthrough products, services, and technologies and network with attendees while connecting over these new innovations.

The exhibit hall is open to all conference attendees. It 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 (6)-foot draped table and two (2) chairs, waste basket, and ample space for a backdrop and signage
- Two (2) full complimentary Conference registrations, with the opportunity to attend all BEST6 Conference meetings, education, and events
- Pre- and post-Conference attendee mailing list for one-time use
- Your logo and company hyperlinked on our BEST6 Conference

website as an exhibiting sponsor

## **Breakfast, Lunch & Break Sponsorship**

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

Your company will play an integral role in nourishing and fortifying BEST6 Conference attendees as the sponsor of the two (2) daily continental breakfasts, three (3) networking breaks, and two (2) buffet lunches throughout this two-day Conference. This is a consistent reminder that your company is showing support for this event, as attendees will see your branded meal-functions throughout the entire BEST6 Conference.

Each sponsoring company will have their logo shown on signage throughout the Conference and reception venue and at the specific meal functions on banners and tabletop signage. You also will have the opportunity to provide branded Conference napkins and giveaways sprinkled throughout buffet stations and seating areas.

Your company also will receive the Conference attendee registration list for one-time use, logo branding on our Conference website with your company hyperlink, and a booth in our exhibit hall.

# Branded Sponsorship Opportunities



## Attendee Badge & Lanyard Sponsorship

\$5,000 – 1 Opportunity Available

Have your company logo on everyone's badges and lanyards as they take part in the BEST6 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
- Two (2) complimentary Conference registrations
- Opportunity to attend all Conference events
- Logo and recognition on all print and electronic materials, including the BEST6 Conference save-the-date, invitation, all electronic promotion, and program
- Optional complimentary tabletop exhibit booth to include a six (6)-foot draped table and two (2) chairs, wastebasket, and ample space for a backdrop and signage

## BEST6 Conference Wi-Fi Sponsorship

\$5,000 – 1 Opportunity Available

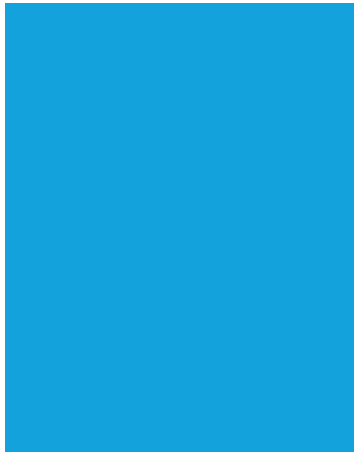
Make the Conference Wi-Fi password one that people will remember—your company name. This will be distributed all around the Conference venue in breakout rooms, the exhibitor lounge, in the general sessions, and more!

Benefits include:

- Your company will create a Wi-Fi password and landing page for any onsite computers
- Pre- and post-Conference attendee mailing list
- Two (2) complimentary Conference registrations
- Opportunity to attend all Conference events
- Optional complimentary tabletop exhibit booth to include a six (6)-foot draped table and two (2) chairs, wastebasket, and ample space for a backdrop and signage
- Logo and recognition on all print and electronic materials, including the BEST6 Conference save-the-date, invitation, all electronic promotion, and program

# Onsite Program Guide Advertising Opportunities

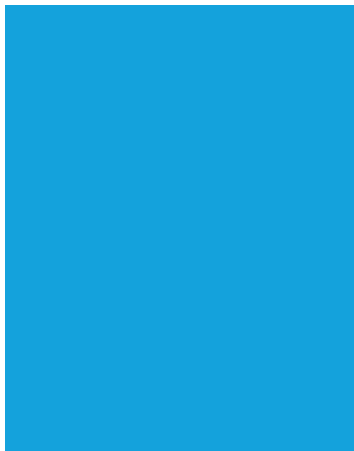
Get in front of every attendee through our program advertising opportunities.



Inside Front Cover Ad  
8.5" w x 11" h  
\$1,400



Half Page Horizontal Ad  
8" w x 5" h  
\$600



Inside Back Cover Ad  
8.5" w x 11" h  
\$1,200



Quarter Page Vertical Ad  
4" w x 5" h  
\$300

# 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

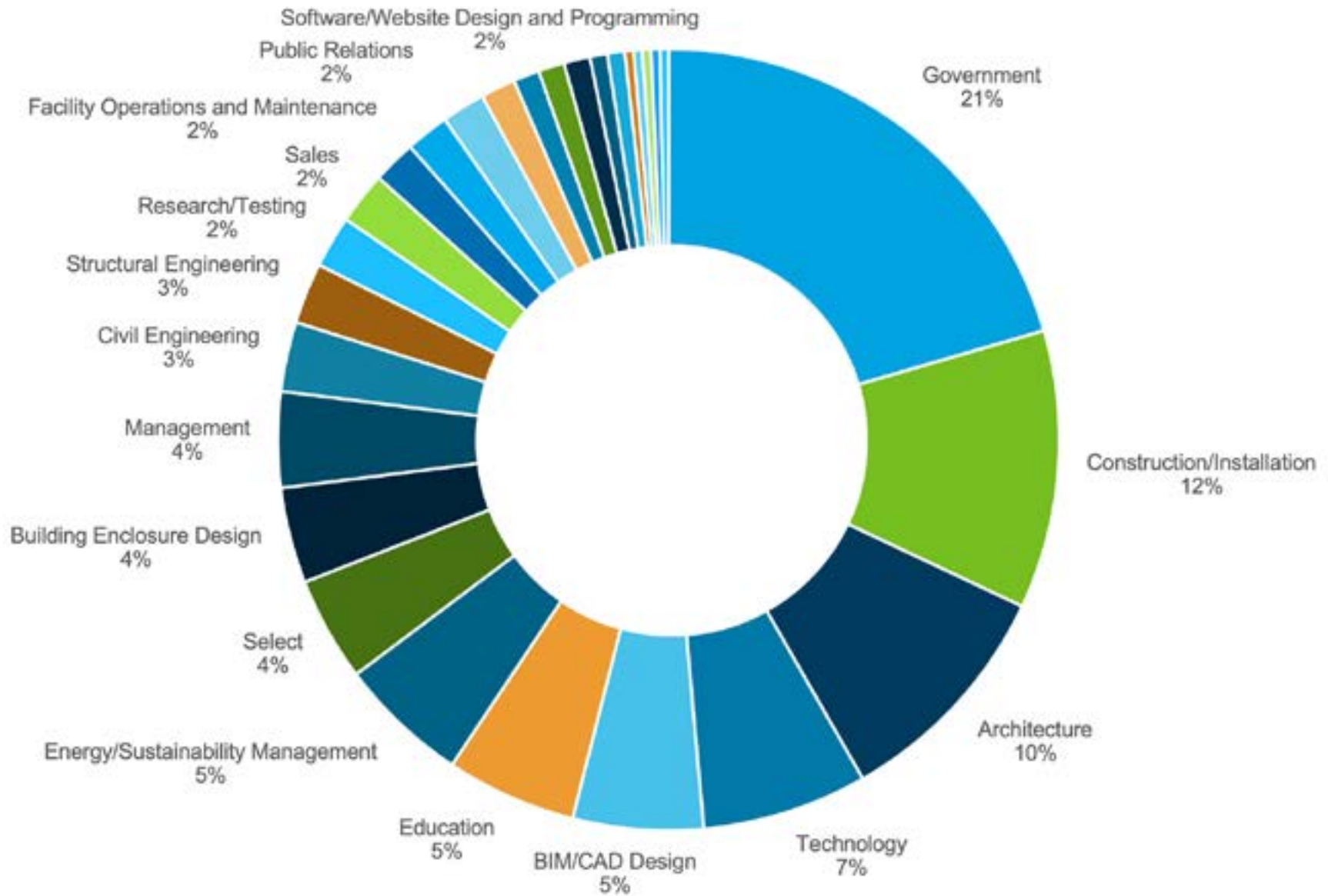
202.289.7800 x127

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



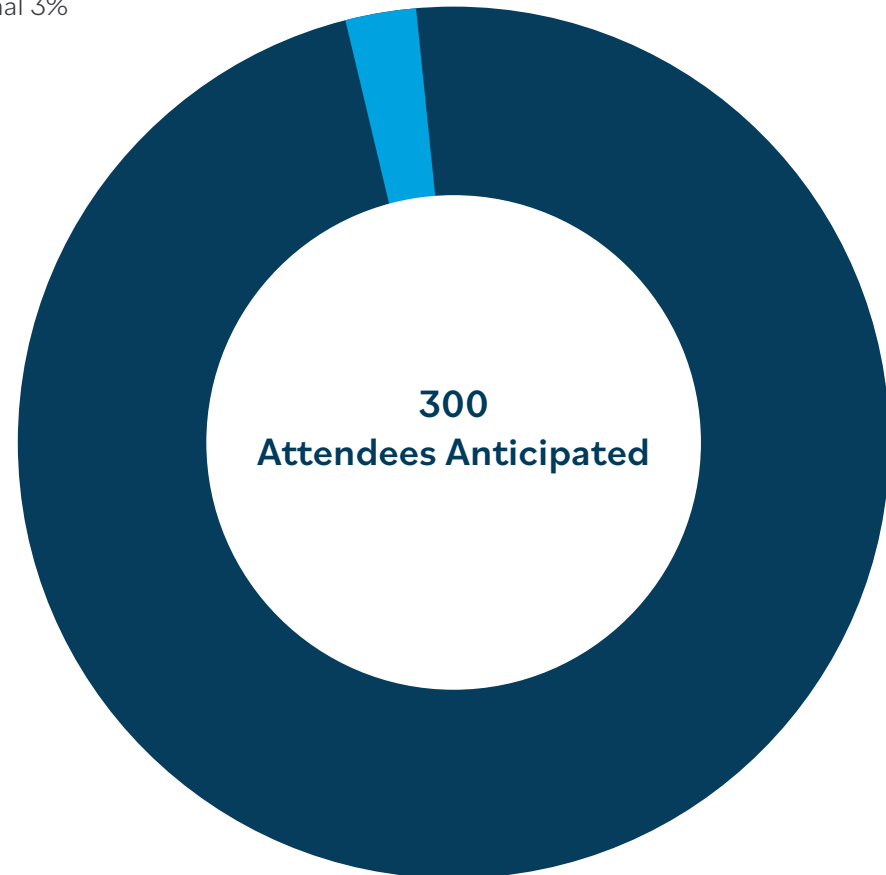
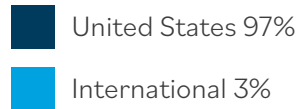


## Attendee Snapshot | Primary Business of Attendees



## 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



# 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**

Cold 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.

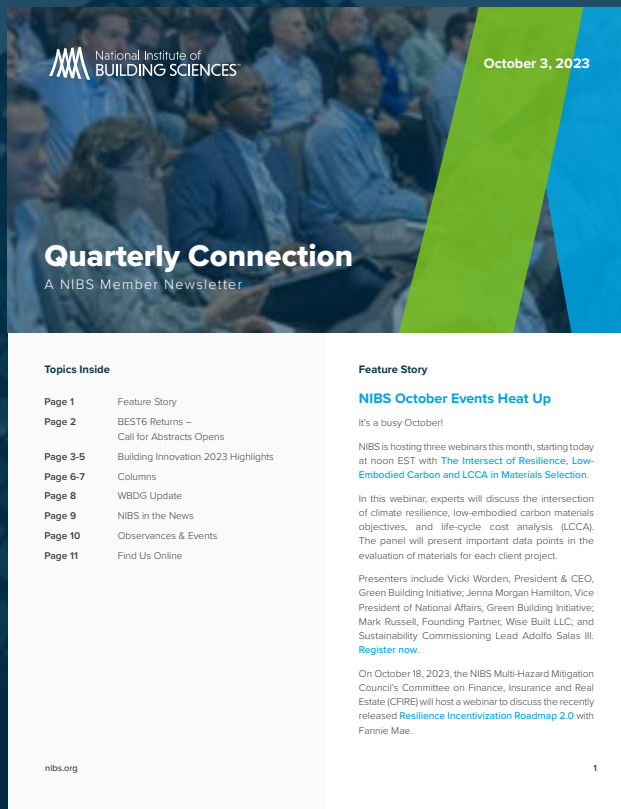
Advertisement Size	Specs	Investment
Inside Front Cover	8.5"w x 11"h	\$1,400
Inside Back Cover 8	8.5"w x 11" h	\$1,400
Full Page Advertisement (with bleed)	8.5"w x 11"h	\$1,200
Half Page Horizontal Advertisement (no bleed)	8"w x 5"h	\$600
Quarter Page Vertical Advertisement (no bleed)	4"w x 5"h	\$300

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 ●**





## The new NIBS Quarterly Connection Newsletter is available!

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](https://nibs.org/news/nibs-quarterly-connection)