

GETTING TO
zero
FORUM

May 21-23, 2024
Charlotte, NC

Getting to Zero

Put your company on the leading edge.

The Getting to Zero Forum is the premiere event dedicated to building decarbonization. Sponsorship offers your business an opportunity to lead in this fast-growing marketplace and showcase your ideas, products and services.

Learn more at gettingtozeroforum.org

nbi new buildings
institute



Learn more about the benefits of sponsorship:

Why Sponsor?

This isn't a moment, it's a movement!

Our sponsors are partners in this event. Getting to Zero sponsorship packages help you maximize brand interaction and reflect these broad goals:



Build Relationships + Drive Investments

Collaborate to build new business opportunities and demonstrate your leadership in the clean energy economy and the future of the built environment



Facilitate Learning

Provide development opportunities for employees, customers, and stakeholders



Gain Recognition

Build awareness of your green building efforts and achievements



Year-Round Engagement

Contribute to and get featured in Getting To Zero Resource Hub, blogs, media outreach, webinars before and after the Forum



Spotlight Innovation

Showcase company visionaries and leading-edge practices



Actionable Solutions

Discover tools, technical expertise, and practical applications to advance your company in this new and growing market

About the Forum

“Always one of the best events, with the best people, focused on scaling building decarbonization.”

—attendee of 2023 Getting to Zero Forum

With 600+ anticipated attendees, the 2024 Getting to Zero Forum is a solutions-focused event on **May 21-23, 2024**, that provides **exclusive opportunities for companies and organizations to:**

- share products and services,
- gain industry visibility, and
- establish and nurture long-term working relationships.

NBI's Getting to Zero program is also a year-round learning opportunity to move the built environment market toward equitable decarbonization.

About the event co-hosts

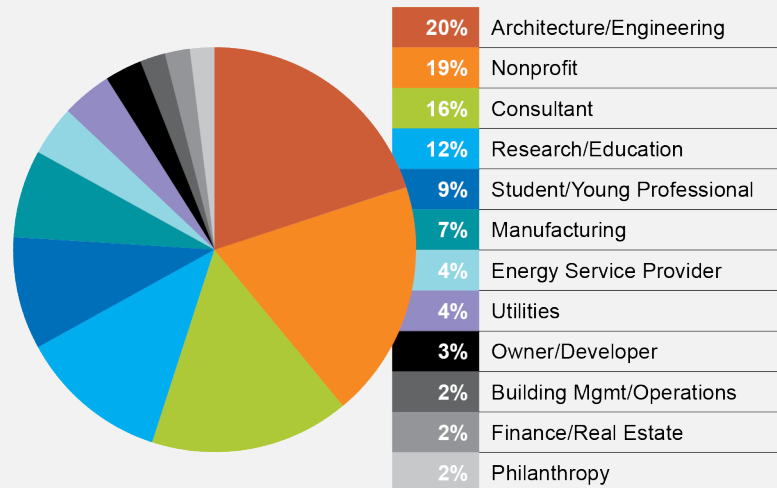
The Forum is co-hosted by New Buildings Institute and RMI.

New Buildings Institute (NBI) is a nonprofit organization pushing for better buildings that achieve zero energy, zero carbon, and beyond through research, policy, guidance, and market transformation.

RMI is an independent nonprofit that transforms global energy systems through market-driven solutions to align with a 1.5°C future and secure a clean, prosperous, zero-carbon future for all.

Who Attends?

State and local policymakers, designers, program managers, building owners, operators, commercial real estate professionals, manufacturers and others gather at the Forum to collaborate on opportunities for zero energy / zero carbon policies and programs that will drive scale of future ZE/ZC projects. See below for the 2023 make up of attendees. **Nearly half** occupy senior-level positions in their companies and organizations. See a select list of past attendees [here](#).



Select Forum Sponsors:



Be Part of Our Program

Plan to join our
Call for Speakers
process and
contribute your
ideas



Our team of industry experts curates meaningful and current material for our program by identifying key topics, tour options, preconference workshops, and inspiring and thought-provoking keynotes.

2023 Forum Topic Areas:

Building-Grid Integration
Codes and Policy
Electrification
Embodied Carbon
Funding and Financing
Tackling Existing Buildings
Transforming the Market

Mark your calendars now:

Call for Speakers Opened:
August 22, 2023

Call for Speakers Closed:
November 2, 2023

Program Released:
January 2024

Sponsor Window Closes:
early April 2024

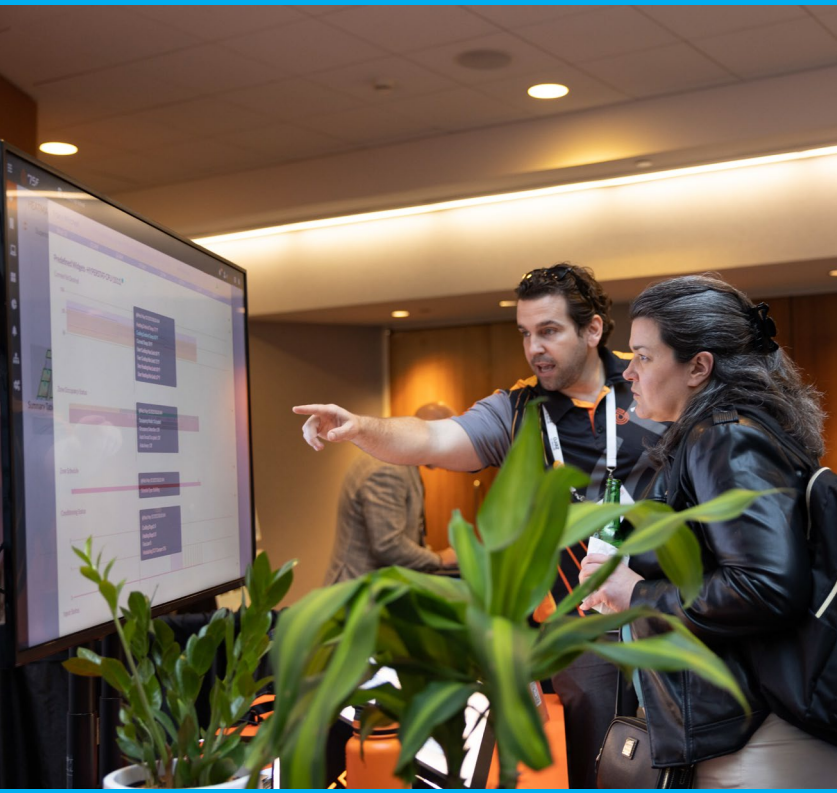
Sponsor Levels & Direct Benefits

- Next Gen support is \$5,000 per student additional.

SPONSOR LEVELS	Supporter \$4,000	Advocate \$7,500	Change Maker \$10,000	Innovator \$15,000	Pioneer \$25,000	Platinum \$35,000	Catalyst \$50,000	Trail Blazer \$75,000	Legend \$100,000
Logo visibility, Blog Post, and Social Media Tools/Support	✓	✓	✓	✓	✓	✓	✓	✓	✓
Printed Materials, Onsite Signage + Session Intro Slide	Base Tier	Base Tier	Mid Tier	Mid Tier	Mid Tier	Top Tier	Top Tier	Top Tier	Top Tier
Exhibit table*	✓	✓	✓	✓	✓	✓	✓	✓	✓
Comp registration	1	2	3	4	6	9	13	18	24
Program Advertisement	Logo in sponsor block	1/4 page ad	1/3 page ad	1/2 page ad	Full-page ad	Inside cover ad	Back cover ad	Two-page spread ad	Two-page center spread ad
Specialty benefits (all include special signage and logo in Forum Program)				Choose one: Registration, Wireless, or Welcome Gift	Choose one: Lanyard, Welcoming Reception, or Main Reception	Breakout Session Sponsor	Plenary Sponsor	Plenary Introduction	Plenary Speaker and Sponsor
VIP Dinner Invitation(s)						1	1	2	3
Opt-in attendee list				✓	✓	✓	✓	✓	✓

* If no exhibit table is desired, substitute 50% off an additional full in-person registration. Some additional benefits are negotiable and can be traded upon request.

Sponsor Specialty Benefits



Plenary Presenting Sponsor and Sponsor – exclusive at \$50,000

SOLD OUT

- Co-create Plenary presentation with Forum team involving your company's leadership
- Be highlighted as presenting sponsor of Plenary, featuring your logo, and opportunity to share details of your company from Plenary stage
- Attend VIP dinner with top level speakers (3)

Plenary Emcee – limited to two at \$75,000

- Your company's leader acts as participating speaker or emcee for Plenary session
- Be highlighted as presenting sponsor of Plenary, featuring your logo, and opportunity to share details of your company from Plenary stage
- Attend VIP dinner with top level speakers (2)

Plenary Sponsor– limited to two at \$50,000

- Be highlighted as a sponsor of Plenary, featuring your logo, and opportunity to share details of your company from Plenary stage
- Attend VIP dinner with top level speakers (1)

Breakout Session Sponsor - \$35,000

SOLD OUT

- Co-create Breakout Session with Forum team
- Be highlighted as presenting sponsor of a Breakout Session, featuring your logo, and opportunity to share details of your company
- Attend VIP dinner with top level speakers (1)

Welcoming Reception Sponsor - \$25,000

- Co-host reception on first day of Forum with all attendees
- Includes custom signage with logo

Main Reception Sponsor - \$25,000

- Co-host reception on second evening of Forum with all attendees
- Includes custom signage with logo

Lanyard Sponsor - \$25,000

- Logo featured on lanyard for badges worn by all Forum registrants

Registration Sponsor - \$15,000

- Highlighted as primary sponsor of registration desk visited by all registrants
- Includes custom signage with logo

Wireless Sponsor - \$15,000

- Highlighted in event program and on signage as sponsor of on-site wireless internet

Welcome Gift Sponsor - \$15,000

- Place your company's logo on the annual welcome gift for in-person conference attendees.

About Next Gen

“The Next Gen Program was an incredible growth experience and enabled me to build connections within my intended career field. [Attending] the Getting to Zero Forum was especially valuable as I was introduced to leaders in the community and all their inspiring work. The educational sessions opened my mind to the different applications of zero energy and specifically the different mindsets that should be held as we progress into the sustainable future.”

—2022-23 Next Gen Participant

Next Gen is a professional development program of New Buildings Institute for college students, designed to foster the next generation of diverse buildings industry leaders, and in doing so, bolster inclusivity in the buildings industry at large. Over the course of the 7-month program, students work with each other as part of a Next Gen cohort and have the opportunity for advanced learning, résumé building, mentorship, networking and more.

Since 2021, 56 students have completed the Next Gen program. 79% of our Next Gen alumni identify as women or non-binary and 73% identify as people of color. We are thrilled to offer the program with two cohorts (40 students in total) for 2023-2024 with the same diversity goals.

Next Gen Elements

1. Education
2. Mentorship
3. Networking
4. Professional Development
5. Cohort building

Engage with the Next Gen Program

Corporate and philanthropic partners are invited to engage with and support the Next Gen program with funding, volunteer time, and leadership:

Sponsor Students

- Sponsor one student for \$5,000 in 2023/2024 to provide all program activities and financial support to attend the Getting to Zero Forum in Charlotte in May 2024, or,
- Work with NBI to provide support for multiple students' experiences

Nominate Mentors

Link your company's volunteering or diversity/equity/inclusion programs with the Next Gen program to help NBI recruit a diverse pool of professionals to serve as mentors. Seeking employees with experience in the built environment, real estate, sustainability and other related fields.

Meet Students at Getting to Zero Forum

Attend Next Gen Student Breakfast at Getting to Zero Forum to connect in-person with students seeking professional development opportunities

Boost Your Getting to Zero Forum Sponsor Benefits

Firms sponsoring both the Getting to Zero Forum and Next Gen in 2024 may negotiate Forum sponsorship benefits one level higher, as a bonus, below Innovator Level (\$15,000).



We have potential to transform the way we design and construct commercial buildings within the next two decades to achieve zero energy and zero carbon goals.

Won't you join us in defining the future of the built environment?

Support Getting to Zero Today!

Contact
Meghan Humphreys, NBI
meghan@newbuildings.org



gettingtozeroforum.org