

# GETTING TO **zero**

NATIONAL FORUM 2019

OCT 9-11, 2019 | OAKLAND

## SPONSORSHIP OPPORTUNITIES

Put your company on the leading edge of a new energy future for the built environment.

The **Getting to Zero National Forum** is the premier global event on zero energy and zero carbon buildings. Event sponsorship offers your business great opportunities to lead in this fast-growing marketplace.

Learn more about the benefits of sponsorship. 



**nbi** new buildings  
institute

# WHAT WE'RE ABOUT

With 550+ anticipated attendees, the **2019 Getting to Zero National Forum** is a solutions-focused event that provides exclusive opportunities for companies and organizations to share products and services, gain industry visibility, and establish long-term working relationships. Sponsorship levels offer a variety of benefits enabling information sharing at the event through presentation opportunities, event signage, roundtable discussions and exhibit displays in our Expo Hall.

## NEW BUILDINGS INSTITUTE – CO-HOST

Founded in 1997, New Buildings Institute (NBI) is a nonprofit organization working to improve the energy performance of commercial buildings. We work collaboratively with commercial building market players—governments, utilities, energy efficiency advocates and building professionals—to remove barriers to energy efficiency, including promoting advanced design practices, improved technologies, public policies and programs that improve energy efficiency. We also develop and offer guidance to individuals and organizations on designing and constructing energy-efficient buildings through our Advanced Buildings® suite of tools and resources. **Learn more at [newbuildings.org](http://newbuildings.org)**

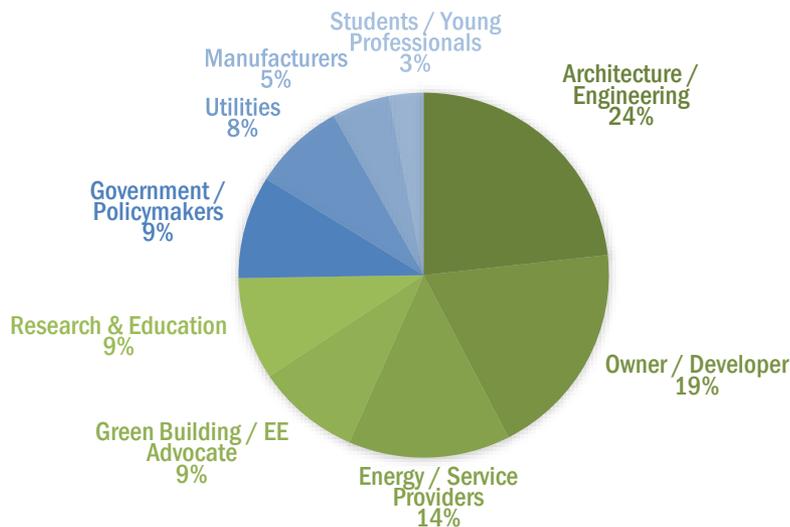
## ROCKY MOUNTAIN INSTITUTE – CO-HOST

Rocky Mountain Institute (RMI) is an independent, non-partisan nonprofit that drives the efficient and restorative use of resources. Co-founded in 1982 by Amory Lovins, its Chairman Emeritus and Chief Scientist, RMI now has approximately 200 full-time staff, annual operations of \$42 million, and a global reach and reputation. RMI advances market-based solutions, engaging businesses, communities, and institutions to cost-effectively shift to efficiency and renewables. We employ rigorous research, analysis, and whole-systems expertise to develop breakthrough insights. We then convene and collaborate with diverse partners—business, government, academic, nonprofit, philanthropic, and military—to accelerate and scale solutions. **Learn more at [rmi.org](http://rmi.org)**

# WHO ATTENDS?

Attendees represent industry “changemakers” who will drive the innovation, policy and practice necessary to dramatically improve the energy performance of buildings all the way to zero\* and cut carbon emissions that are so critical to achieving climate action goals.

State and local policymakers, designers, program managers, building owners, operators, CRE professionals and others gather at the National Forum to collaborate opportunities for zero energy policies and programs that will drive scale of future ZE projects. See below for the 2018 make up of attendees with nearly half from senior-level positions in their companies and organizations.



\*Although in this emerging market definitions are evolving. Generally, zero energy (ZE) buildings are defined as those that produce at least as much energy as they consume over a year.

## ORGANIZATIONS REPRESENTED AT PAST FORUMS

- |                                   |  |   |
|-----------------------------------|--|---|
| A1 Solar Structures               | Gensler  | Prudential Real Estate  |
| American Geophysical Union        | George Washington University                           | Investors   |
| American Honda Motor Company      | Gerding Edlen  | PullmanArchitectsAlliance   |
| Appalachian State U               | HIPK   | SageGlass   |
| Architecture 2030                 | HOK  | SERA Architects   |
| Arup                              | Integral Group   | Sharp Development   |
| ASHRAE                            | Interface Engineering                                  | Simplifi  |
| ASTM International                | International Finance Corp.                            | SKANSKA   |
| Atelier Ten                       | Intus Windows  | Solar Design Associates   |
| Auburn University                 | Itron  | SOM   |
| Balfour Beatty Construction       | Johnson Controls                                       | Southern California Gas Co.   |
| BASF                              | Maclay Architects                                      | Sphere-E  |
| Bassetti Architects               | Massachusetts Department of Energy Resources           | Summit Foundation   |
| BlueScope Buildings North America | McDonald’s Corporation                                 | Sustainable Building Partners   |
| CALMAC                            | McKinstry  | TN Dept. of Environment and Conservation                              |
| Cannon Design                     | Midwest Energy Efficiency Alliance                     | The American Institute of Architects                                  |
| Carbon War Room                   | Minnesota Department of Commerce                       | The Catholic University   |
| Carnegie Mellon University        | Mitsubishi Electric Cooling & Heating                  | The Green Engineer, Inc   |
| Center for Energy and Environment | NASA   | TLC Engineering   |
| Center for Sustainable Energy     | National Association of State Energy Officials (NASEO) | U.S. Department of Energy   |
| City of Palo Alto                 | National Governors Association                         | U.S. Department of State  |
| City of Seattle DPD               | National Grid  | U.S. DOE Office of International Climate Change Policy and Technology |
| Clarion Partners                  | National Institute of Building Sciences                | U.S. Green Building Council   |
| Commonwealth Edison               | National Research Council Canada                       | University of Pennsylvania  |
| Construction Business Media       | Natural Resources Defense Council                      | Urban Sustainability Directors Network                                |
| CoR Advisors                      | NEEA   | US Army   |
| County of Imperial Printing       | NC Div. of Environment + Natural Resources             | US Dept. of the Interior  |
| DC Department of the Environment  | NREL   | US EPA  |
| DC Housing Authority              | Pacific Gas & Electric Company                         | Utah Governor’s Office of Energy Development                          |
| DNV GL                            | Pacific Northwest National Lab                         | VEIC  |
| DPR Construction                  | PAE  | WA State Dept of Commerce   |
| Earth Advantage                   | Paladino and Company                                   | Window Master   |
| Efficiency Vermont                | Panasonic Eco Solutions                                | WB Engineers + Consultants  |
| EHDD Architecture                 | Pasadena City College                                  | Zimmer Gunsul Frasca Architects, LLP                                  |
| Energy Foundation                 | Perkins+Will   |   |
| Energy Resource Solutions         | PIMA   |   |
| Energy Trust of Oregon            | Point Energy Innovations                               |   |
| Ensign Consulting                 |  |   |
| EnviroHomeDesign                  |  |   |
| EwingCole                         |  |   |
| FBI                               |  |   |
| Gas Technology Institute          |  |   |
| General Services Administration   |  |   |

# WHY PARTNER?

## Value of sponsorship

We consider sponsors partners driving better outcomes for the growing zero energy and zero carbon buildings market. We find most of our partners' objectives fall into the following mission-driven categories, and have designed our sponsorship packages to maximize brand interaction and reflect these broad goals.



### Actionable Solutions

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



### Facilitate Learning

Provide development opportunities for employees, customers, and stakeholders



### Gain Recognition

Build awareness of your green building efforts and achievements



### 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



### Spotlight Innovation

Showcase company visionaries and leading-edge practices

# WHY ZERO ENERGY AND ZERO CARBON BUILDINGS?

Zero energy and zero carbon are ultra-efficiency goals that owners can define, design teams can reach for, and occupants desire.

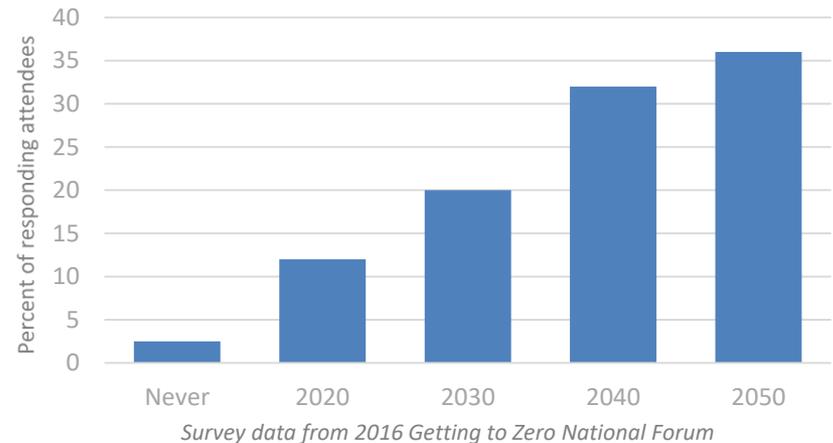
Growth in the zero energy and zero carbon buildings market is accelerating. By NBI's most recent count, over 600 commercial buildings are currently achieving or striving for zero energy-level performance. The Net Zero Energy Coalition has tracked an additional 4,077 residential buildings.

Found in a majority of states, these buildings are expanding in type and increasing in size, proving that ZE is growing in feasibility. New policies are spurring new projects and investments as a means to achieving carbon reduction goals. Grid integrated buildings and electrification are emerging as important considerations of this rapidly developing market.

81% say ZNE will be considered a mainstream approach by 2040.

*of 132 building industry reps surveyed*

When do you think ZE buildings will be mainstream?





# OUR PROGRAM

Solutions-focused and maximized for connecting + knowledge building

Through a Call for Speakers, we curate the most meaningful and current material for our program. While the program is not yet final we have identified key topics, tour options, preconference workshops, and inspiring and thought-provoking keynotes.

- 1** Design teams and project managers can dig in on the critical technical aspects of zero energy and zero carbon design and operations.
- 2** Business leaders offer perspectives on the value proposition for zero energy and zero carbon projects with an examination of the costs and ROI.
- 3** Tracks focused on the pathways for getting to zero energy and zero carbon, and the need to consider ongoing operations and occupant impacts.
- 4** Interactive sessions share and discuss bright spots and lessons learned.
- 5** Generous networking opportunities and an expanded Expo showcasing emerging technologies, products and services offer a space for connecting with colleagues and forming new collaborations.

# SPONSOR LEVELS & BENEFITS

Sponsor Levels	Supporter-Marketing or Exhibitor \$2,250	Supporter-Combined \$3,500	Advocate \$6,000	Change-maker \$10,000	Innovator \$15,000	Pioneer \$20,000	Visionary \$30,000	Catalyst \$40,000
Logo visibility on website and communications	Marketing Specialty Only	✓	✓	✓	✓	✓	✓	✓
Onsite signage + intro slide	Base Tier Marketing Only	Base Tier	Base Tier	Mid Tier	Mid Tier	Top Tier	Top Tier	Top Tier
Exhibit space	10 x 10 Exhibitor Only	10 x 10	10 x 10	10 x 10	10 x 10	10 x 10	10 x 10	20 x 10
Comp registration	1	1	2	4	6	8	10	12
Advertise in program		Statement Only	1/4 page ad	1/3 page ad	1/2 page ad	Full page ad	Inside or back cover ad	2-page spread
Specialty benefit				Tour, Registration, Wireless, Badge	Session Sponsor	Reception or Luncheon Sponsor	Plenary Sponsor	Keynote or Plenary Intro + Sponsor
Featured thought leadership posts on Forum blog				✓	✓	✓	✓	✓
Opt-in attendee list					✓	✓	✓	✓



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?**

**CONFIRM  
YOUR SPOT  
TODAY!**

**CONTACT**

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**EVENT DETAILS**

October 9-11, 2019  
Oakland Marriott | Oakland, CA