



Sponsorship

GETTING TO
zero
FORUM 2021

March 15-17, 2021
New York City

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

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

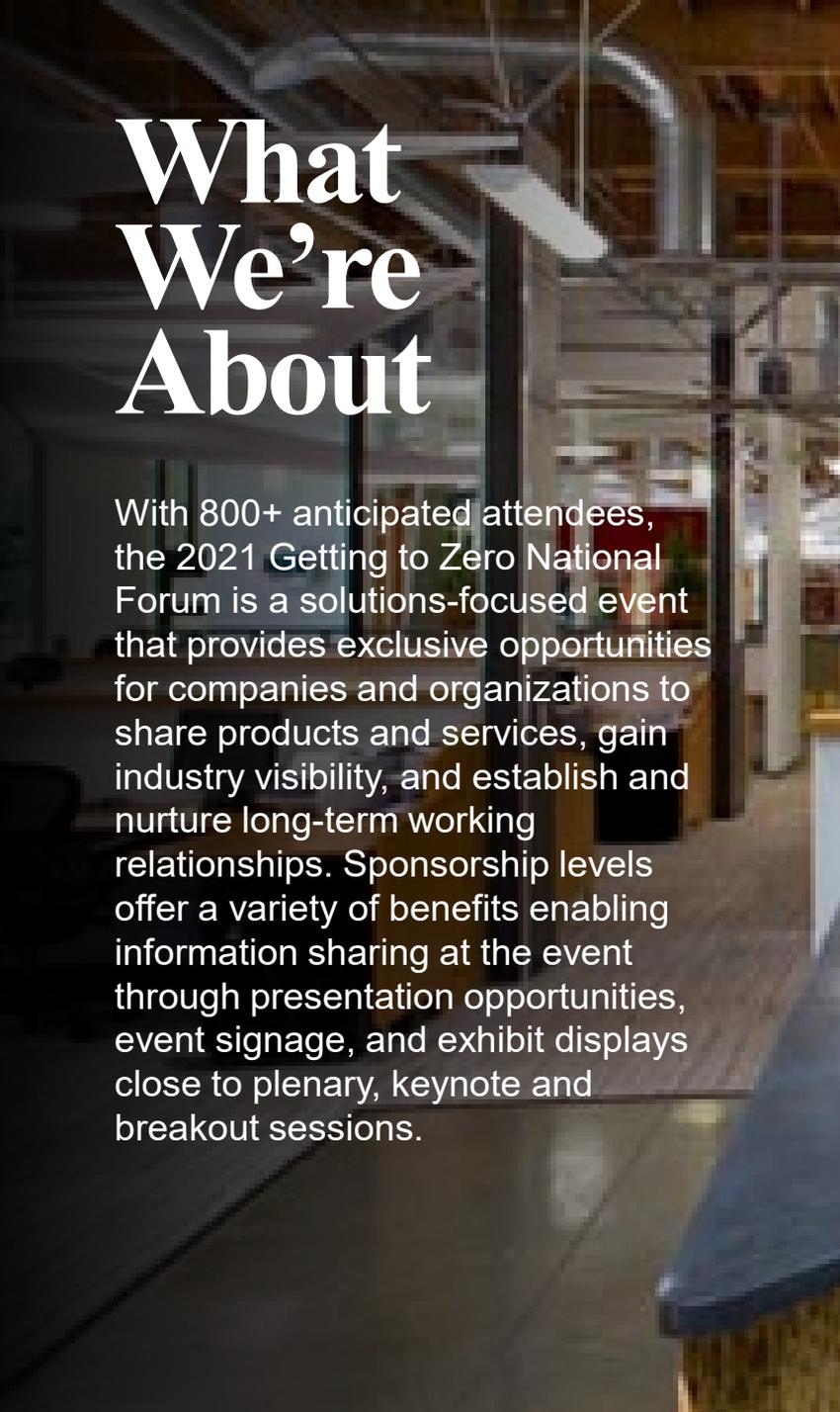
nbi new buildings
institute



NYSDORA

Learn more about the benefits of sponsorship.





What We're About

With 800+ anticipated attendees, the 2021 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 and nurture long-term working relationships. Sponsorship levels offer a variety of benefits enabling information sharing at the event through presentation opportunities, event signage, and exhibit displays close to plenary, keynote and breakout sessions.

New Buildings Institute – Co-Host

Founded in 1997, 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—to protect the health of the planet. NBI works collaboratively with 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 make buildings better. Learn more at 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 advances market-based solutions, engaging businesses, communities, and institutions to cost-effectively shift to efficiency and renewables. RMI employs rigorous research, analysis, and whole-systems expertise to develop breakthrough insights. They then convene and collaborate with diverse partners—business, government, academic, nonprofit, philanthropic, and military—to accelerate and scale solutions. Learn more at rmi.org

NYSERDA – Host Sponsor

The New York State Energy Research and Development Authority, known as NYSERDA, promotes energy efficiency and the use of renewable energy sources. These efforts are key to developing a less polluting and more reliable and affordable energy system for all New Yorkers. Collectively, NYSERDA's efforts aim to reduce greenhouse gas emissions, accelerate economic growth, and reduce customer energy bills. **Learn more at nyscrda.ny.gov**

Why Sponsor?

Value of Sponsorship

We consider sponsors to be 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

By the Numbers

Getting to Zero Forum 2019



605

Attendees

170

Speakers

19

Scholarships



33

Breakouts

4

Plenaries

4

Workshops

2

Tours



45

Sponsors

38

Exhibitors

22

Partners

Since the first full
Getting To Zero
Forum in 2015:

More than doubled
attendee participation

180% increase in
sessions

250% increase in
speakers

Why Zero Energy and Zero Carbon Buildings?

Targets for zero energy and zero carbon outcomes are growing exponentially. Market forecasts show \$78.8 billion of growth in the global net-zero-energy buildings by 2025.*

By NBI's most recent count, more than 620 commercial buildings are currently achieving or striving for zero energy-level performance. Team Zero (formerly NZEC) has tracked an additional 22,000 single-family homes and multifamily units. Found in 45 states and the District of Columbia, 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.

* Source: Grand View Research Inc.

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

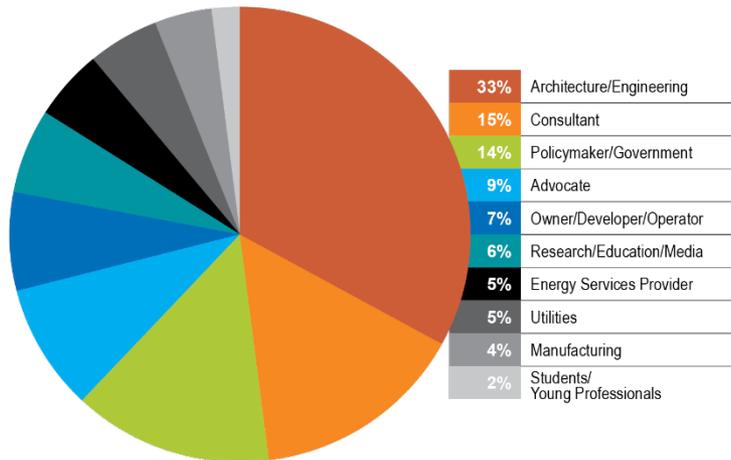
of 132 building industry reps surveyed



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 energy* and zero carbon. High-performance buildings are 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 on opportunities for zero energy / zero carbon policies and programs that will drive scale of future ZE/ZC projects. See below for the 2019 make up of attendees. **Nearly half** occupy senior-level positions in their companies and organizations.



**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

- | | | |
|---|--|---|
| Ameresco | Energiesprong | NORESCO |
| American Geophysical Union | Energy Foundation | NREL |
| American Honda Motor Company | Energy Solutions | NYSERDA |
| Appalachian State U | Energy Trust of Oregon | Pacific Gas & Electric Company |
| Architecture 2030 | Entegry | Pacific Northwest National Laboratory |
| Arup | Eversource | PAE |
| ASHRAE | EwingCole | Paladino and Company |
| Association for Energy Affordability | FactoryOS | Panasonic Eco Solutions |
| ASTM International | Fannie Mae | Passive House Institute US |
| Atelier Ten | General Services Administration | Perkins+Will |
| Auburn University | Gensler | Point Energy Innovations |
| Autodesk | George Washington University | Prudential Real Estate Investors |
| Bagatelos Architectural Glass Systems | Glumac | PullmanArchitectsAlliance |
| Balfour Beatty Construction | Greenbank Associates | SageGlass |
| BASF | Gridworks | Sharp Development |
| BlueGreen Alliance | HDR, Inc. | Sierra Club |
| Bradford White Corporation | HGA | SKANSKA |
| California Energy Commission | HOK | SOM |
| Canada Green Building Council | Integral Group | The American Institute of Architects |
| Carbon War Room | Interface Engineering | The Green Engineer, Inc |
| Carnegie Mellon University | International Finance Corp. | Toyota Motor N.A. |
| Center for Energy and Environment | Itron | Trane |
| Cemex | Johnson Controls | TRC |
| Center for Sustainable Energy | Lawrence Berkeley National Laboratory | U.S. Department of Energy |
| City of Atlanta | Little Diversified Architectural Consulting | U.S. Department of State |
| City of Boston | Massachusetts Department of Energy Resources | U.S. DOE Office of International Climate Change Policy and Technology |
| City of Berkeley | McDonald's Corporation | U.S. Green Building Council |
| City of Los Angeles | McKinstry | University of Pennsylvania |
| City of Portland (OR) | Midwest Energy Efficiency Alliance (MEEA) | Urban Sustainability Directors Network |
| City of San Jose | Mithun | US Army |
| City of Seattle DPD | Mitsubishi Electric Cooling & Heating | US Dept. of the Interior |
| CLEAResult | NASA | US EPA |
| CMTA | National Association of State Energy Officials (NASEO) | VEIC |
| Commonwealth Edison | National Governors Association | WA State Dept of Commerce |
| Construction Business Media | National Grid | WindowMaster |
| DC Department of Energy and the Environment | National Institute of Building Sciences | World Green Building Council |
| DC Housing Authority | Natural Resources Defense Council | WSP |
| DNV GL | Northwest Energy Efficiency Alliance (NEEA) | ZGF Architects |
| DPR Construction | | |
| Earth Advantage | | |
| Ecotope | | |
| Efficiency Vermont | | |
| EHDD Architecture | | |

Sponsor Levels & Benefits

SPONSOR LEVELS	Supporter \$4,000	Advocate \$7,500	Change-maker \$10,000	Innovator \$15,000	Pioneer \$25,000	Visionary \$35,000	Catalyst \$50,000	Trail Blazer \$75,000
Logo visibility on website and communications	✓	✓	✓	✓	✓	✓	✓	✓
Onsite signage + intro slide	Base Tier	Base Tier	Mid Tier	Mid Tier	Mid Tier	Top Tier	Top Tier	Top Tier
Exhibit table*	✓	✓	✓	✓	✓	✓	✓	✓
Comp registration	1	2	3	4	6	9	13	18
Advertise in program	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
Specialty benefit (all include special signage and logo in Forum Program)				Choose one: Tour, Registration, Wireless, Networking Break, Lanyard, other	Welcoming Reception Sponsor	Session Sponsor	Plenary Sponsor	Keynote or Plenary Intro or Block Sponsor
Featured thought leadership posts on Forum blog			✓	✓	✓	✓	✓	✓
Opt-in attendee list				✓	✓	✓	✓	✓

*If no exhibit table is desired, substitute 50% off an additional full registration.



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. Our team of industry experts identify 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 Sessions focused on the pathways for getting to zero energy and zero carbon, embodied 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 integrated exhibit tables showcasing emerging technologies, products and services offer a space for connecting with colleagues and forming new collaborations.



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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