



# Sponsorship

GETTING TO  
**zero**

**In-Person Event:**  
Oct. 27-29, 2021 | NYC

**Online Access:**  
[gettingtozeroforum.org](http://gettingtozeroforum.org)

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

The Getting to Zero Forum is a year-round engagement for zero energy and zero carbon buildings. Event sponsorship offers your business an opportunity to lead in this fast-growing marketplace and showcase your leadership.



**NYSERDA**

**Learn more about the benefits of sponsorship.**



# What We're About

With 800+ anticipated attendees, the 2021 Getting to Zero Forum is both a year-round learning opportunity and 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 before, during and after the Forum through webinars, thought leadership blogs, 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](https://www.newbuildings.org)**

## RMI – Co-Host

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](https://www.rmi.org)**

## NYSERDA – Local Host

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 [nyserdanyc.gov](https://www.nyserdanyc.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.



### Engage Year-Round

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



### 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



### Actionable Solutions

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

# Getting to Zero 365



## Support extends to year-long benefits

The Getting to Zero Forum is a three-day event, but the movement to drive the highest levels of efficiency in buildings happens all year. The Getting to Zero platform provides ongoing opportunities for knowledge building, actionable solutions, and recognition. Sponsor support allows ongoing education platforms and resources to be delivered 365 days a year to customers, clients and stakeholders.

### Online Educational Series



The highest-rated sessions from the Getting to Zero Forum are replayed for extended audiences. These sessions are also available on demand for ongoing learning. All webinars have AIA continuing education credits available.

### Raising Awareness & Recognition

Media mentions of “zero” increased over 180% percent between 2018 and 2019. To support media coverage and recognition for leaders in this market, Getting to Zero maintains a Press Room of factsheets, case studies, photography and other resources for reporters to use. We support coverage by pitching stories and connecting press with experts.



### Influencer Network

Over 4,000 leading architects, engineers, green building consultants, owners, operators, policymakers, CRE professionals and others committed to zero energy and zero carbon goals in the built environment are collaborating and utilizing our tools to educate peers, clients and stakeholders about the feasibility and opportunities of getting to zero.

### All-Access Resource Hub

The Getting to Zero Resource Hub is an open-source collection of over 300 zero energy and zero carbon resources from organizations across the U.S.

The Hub spans six different topic areas including design, embodied carbon, local governments toolkit, policy, residential, and schools.

[gettingtozeroforum.org/resource-hub](http://gettingtozeroforum.org/resource-hub)



### Outlet for Thought Leadership & News

Our blog provides an opportunity for thought leaders to share insights and a monthly newsletter shares news and information about new research, project spotlights and trends.

# 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.\*

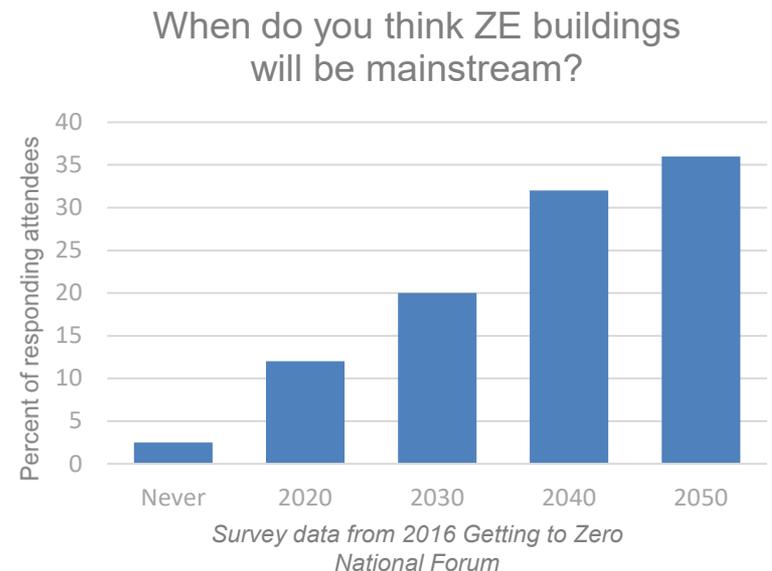
By NBI's most recent count, almost 700 commercial buildings are currently achieving or striving for zero energy-level performance. Team Zero (formerly NZEC) has tracked an additional 22,000 single-family homes and multifamily units. Found in 45 states and the District of Columbia, these buildings are 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.**

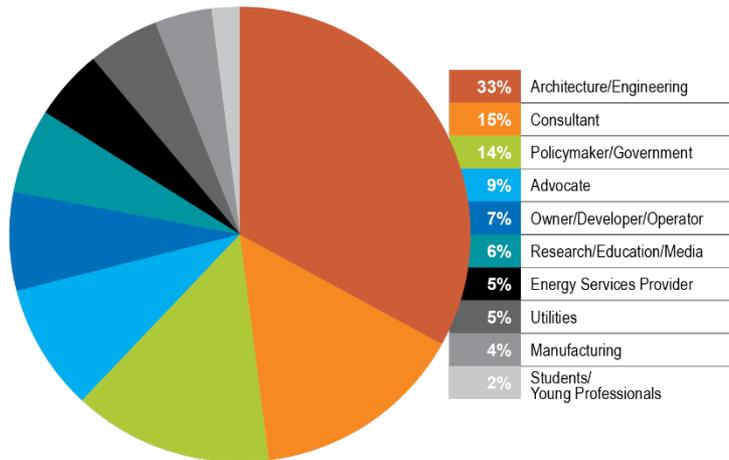
*of 132 building industry reps surveyed*



# 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 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

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

# Sponsor Levels & Benefits

SPONSOR LEVELS	Supporter \$4,000	Advocate \$7,500	Change-maker \$10,000	Innovator \$15,000	Pioneer \$25,000	Visionary <b>SOLD OUT</b>	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.

# Sponsor Specialty Benefits

## Block Sponsor – exclusive

- Collaborate with Getting to Zero Forum team to drive programming for one “block” of educational sessions (180 minutes of content)
- Feature logo in Forum program and sessions

## Keynote or Plenary Intro Sponsor – limited to 3

- Introduce from the stage a prominent Keynote or Plenary speaker with all participants attending, feature your logo, and share details of your company

## Session Sponsor – SOLD OUT

- Collaborate with Getting To Zero Forum educational session team to drive programming for one breakout session

## Welcoming Reception Sponsor

- Co-host off-site reception; opportunity to hold reception in your office and access services of Forum event planner for coordination
- Includes custom signage with logo

## Tour Sponsor

- Highlighted as primary sponsor of off-site tour of zero energy building
- Includes custom signage with logo

## Registration Sponsor

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

## Wireless Sponsor

- Highlighted in event program as sponsor of on-site wireless internet
- Includes custom signage with logo

## Networking Break Sponsor

- Highlighted in event program as sponsor of refreshments and networking break
- Includes custom signage with logo

## Lanyard / Badge Sponsor

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



# Our Program

Solutions-focused and maximized for connecting + knowledge building

Through a Call for Speakers, we curate 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. [See a brief video on the 2019 Forum.](#)

**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.



# Why Next Gen?

## Goal

To foster the next generation of diverse buildings industry leaders and in doing so, bolster inclusivity in the buildings industry.

## Background

Low-income communities and people of color are most at risk of being left behind by the efficiency movement, which will likely result in financial hardship and negative health outcomes.

Building policies, particularly those affecting energy consumption, can have extremely harmful, yet unintentional, consequences for low-income residents and people of color.

The buildings industry must be diversified to ensure all people can access and benefit from building efficiency measures.

By providing students leading-edge knowledge, mentorship, professional development, and more, we can prepare them to enter the workforce with the resources and relationships they need to be successful.

# Next Gen Program Origins

The Getting to Zero Forum is the premier event dedicated to zero energy and zero carbon buildings. Last year, New Buildings Institute provided scholarships to 19 students and young professionals to attend the 2019 Forum. Approximately half of the scholarship recipients were students/young professionals of color.

Students benefit not only from attending sessions and workshops, but also from networking and making connections with industry experts.

## 2019 Scholarship Testimonial:

*“I enjoyed interacting with professionals in the sustainability sector and hearing from their experiences about what the future of energy will look like. It was an honor to be a recipient of this scholarship and I want to thank you again for giving me this chance to explore different careers while learning beyond the classroom.”*





# Next Gen Program Priorities

- 1 Education
- 2 Mentorship
- 3 Networking
- 4 Professional Development
- 5 Cohort Building

# Next Gen Program Offerings

## Education

- Students will follow a syllabus developed by NBI to learn about and discuss crucial industry topic areas like electrification, grid-integrated buildings, and state and local policies.
- Students will attend the 2021 Getting to Zero Forum and have access to a multitude of breakout sessions, in-depth workshops, and impactful keynotes and plenaries.

## Mentorship

- Students will connect with a mentor aligned with their professional aspirations to discuss professional development and new developments in their sector of the industry.

## Professional Development

- Students will have the opportunity to write a blog on the zero energy or zero carbon topic of their choice for the Getting to Zero blog.
- Students will have the opportunity to present a poster at the 2021 Forum.

## Networking

- Students will connect with 4,000+ industry professionals who comprise NBI's "Influencer Network"
- Students will participate in a special networking event at the 2021 Forum.

## Cohort Building

- Students will build a peer-support network with their cohort members over the course of the program.



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](mailto:meghan@newbuildings.org)

[gettingtozeroforum.org](http://gettingtozeroforum.org)