

GETTING TO
zero
FORUM

May 10-12, 2023
Minneapolis, MN
Live & Virtual

Getting to Zero

Put your company on the leading edge.

The Getting to Zero Forum is the premiere event focused on zero energy and carbon neutral buildings. 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:



Year-Round Engagement

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

About the Forum

“As always, this event reframes the conversation about ‘what’s next.’ Super valuable.”

—attendee of 2021 Getting to Zero Forum

GETTING TO
zero

With 500+ anticipated attendees, the 2023 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.

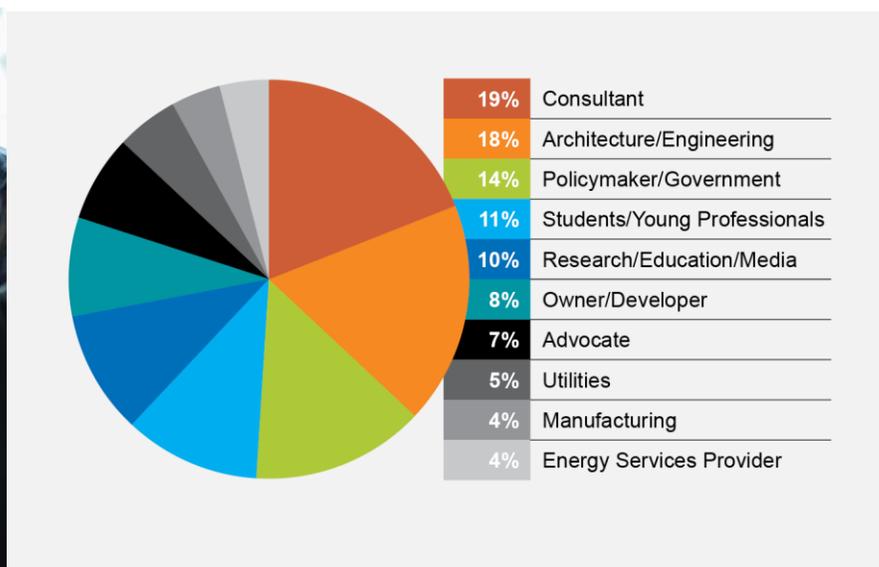
About the event co-hosts

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.

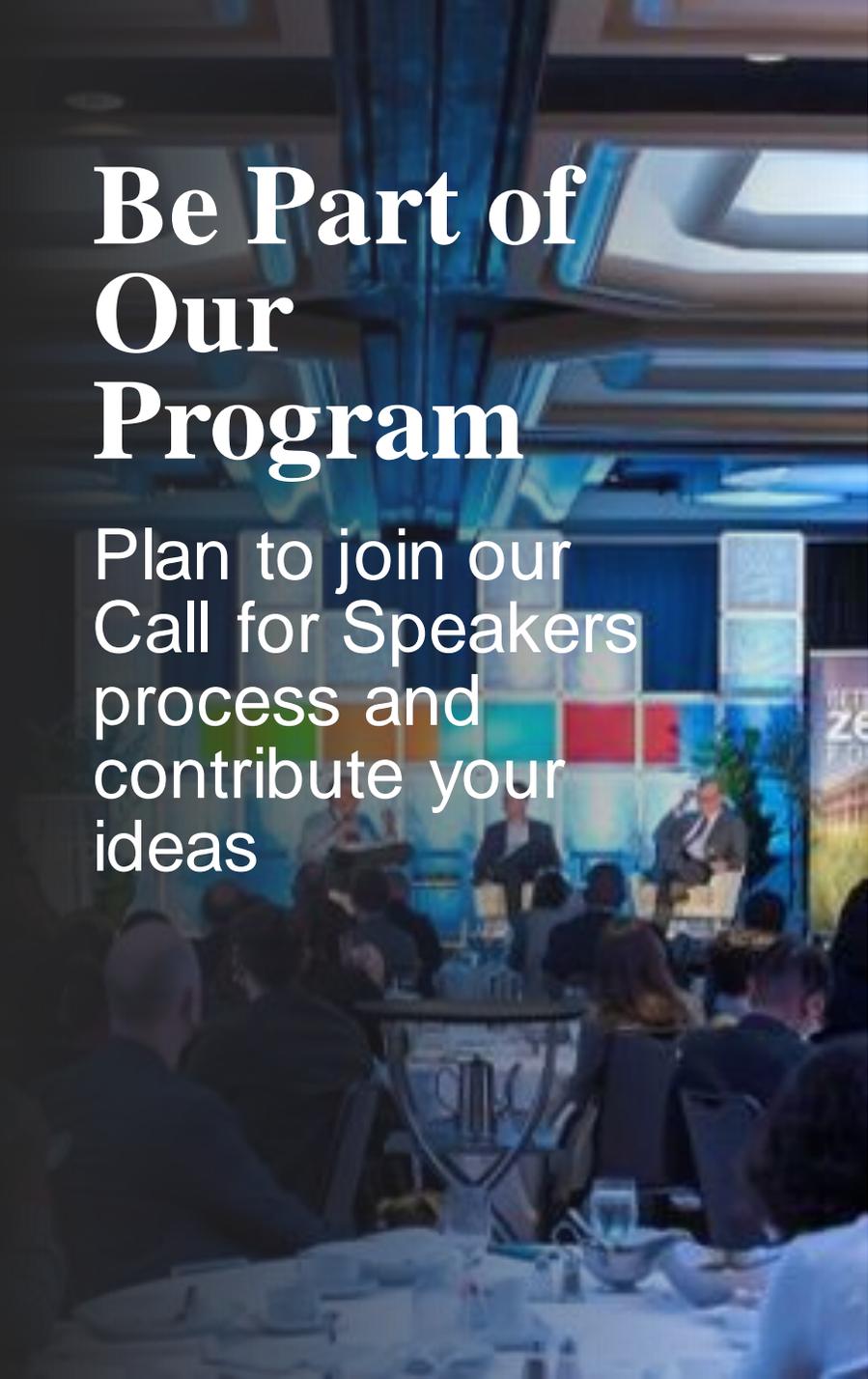
Who Attends?

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 2021 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 curate meaningful and current material for our program by identifying key topics, tour options, preconference workshops, and inspiring and thought-provoking keynotes. Sponsors at Visionary Level and above can collaborate with the Forum team on select content.

2023 Forum Topic Areas:

- Building-Grid Integration
- Codes and Policy
- Design Innovation and Building Performance
- Electrification
- Embodied Carbon
- Finance and Development
- Market Development

Mark your calendars now:

Call for Speakers Opens:
August 2022

Call for Speakers Closes:
September 2022

Program Released:
January 2023

Sponsor Window Closes:
March 2023

Sponsor Levels & Direct Benefits

- All sponsorships include year-round access to the Getting to Zero Workforce Education & Resources and the following benefits.
- Next Gen support is \$5,000 per student additional.
- Leaders Circle firms contribute \$2,000 additional annually.

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	Host \$100,000
Logo visibility 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 Pre-Conference Tour	Choose one: Lanyard, Welcoming Reception, Main Reception, or Student Networking Event Sponsor^	Breakout Session Sponsor	Plenary Sponsor	Plenary Intro or Block Sponsor	Keynote Intro and Block 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.

^ Requires an sponsorship of Next Gen Student Program

Sponsor Specialty Benefits



Block Sponsor—exclusive

- Work 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 block sessions
- Attend VIP dinner with top level speakers, dignitaries

Keynote or Plenary Intro Sponsor—exclusive

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

Plenary Sponsor or Breakout Session Sponsor—limited to 3

- Work with Getting To Zero Forum educational session team to drive programming for one plenary or breakout session
- Attend VIP dinner with top level speakers and dignitaries

Main Reception Sponsor

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

Welcoming Reception Sponsor

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

Student Networking Event Sponsor

- Co-host reception for scholarship and Next Gen students to network with professional attendees (Requires co-sponsorship of Next Gen Student Program)

Lanyard/Badge Sponsor

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

Tour Sponsor

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

Registration Sponsor

- Highlighted as primary sponsor of registration desk with all attendees
- Includes custom signage with logo

Wireless Sponsor

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

About Getting to Zero 365

“Really fascinating. Appreciated the breadth of presentations + topics covered in a short period of time. Thank you!”

—attendee of 2021 Getting to Zero 365 programming

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. Sponsor support of the Getting to Zero platform allows ongoing education platforms and resources to be delivered 365 days a year to customers, clients and stakeholders.



Workforce Education

Getting to Zero webinars and online educational modules, featuring the highest-rated sessions from the Getting to Zero Forum. All modules have AIA continuing education credits available. Value of modules is up to \$495 per person accessing training.



All-Access Resource Hub

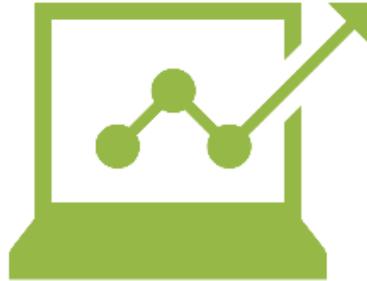
The Getting to Zero Resource Hub is an open-source collection of 300+ zero energy and zero carbon resources spanning seven topic areas including design & development, electrification, embodied carbon, local governments toolkit, codes & policy, residential, and schools.
gettingtozeroforum.org/resource-hub

Getting to Zero 365



Getting to Zero Buildings Database

NBI maintains the most comprehensive list of zero energy (ZE) commercial and multifamily buildings across North America. With nearly 800 low-energy, low-carbon projects, building industry professionals can see examples for most building types in all climate zones.



Media Education & Awareness

Media mentions of net zero are substantially increasing. To support media coverage and recognition for leaders in this market, we support coverage by pitching stories and connecting press with experts and training those experts on messaging.



Collaboration & Networks

Over 4,000 leading professionals, 20 local grassroots organizations and others committed to net zero 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.

Leaders Circle

- Leaders Circle firms and companies have proven their passion, knowledge, and innovation for designing zero energy, lower carbon buildings. As more people learn about the greater comfort, the energy and cost savings, and the climate benefits of zero energy buildings, we are often asked, “Who designs zero energy buildings and how can I find them?”
- Leaders Circle classification demonstrates capability to deliver on ZE performance. Named architecture and engineering firms as well as developers must have a verified project in NBI’s Getting to Zero Buildings Database. Verification involves NBI’s independent review.
- We commend our charter firms for having the proven skills and experience to design a net zero building and work to promote them for their vision. Will you join them?
- Qualifying firms can join the Leaders Circle for just \$2,000 a year.



About Next Gen

“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.”

—2019 Scholarship
Recipient Testimonial

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 9-month program, students will work with each other as part of a Next Gen cohort and have the opportunity for advanced learning, resume building, mentorship, networking and more.

Our inaugural 2021 cohort included 20 students from all around the United States and Canada. 80% of the students identified as women and 80% identified as people of color. We are thrilled to grow the program with two cohorts (40 students in total) for 2022-2023 with the same diversity goals. Recruitment will begin in Summer 2022.

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 2022/2023 to provide all program activities and financial support to attend the Getting to Zero Forum in Minneapolis in May 2023, 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 Firm's Getting to Zero Forum Sponsor Benefits

Firms sponsoring both the Getting to Zero Forum and Next Gen in 2022 can access Forum sponsorship benefits one level higher, as a bonus



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
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gettingtozeroforum.org