Play a significant role in delivering five activity-filled days of informative sessions, quality educational programs, award presentations and networking opportunities!

Join forces with the Institute to support the building industry as we bring together the entire building community to collaborate on solutions for Achieving a Resilient Future.

As a sponsor and/or exhibitor, you’ll be in the best position to interact with industry professionals and stakeholders seeking up-to-date information on building science, technology and ways to improve the built environment.

Reserve your space today!
www.nibs.org/conference2016
Dear Colleagues:

We invite you to be an important part of Building Innovation 2016: The National Institute of Building Sciences Fourth Annual Conference and Expo, January 11-15, 2016, in the Washington, D.C. area, as we explore innovative solutions for Achieving a Resilient Future.

Building Innovation 2016 supports the Institute’s mission to bring together a wide spectrum of building industry professionals to explore solutions for the built environment. Industry support of the Conference allows the Institute to effectively serve the built environment and gives organizations the unique opportunity to showcase their solutions to the entire building community at once.

Over five days, hundreds of members of the building community will come together and engage in informative sessions, quality educational programs, award presentations and networking opportunities while addressing industry issues and collaborating on developing innovative solutions. With attendees representing every sector of the building community and actively seeking solutions, Building Innovation 2016 provides the best chance to present to a widely diverse audience. Building Innovation attendees have consistently included representatives from all industry disciplines, setting the stage for community-wide collaboration.

Building Innovation 2015 delivered a successful program that included four educational symposia; a Plenary Symposium that brought together the entire audience; a special session on a leading topic; three keynote addresses; over 50 expert session speakers; two industry award presentations; three networking events; and a chance to earn up to 26 continuing education units to appeal to the broad audience.

Building Innovation 2016 offers companies and organizations 24 exhibit spaces and more than 40 sponsorship opportunities to reach industry stakeholders and bring awareness to your contributions to the building community.

Building Innovation sponsors and exhibitors are honored for their support of the Institute and the Conference through prominent signage, podium acknowledgements, logo placements, web links, program listings and advertisements, pre-conference promotions and publicity.

The Exhibit Hall is strategically located outside the meeting rooms to concentrate all of the table-top exhibitors in one central location, provide easy access to all attendees and accommodate a Walking Lunch and an Exhibitor Reception – two networking events designed to increase attendee foot traffic and provide opportunities for more interactions and quality leads. In addition, sponsors and exhibitors will be given a contact list of the registered attendees for follow-up communication.

Advertisers get their marketing messages printed in full color in the souvenir Conference Program provided to every attendee.

Building Innovation 2016 gives vendors a place to shine a spotlight on their industry advancements and solutions. Support the Institute’s endeavors to bring the industry together by reserving your sponsorship, exhibit space or Conference Program advertisement now. This is your chance to grab some attention and show off your contributions to a better built environment.

Henry L. Green, Hon. AIA
President, National Institute of Building Sciences

About the Institute:

In 1974, the United States Congress established the National Institute of Building Sciences to serve as an interface between government and the private sector and bring together representatives from the entire building community — including government, the professions, labor and consumer interests, and industry — to identify and resolve problems and potential problems that hamper the construction of safe and affordable structures for housing, commerce and industry throughout the United States. Forty years later, as the industry’s advocate, the Institute remains an authoritative source of advice for all sectors of the economy with respect to the use of building science and technology.
Building Innovation 2016

At Building Innovation 2016: The National Institute of Building Sciences Fourth Annual Conference and Expo, the Institute will once again bring together representatives of the entire building community to review advancements in science and technology, and develop solutions.

Building Innovation 2016, scheduled for January 11-15, 2016, in Arlington, Virginia, will explore solutions for Achieving a Resilient Future. During the Conference, the Institute will present a five-day informative agenda that highlights its activities and programs for developing innovative solutions for the built environment.

Attendees will get an insider’s view of the Institute in action and discover how they can get involved in developing solutions by attending any of the Institute’s board, council and committee meetings held during the Conference. During the week, the Institute will present various symposia focusing on two different tracks and a Plenary Symposium that will bring the entire Conference audience together for an overview of the collaboration of building industry professionals. An annual overview of the federal government’s construction plans will be delivered during the FEDCon® Breakfast and other keynote addresses will provide timely industry information. The Beyond Green® Awards Luncheon and the Institute’s Annual Awards Banquet will highlight our industry’s leaders and innovators.

Building Innovation 2016 gives building professionals the chance to witness the Institute’s impact on the industry, interact with industry experts and innovators, gain a wealth of information through educational programs, earn continuing education units (CEUs), share their expertise and experiences, and participate in solutions for Achieving a Resilient Future.

As the gathering place for building community leaders to convene for five impactful days of information sharing, networking and a content-rich conference and educational program, Building Innovation 2016 offers sponsors and exhibitors a great opportunity to support the Institute’s efforts, reach their target audience, showcase their products and services, and gain valuable exposure and recognition for their contribution to the building industry.

About the Audience:

Building Innovation 2016 provides organizations the unique opportunity to showcase their industry solutions to representatives of the entire building industry at once. With attendance ranging from 400-700 individuals at the Institute's Building Innovation Conferences over the last three years, all aspects of the building community have been represented. The audience includes: architects, engineers and contractors; academia; BIM/CAD specialists; building enclosure designers; product manufacturers; software developers and engineers; facility maintenance professionals; researchers; planners; local, state and federal agencies; building owners and operators; code officials; codes and standards organizations; and more. Representatives from private companies; federal, state and local government agencies; students, and retired individuals made up the diverse audience. Annual meetings held by each of the Institute’s councils and committees during Building Innovation 2016 create the potential for attendance by a significant percentage of the Institute’s 1,500 active members.
Building Innovation 2016 allows companies and organizations an affordable opportunity to build recognition, gain exposure and make a lasting impression while presenting their products, services, programs and technologies to a broad-based audience of building industry professionals. By partnering with the Institute, sponsors and exhibitors will be recognized as key supporters of the Institute’s mission to support advances in building science and technology to improve the built environment.

During the five days of content-rich programs and events, sponsors will receive repeated recognition for their support of the Institute and the Conference. They will be honored through signage, podium acknowledgements, prominent logo placements, web links, program listings, publicity and advertisements.

The Building Innovation 2016 Expo will give table-top exhibitors two activity-packed days to present their products and services to attendees who visit the Exhibit Hall. With the Exhibit Hall strategically located outside the meeting rooms, it is readily accessible to all attendees and provides significant space for 24 exhibitors. The Walking Lunch and Exhibitors Reception, scheduled during the Exhibit Hall’s opening day, work to draw attendees to the Exhibit Hall and provide exhibitors ample opportunity to engage participants in one-on-one conversations, presentations and demonstrations, and the chance to collect qualified leads.

Building Innovation 2016 also gives advertisers a great place to deliver their marketing message directly to the building industry professionals who attend the Conference. The full-color Conference Program will be provided to every attendee and be utilized for guidance throughout the five activity-packed days. Placing an advertisement in the Conference Program ensures visibility and shows support for the Institute and its Conference.

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Sponsors</th>
<th>Exhibitors</th>
<th>Advertisers</th>
</tr>
</thead>
<tbody>
<tr>
<td>100% of attendees exposed to marketing message.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo and/or web link included in signage, Conference Program and on</td>
<td>✓</td>
<td>✓</td>
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</tr>
<tr>
<td>Conference web site.</td>
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<tr>
<td>Spotlight recognition and acknowledgement from podium.</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Opportunity to distribute literature and giveaways.</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Conference attendee contact information provided.</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>High visibility of signage, advertisement, exhibit (optional) and web</td>
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<tr>
<td>logo with link.</td>
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<tr>
<td>SPONSORSHIP</td>
<td>BENEFITS</td>
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<tr>
<td><strong>Conference with Prime Exhibit Space, $10,000 (1 available)</strong></td>
<td>Full Page Inside Front Cover  \checkmark  Throughout Conference  \checkmark</td>
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<td>Free Conference Registrations: 4  \checkmark  Discount on Additional Conference Registrations: 50%  \checkmark  Free Annual Banquet Tickets: 4  \checkmark  Logo in Pre-Event Promos  \checkmark  Logo &amp; Link on Website  \checkmark  Logo on Conference Signage:  \checkmark  Logo and Listing in Conference Book:  \checkmark  Advertisement  \checkmark  Podium Acknowledgement  \checkmark  Attendee List:  \checkmark</td>
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<td><strong>Security Disaster &amp; Preparedness Symposium, $5,000 (2 available)</strong></td>
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<td><strong>Information Resources &amp; Technology Symposium, $5,000 (2 available)</strong></td>
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<td><strong>Exhibitor Reception, $3,500 (Wednesday; 2 available)</strong></td>
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<td><strong>Banquet Reception, $3,000 (Thursday; 2 available)</strong></td>
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<td><strong>Plenary Symposium, $2,500 (Friday; Half-Day; 2 available)</strong></td>
<td>Plenary Session  \checkmark  Plenary Session:  \checkmark  Plenary Session:  \checkmark  Plenary Session:  \checkmark</td>
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<td><strong>Tuesday Keynote Lunch, $2,500 (1 available)</strong></td>
<td>Keynote Introduction  \checkmark  Keynote Introduction:  \checkmark  Keynote Introduction:  \checkmark  Keynote Introduction:  \checkmark</td>
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<td><strong>Wednesday Exhibit Hall Walking Lunch, $2,500 (1 available)</strong></td>
<td>Exhibit Hall Opening  \checkmark  Exhibit Hall Opening:  \checkmark  Exhibit Hall Opening:  \checkmark  Exhibit Hall Opening:  \checkmark</td>
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<td><strong>Beyond Green™ Awards Luncheon, $2,500 (1 available)</strong></td>
<td>Luncheon Address  \checkmark  Luncheon Address:  \checkmark  Luncheon Address:  \checkmark  Luncheon Address:  \checkmark</td>
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<td><strong>FEDCon® Breakfast, $2,500 (1 available)</strong></td>
<td>Breakfast Address  \checkmark  Breakfast Address:  \checkmark  Breakfast Address:  \checkmark  Breakfast Address:  \checkmark</td>
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<td><strong>Annual Awards Banquet, $1,000 (Thursday, 15 available)</strong></td>
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<td><strong>Coffee Sponsor, $500 (Daily, 2 available)</strong></td>
<td>Quarter Page  \checkmark  Quarter Page:  \checkmark  Quarter Page:  \checkmark  Quarter Page:  \checkmark</td>
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<td>Free Conference Registrations: 50%  \checkmark  Free Annual Banquet Tickets: 1  \checkmark  Logo in Pre-Event Promos  \checkmark  Logo &amp; Link on Website  \checkmark  Logo on Conference Signage:  \checkmark  Logo and Listing in Conference Book:  \checkmark  Advertisement  \checkmark  Podium Acknowledgement  \checkmark  Attendee List:  \checkmark</td>
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</table>
Exhibitor / Advertiser Opportunities

Exhibitor Spaces:
Select from 24 table-top spaces available in the Exhibit Hall strategically located outside the meeting rooms for easy access by attendees. Four prime spaces are reserved for the Conference sponsor and other sponsor exhibitors on a first-come, first-served basis.

Table-Top Exhibit, $1,500 includes:
• Six-foot draped table and two chairs
• Logo recognition on Exhibit Hall signage
• Logo and link on Conference website
• Opportunity to provide giveaway prizes at Exhibitors Reception
• Logo and listing in Conference Program
• Contact List of Registered Attendees
• Free admittance to Exhibit Hall for exhibit space attendants (includes Exhibitors Reception and Walking Lunch)
• Fifty percent off Conference registrations for attendants and colleagues

Conference Program Advertising:
Advertising space in the full-color Conference Program is available. The Program will be distributed to all attendees during the Conference. Prime advertising space is reserved for sponsors on a first-come, first-served basis to all confirmed sponsors.

<table>
<thead>
<tr>
<th>Advertisement</th>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>*Inside Front Cover (with bleed)</td>
<td>8.5 x 11&quot;</td>
<td>$2,000</td>
</tr>
<tr>
<td>*Back Cover (with bleed)</td>
<td>8.5 x 11&quot;</td>
<td>$1,600</td>
</tr>
<tr>
<td>*Inside Back Cover (with bleed)</td>
<td>8.5 x 11&quot;</td>
<td>$1,400</td>
</tr>
<tr>
<td>Full Page (with bleed)</td>
<td>8.5 x 11&quot;</td>
<td>$1,200</td>
</tr>
<tr>
<td>Half Page Vertical (no bleed)</td>
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<td>$ 600</td>
</tr>
<tr>
<td>Quarter Page Horizontal (no bleed)</td>
<td>4 x 5&quot;</td>
<td>$ 300</td>
</tr>
</tbody>
</table>

* Reserved prime advertising spaces
Key Contact

First Line
Last Line
Title
Company Name (Please print name exactly as it should appear in promotions.)
Address
City   State  Zip Code
Phone    Fax
E-mail
Website Address

A. SPONSORSHIPS

Conference Sponsorship (1 available)
Select Exhibit Space: □ 1  □ 2  □ 3  □ 4
□
□
□

Technical Programs Sponsorship (1 available)
Select Exhibit Space: □ 1  □ 2  □ 3  □ 4
□

Track Symposium Sponsorship (2 each available)
Select Track: □ SD&P □ FP&S □ IL&A □ IR&T
□

Building Science Education in N.A. Workshop (4 available)
□

Building Science Education in N.A. Luncheon (2 available)
□

Exhibitor Reception Sponsorship (2 available)
□

Annual Banquet Reception Sponsorship (1 available)
□

Plenary Symposium Sponsorship (2 available)
□

Tuesday Keynote Lunch Sponsorship (1 available)
□

Wednesday Exhibit Hall Walking Lunch Sponsorship (1 available)
□

Thursday Beyond Green™ Lunch Sponsorship (1 available)
□

Thursday FEDCon® Breakfast Sponsorship (1 available)
□

Annual Banquet Sponsorship (15 available)
□

Coffee Sponsorship (2 available)
□
□

B. CONFERENCE PROGRAM ADVERTISING

Full Page (full-color) 8.5 x 11" $1,200 each □
Half Page (full-color or B&W) 8.5 x 5.5" $600 each □
Quarter Page (full-color or B&W) 5.5 x 4.25" $300 each □

C. EXHIBITOR PACKAGE

Tabletop Exhibit Space (24 available). Please choose your desired location number based on the floor plan on page 6. Exhibit spaces are assigned on a first-come, first-paid basis. $1,500 each
Select space: 1st _____ 2nd _____ □

Exhibitor Deliverables

All exhibitors will be promoted by email, on the Conference website, on Conference signage and in the Conference Program. Exhibitors must provide a high-resolution, vector logo in .EPS or .AI format and a 100-word directory description upon confirmation of exhibit space. Please send deliverables to ptowns@nibs.org by Friday, November 20, 2015.

Conference Registrations

ALL SPONSOR ATTENDEES AND EXHIBIT ATTENDANTS MUST REGISTER.

Additional Conference registrations (not included with sponsorship) will be provided to sponsors and exhibitors at a 50% discounted rate. Exhibitors will be provided with free admittance to the Exhibit Hall for representatives to attend to their exhibit space (includes Exhibitors Reception and Walking Lunch only).

Registration instructions and discount codes for free and discounted registrations will be provided to sponsors and exhibitors upon confirmation of sponsorship and/or exhibit space. Please do not register without codes and instructions, as refunds and/or discounts cannot be applied after registration.

Sponsor Deliverables

All sponsors will be promoted by email, on the Conference website, on Conference signage and in the Conference Program. Sponsors must provide a high-resolution, vector logo in .EPS or .AI format and a 100-word directory description upon confirmation of sponsorship. Advertisement artwork is due Friday, November 20, 2015. Please send deliverables to ptowns@nibs.org.

ONLINE:  www.nibs.org/conference2016

PHONE/FAX:  (202) 289-7800 / (202) 289-1092

EMAIL:  nibs@nibs.org

MAIL:  National Institute of Building Sciences
       1090 Vermont Avenue, NW, Suite 700
       Washington, DC 20005-4950

PAYMENT INFORMATION

□ Check (payable to the National Institute of Building Sciences)
□ VISA    □ American Express    □ Mastercard

Credit Card #: ____________________________
Expiration Date: ______________________ CID #: __________
Name on Card: ____________________________
Billing Address: ____________________________
City / State / ZIP: ______________________
January 11 – 15, 2016

NEW LOCATION:
Renaissance Arlington Capital View Hotel
Metro Washington, DC

ACHIEVING A RESILIENT FUTURE