



**BUILDING FOR  
TOMORROW**  
INTEGRATING LIFELINE  
INFRASTRUCTURE

# Sponsorship Prospectus



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## A Message from Our President & Chief Executive Officer

Dear Colleagues and Partners,

In January 2026, we mark one year since the Southern California wildfires shook the region, and the nation to its core. The wildfires tore through communities, and we quickly saw a rallying cry for coordinated action. Lifeline infrastructure systems failed simultaneously-- power, water, communications, transportation, and fuel which resulted in the loss of human life and compounded damage.

At the National Institute of Building Sciences (NIBS), we believe this moment demands more than reflection. It calls for bold collaboration.

That is why the NIBS Lifeline Infrastructure Hub is more needed than ever. The Hub is a national initiative designed to unify how we plan, design, invest in, and protect the critical systems that support our everyday lives. It brings together federal and local governments, utilities, industry leaders, and researchers to create a shared platform for data, knowledge exchange, and cross-sector solutions.

The Building for Tomorrow Summit is the next major step in this movement.

This summit will serve as a vital forum for translating vision into action: breaking down silos, showcasing innovation, and committing to infrastructure that is smarter, stronger, and more resilient. By sponsoring or exhibiting, your organization will be part of a pivotal national moment, one that will shape how we recover, rebuild, and prepare for what's next.

We invite you to join us in this critical effort to innovate the systems that safeguard us all.

Sincerely,

**George K. Guszcza**

President & CEO

National Institute of Building Sciences



# About the Summit

January 28 - January 29, 2026

In the aftermath of the 2025 Southern California wildfires, our country witnessed the fragility and interdependence of its critical lifeline infrastructure. This summit is not just a response, it's a resilience movement.

**Building for Tomorrow** convenes federal, state, and local government leaders alongside utility providers, researchers, and private sector innovators to establish a national model for infrastructure resilience. With Southern California as a catalyst, the summit is focused on modernizing our systems, codes, and capital investments to future-proof our built environment.

## Summit Structure

### *Day 1: Policy & Strategy*

Strategic discussions with public and private sector executives on breaking down silos, improving integration, and driving collective resilience.

### *Day 2: Practice & Innovation*

Hands-on sessions focused on applied technologies, materials, and methods that support long-term recovery and adaptive design







## Why Sponsor?

- **Brand Visibility** among decision-makers, resilience experts, and utility leaders
- **Opportunities to showcase your solutions** during plenary sessions and education breakouts
- **Strategic positioning** as a thought leader in infrastructure resilience and innovation
- **Direct engagement** with buyers, policymakers and capital investment influencer's

## Who Should Sponsor or Exhibit?

- Utility companies
- Construction, engineering, architecture firms
- Technology and software providers
- Federal, state and local agencies
- Emergency management organizations
- Think tanks, academic institutions, and research centers

For sponsor or exhibitor opportunities, contact:

**Sydney Mendes**

Marketing Coordinator

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571-422-5742





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# Sponsorships



## Anchor Sponsorship

Benefits include:

- Keynote speaker slot (30 minutes)
- Logo on all printed & digital material including conference proceedings
- Premium exhibit space
- Reserved table by the stage for all general sessions
- 2 webinars marketed and hosted by NIBS with company selection of content and speakers
- 2 dedicated marketing emails and social media posts recognizing your company as the anchor sponsor
- 12 complimentary registrations
- 50% off additional registrations

**1 Opportunity Available | \$50,000**

### Anchor Sponsorship ●

Lifeline Leader ●

Resilience Partner ●

Infrastructure Advocate ●

Community Connector ●

Exhibitor ●

## Lifeline Leader

Benefits include:

- 3 minute Panel introduction on Day 1
- Logo on all printed & digital material including conference proceedings
- Premium exhibit space
- Reserved table for all general sessions
- 2 webinars marketed and hosted by NIBS with company selection of content and speakers
- 1 dedicated marketing email and social media post recognizing your company as a “Lifeline Leader”
- 8 complimentary registrations
- 50% off additional registrations

**3 Opportunities Available | \$25,000**

Anchor Sponsorship ●

**Lifeline Leader ●**

Resilience Partner ●

Infrastructure Advocate ●

Community Connector ●

Exhibitor ●



## Resilience Partner

Benefits include:

- Logo on all printed & digital material including conference proceedings
- Exhibit space
- 1 webinar marketed and hosted by NIBS with company selection of content and speakers
- 6 complimentary registrations
- 50% off additional registrants

**4 Opportunities Available | \$15,000**

Anchor Sponsorship ●

Lifeline Leader ●

**Resilience Partner ●**

Infrastructure Advocate ●

Community Connector ●

Exhibitor ●

## Infrastructure Advocate

Benefits include:

- Day 2 education session sponsor with speaker slot
- Logo on all printed & digital material including conference proceedings
- Exhibit space
- 4 complimentary registrations
- 50% off additional registrations

**8 Opportunities Available | \$10,000**

Anchor Sponsorship ●

Lifeline Leader ●

Resilience Partner ●

**Infrastructure Advocate ●**

Community Connector ●

Exhibitor ●



## Community Connector

Benefits include:

- Logo on select printed & digital material
- Exhibit space
- 3 complimentary registrations
- 25% off additional registrations

**5 Opportunities Available | \$5,000**

Anchor Sponsorship ●

Lifeline Leader ●

Resilience Partner ●

Infrastructure Advocate ●

**Community Connector ●**

Exhibitor ●

## Exhibitor

Benefits include:

- Logo on select printed & digital material
- Exhibit space
- 2 complimentary registrations
- 25% off additional registrations

**10 Opportunities Available | \$2,500**

Anchor Sponsorship ●

Lifeline Leader ●

Resilience Partner ●

Infrastructure Advocate ●

**Community Connector** ●

Exhibitor ●





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# Branding Opportunities



## Power Up Lounge

Phones Die. Ideas Shouldn't. Give attendees and speakers a literal recharge with branded charging stations in a high-traffic area. Includes 2 complimentary registration.

*Suggested Lifeline Sector: Energy*

**\$5,000**

### Power Up Lounge ●

Hydration Station ●

Signal Boost Wi-Fi Sponsor ●

Fuel for Thought Coffee Sponsor ●

Tote Bag Sponsor ●

Welcome Reception Sponsor ●



## Hydration Station

Tap into attendee wellness by sponsoring a branded water refill station that keeps folks and systems flowing. Signage provided with company logo. Opportunity for sponsor to provide branded reusable water bottles. Includes 2 complimentary registrations.

*Suggested Lifeline Sector: Water*

\$3,000



Power Up Lounge ●

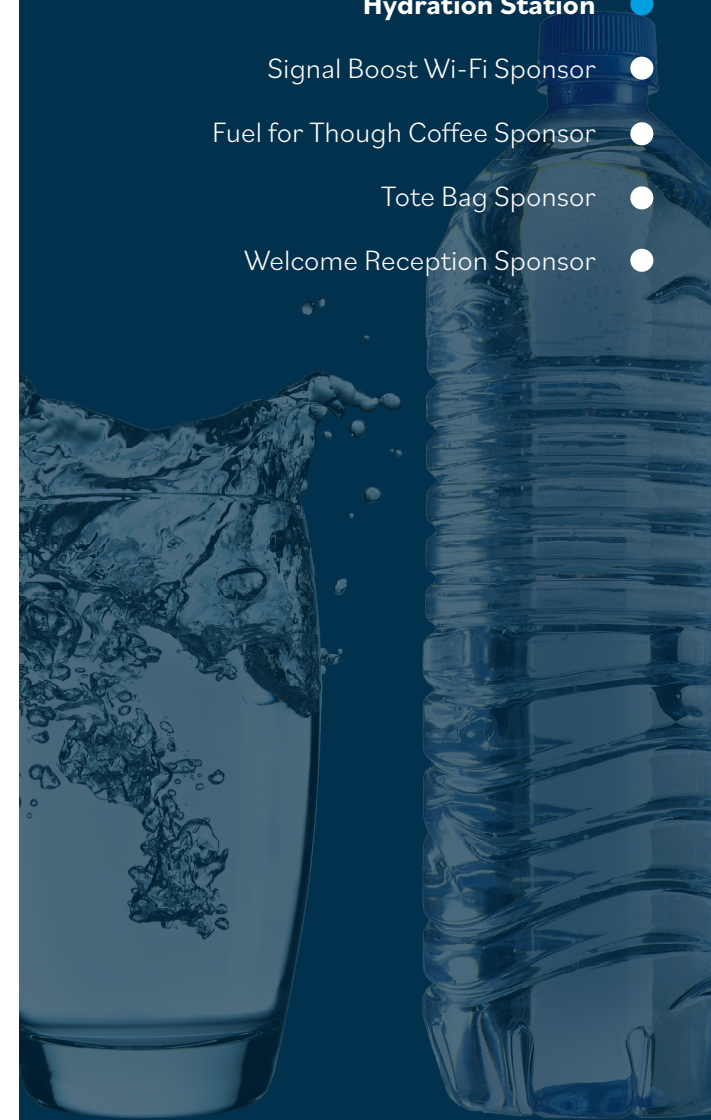
**Hydration Station ●**

Signal Boost Wi-Fi Sponsor ●

Fuel for Thought Coffee Sponsor ●

Tote Bag Sponsor ●

Welcome Reception Sponsor ●



## Signal Boost Wi-Fi Sponsor

Be the hero no one knew they needed...until their LinkedIn Post wouldn't load. Your brand becomes the gateway to connectivity with a custom Wi-Fi network password. Signage included throughout the conference with your company logo. Includes 2 complimentary registrations.

*Suggested Lifeline Sector: Communications*

**\$3,000**

Power Up Lounge ●

Hydration Station ●

**Signal Boost Wi-Fi Sponsor ●**

Fuel for Thought Coffee Sponsor ●

Tote Bag Sponsor ●

Welcome Reception Sponsor ●





## Fuel for Thought Coffee Sponsor

Quickly earn the love of all attendees by being the exclusive coffee break sponsor for the conference. Logo placement on all coffee break signage and cocktail napkins. Opportunity for sponsor to supply branded coffee cups. Includes 2 complimentary registrations.

*Suggested Lifeline Sector: Liquid Fuel/Natural Gas*

**\$5,000**

Power Up Lounge ●

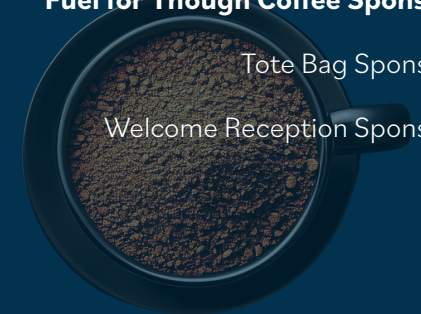
Hydration Station ●

Signal Boost Wi-Fi Sponsor ●

**Fuel for Thought Coffee Sponsor ●**

Tote Bag Sponsor ●

Welcome Reception Sponsor ●



## Tote Bag Sponsor

Ensure brand recognition with every attendee carrying a reusable tote bag with your company's logo front and center. Includes 2 complimentary registrations.

\$4,000



SOLD OUT

Power Up Lounge ●

Hydration Station ●

Signal Boost Wi-Fi Sponsor ●

Fuel for Thought Coffee Sponsor ●

**Tote Bag Sponsor ●**

Welcome Reception Sponsor ●





## Welcome Reception Sponsor

Your organization gets credit for fueling the cross-sector collaboration everyone came for. Logo placement on all reception signage and cocktail napkins.

**\$5,000**



**SOLD OUT**

For more information or to discuss a custom package, please contact:

**Sydney Mendes**

Marketing Coordinator

[smendes@nibs.org](mailto:smendes@nibs.org)

571-422-5742

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