

# Building Innovation 2026

Conference & Expo Sponsorship Prospectus

May 19-20, 2026

The Ritz-Carlton, Tysons Corner, Virginia

Contact: **Melanie Goff**  
Events Manager

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

## About the Conference

Communities nationwide face rising challenges, from natural hazards to aging infrastructure, underscoring the need for coordinated innovation across the built environment. The Building Innovation Conference brings together leaders from government, AEC, research, and community planning to strengthen national resilience through integrated, future-focused practices. Attendees will explore cross-sector policy alignment, digital delivery, building codes, housing solutions, capital investment strategies, and adaptive design, with special focus on Systems of Systems and Modular Offsite Construction.

Our infrastructure is a system of systems. BI2026 is where we align those systems, and the people behind them, for maximum national impact.

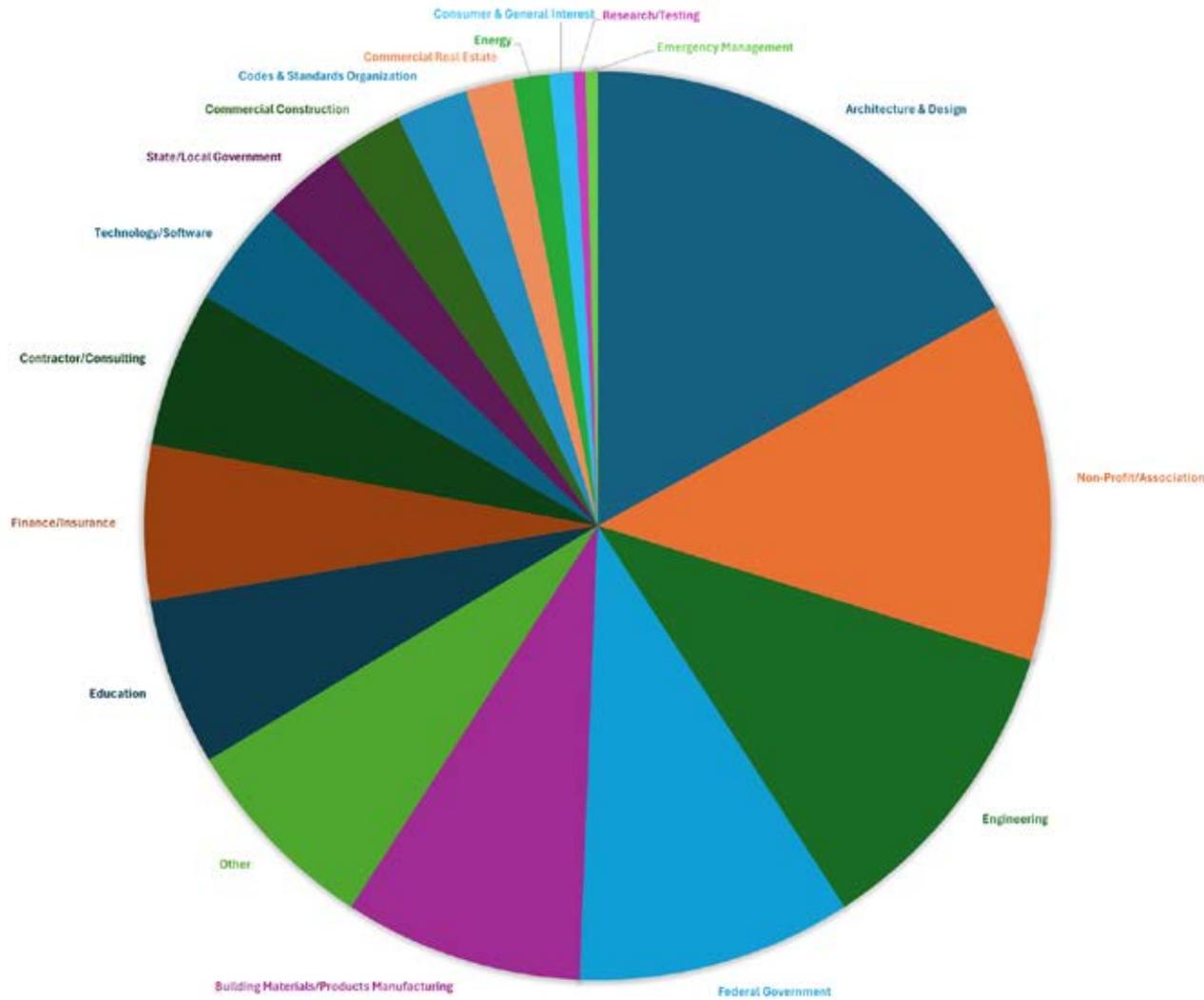
## Why Sponsor BI2026?

- Reach leaders shaping national resilience, housing, and infrastructure.
- Elevate your brand alongside industry-defining innovation.
- Gain visibility through NIBS' cross-sector network and communications.
- Showcase solutions to a high-value, decision-making audience.
- Opportunities to showcase thought leadership and cutting-edge solutions

Participants can also earn AIA LU and ICC credits while collaborating to address the country's evolving infrastructure needs.



## Attendee Snapshot | Primary Business of Attendees



### Attendee Profile

Federal, State, Local Agencies: Program Directors, Policymakers, Code Officials, Facilities Leaders

Private Sector: Architects, Engineers, General Contractors, Insurers, Tech Innovators

Academia: Researchers, Deans, Graduate Students

Nonprofits & Industry Groups: Advocacy, Standards Development, Workforce Initiatives

# Sponsor Opportunities

Building Innovation 2026

## Signature Sponsor

Brand your company as the Signature Sponsor of Building Innovation 2026, at the Ritz-Carlton Tysons Corner. Help shape a compelling program designed to engage all disciplines in advancing innovation in building science and technology and brand yourself as the Presenting Sponsor on all correspondence, communication, and onsite materials.

Benefits include:

- Premier recognition as Presenting Sponsor on all print and electronic materials including hyperlink to your website
- Prime exhibit space in the Innovation Lounge
- Eight complimentary conference registrations
- 50% discount on additional conference registrations
- Logo placement on all opening general session materials including PowerPoints
- Opportunity to speak for 3-5 minutes or provide a video at a general session
- Reserved table by the stage at all general sessions
- Two dedicated email blasts and social media posts highlighting your company as the Presenting Sponsor to NIBS' database and conference attendees
- Three educational webinars as part of NIBS' ongoing Building Innovation educational webinar series with title, topic, and speakers to be selected by your company
- Pre and post event attendee opt-in marketing list

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

Signature Sponsor ●

Platinum Sponsor ●

Gold Sponsor ●



## Platinum Sponsor

Support a dynamic program that brings together leaders across disciplines to drive progress in building science and technology. As a Platinum Sponsor, your brand will be prominently featured in select event communications, correspondence, and onsite materials, showcasing your commitment to innovation and industry leadership.

Benefits include:

- Opportunity to exclusively sponsor one of the conference educational tracks (available on a first-come, first-served basis)
- Opportunity to have your logo on breakfast or lunch signage with option to provide branded materials (available on a first-come, first-served basis)
- Prime exhibit space in the Innovation Lounge
- Five complimentary conference registrations
- 50% discount on additional conference registrations
- Logo in all pre-event marketing promotion with hyperlink to your company website
- Logo on conference signage in premier location
- Reserved table at all general sessions
- One dedicated email blast and social media post highlighting your company as a Platinum Sponsor to NIBS' database and conference attendees
- Two educational webinars as part of NIBS' ongoing Building Innovation educational webinar series with title, topic, and speakers to be selected by your company
- Pre and post event attendee opt-in marketing list

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

Signature Sponsor ●

**Platinum Sponsor ●**

Gold Sponsor ●

## Gold Sponsor

Join a community of forward-thinking professionals committed to advancing building science and technology. As a Gold Sponsor, your brand will be recognized in select promotional materials, correspondence, and onsite signage, demonstrating your dedication to innovation and industry collaboration.

Benefits include:

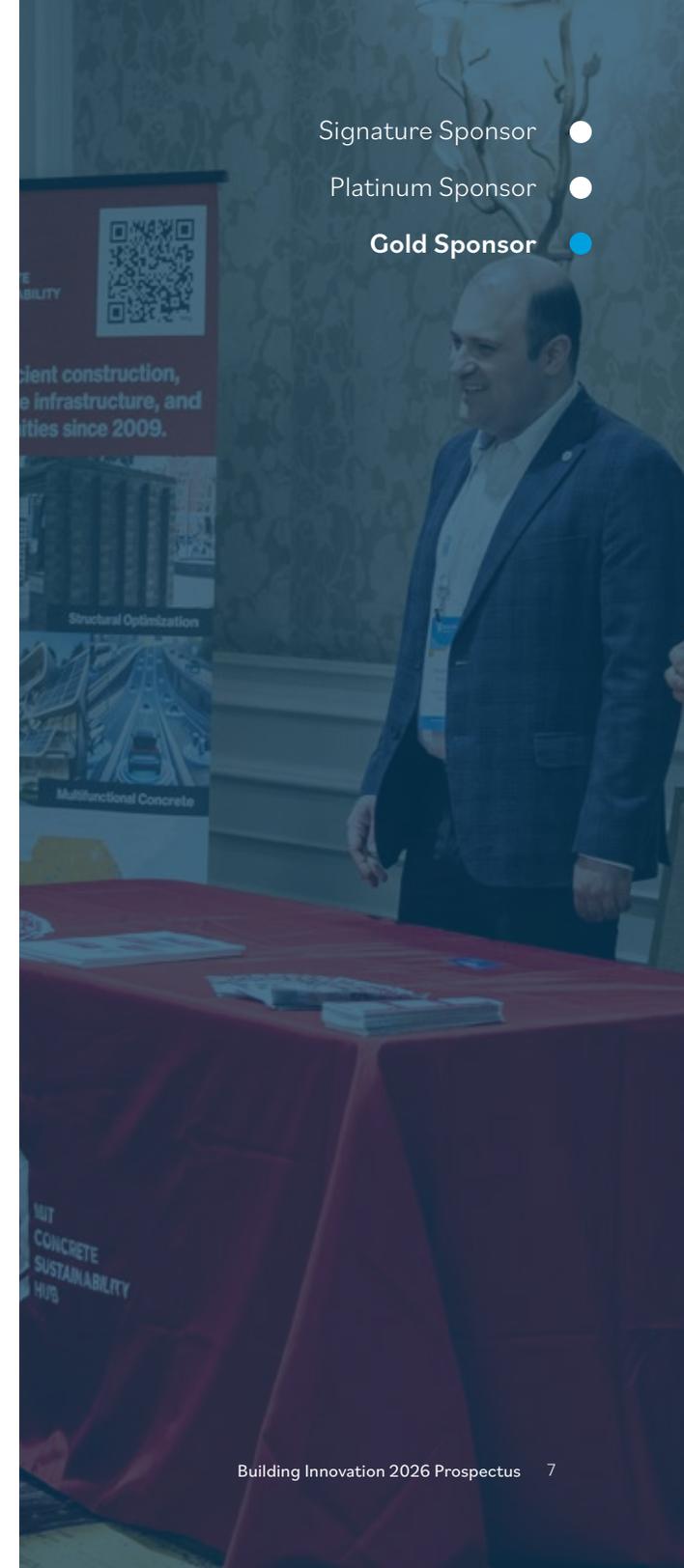
- Opportunity to distribute gift item and/or marketing collateral
- Preferred exhibit space in the Innovation Lounge
- Three complimentary conference registrations
- 50% discount on additional conference registrations
- Logo in pre-event marketing promotion with hyperlink to your company website
- Logo on conference signage in premier location
- One dedicated social media post highlighting your company as a Gold Sponsor
- One educational webinar as part of NIBS' ongoing Building Innovation educational webinar series with title, topic, and speakers to be selected by your company
- Branded device charging station (first-come, first-served basis; sponsor to provide artwork to specs)
- Pre and post event attendee opt-in marketing list

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

Signature Sponsor ●

Platinum Sponsor ●

**Gold Sponsor ●**





# Branding Opportunities

Building Innovation 2026

## Charging Station Sponsor

As the Charging Station Sponsor, your brand becomes a lifesaver for attendees who rely on their devices to stay connected, take notes, network, and navigate the event. The charging station is a high-traffic hub where attendees pause, recharge, and engage—creating a perfect opportunity for your company to be seen, appreciated, and remembered. This is a practical and high-visibility sponsorship that attendees truly value.

Benefits include:

- Your company logo featured prominently on charging station signage
- Branded charging station panels or device wipes (sponsor to provide artwork)
- Opportunity to provide additional company-branded giveaway items
- Your logo on event signage
- Four complimentary conference registrations
- 25% discount on additional conference registrations
- Logo placement and recognition on print and electronic materials
- Pre- and post-event attendee opt-in marketing list

~~1 Opportunity Available | \$12,500~~

**SOLD OUT**

Charging Station Sponsor ●

Hotel Key Cards ●

Attendee Badge And Lanyard ●

Conference Wi-Fi ●

Welcome Reception Sponsor ●

Network Reception Sponsor ●

Coffee Station Sponsor ●

Donut Experience Sponsor ●

## Hotel Key Cards | 1 Opportunity Available | \$5,000

Hotel room keys are the first thing attendees will receive when checking into the hotel to attend BI2026! Be the first brand they see with messaging on the key.

Benefits include:

- Your company logo and messaging on the front and back sides of key cards (sponsor to provide artwork to card specs)
- Exhibit space
- Two complimentary conference registrations
- 25% discount on additional conference registrations
- Logo and recognition on print and electronic materials
- Pre and post event attendee opt-in marketing list

## Attendee Lanyards | 1 Opportunity Available | \$5,000

Have your company logo on everyone's lanyards as they walk around the conference. The badge is required to attend all conference education, meetings, and events--so you know your company will be seen everywhere!

Benefits include:

- Your company logo on lanyard (sponsor to provide artwork)
- Exhibit space
- Two complimentary conference registrations
- 25% discount on additional conference registrations
- Logo and recognition on print and electronic materials
- Pre and post event attendee opt-in marketing list

Hotel Key Cards ●

Attendee Badge And Lanyard ●

Conference Wi-Fi ●

Welcome Reception Sponsor ●

Network Reception Sponsor ●

Coffee Station Sponsor ●

Donut Experience Sponsor ●

## Conference Wi-Fi | 1 Opportunity Available | \$5,000

Make the conference Wi-Fi password one that people will remember—your company name! Signage will be distributed all around the conference for maximum exposure.

Benefits include:

- Your company logo on Wi-Fi signage
- Opportunity to create Wi-Fi password
- Exhibit Space
- Two complimentary conference registrations
- 25% discount on additional conference registrations
- Logo and recognition on print and electronic materials
- Pre and post event attendee opt-in marketing list

## Welcome Reception Sponsor | 1 Opportunity Available | \$10,000

Host the first major networking opportunity of the conference, where attendees from across the building industry gather to connect, collaborate, and celebrate innovation. As the Welcome Reception Sponsor, your brand will be front and center—featured in event signage and communications. This is a unique opportunity to make a memorable first impression and align your company with the spirit of innovation and community that defines the conference. (reception 60-90 minutes)

Benefits include:

- Your company logo on cocktail napkins (sponsor to provide artwork)
- Branded signature drink
- Opportunity to provide additional company branded items
- Your logo on Welcome Reception signage
- Two complimentary conference registrations
- 25% discount on additional conference registrations
- Logo and recognition on print and electronic materials
- Pre and post event attendee opt-in marketing list

- Hotel Key Cards ●
- Attendee Badge And Lanyard ●
- Conference Wi-Fi ●**
- Welcome Reception Sponsor ●**
- Network Reception Sponsor ●
- Coffee Station Sponsor ●
- Donut Experience Sponsor ●

## Network Reception Sponsor | 1 Opportunity Available | \$10,000

Be the name behind the connections! As the exclusive sponsor of the Building Innovation 2026 Networking Reception, your company will be at the heart of one of the conference's most anticipated events. Held in a relaxed, social setting at the Ritz-Carlton Tysons Corner, this reception brings together attendees from across the built environment to exchange ideas, spark collaborations, and build lasting relationships. (reception 90-120 minutes)

Benefits include:

- Your company logo on cocktail napkins (sponsor to provide artwork)
- Branded signature drink
- Opportunity to provide additional company branded items
- Your logo on Networking Reception signage
- Two complimentary conference registrations
- 25% discount on additional conference registrations
- Logo and recognition on print and electronic materials
- Pre and post event attendee opt-in marketing list

## Coffee Station Sponsor | 1 Opportunity Available | \$2,000

As the Coffee Station Sponsor, you will sponsor the coffee breaks throughout the event that keep attendees energized, engaged, and ready to innovate. Your brand will be front and center where conversations spark and connections brew. This is a high-visibility sponsorship with great appreciation from attendees and staff alike.

Benefits include:

- Your company logo on signage at coffee and snack station
- Branded cocktail napkins (sponsor to provide artwork)
- Opportunity to provide additional company branded items
- Your logo on signage
- Two complimentary conference registrations
- 25% discount on additional conference registrations
- Logo and recognition on print and electronic materials
- Pre and post event attendee opt-in marketing list

Hotel Key Cards ●

Attendee Badge And Lanyard ●

Conference Wi-Fi ●

Welcome Reception Sponsor ●

**Network Reception Sponsor ●**

Coffee Station Sponsor ●

Donut Experience Sponsor ●



## Donut Experience Sponsor | 1 Opportunity Available | \$2,000

As the Donut Experience Sponsor, your brand will bring a delightful and memorable experience to attendees as they grab a sweet treat between sessions. The donut wall is a natural crowd-pleaser and a popular photo spot—putting your company at the center of attendee engagement, social sharing, and positive event energy. This is a high-visibility opportunity with big appreciation from attendees and staff alike.

Benefits include:

- Your company logo featured prominently on donut wall signage
- Branded treat bags or napkins (sponsor to provide artwork)
- Opportunity to provide additional company-branded giveaway items
- Your logo on event signage
- Two complimentary conference registrations
- 25% discount on additional conference registrations
- Logo placement and recognition on print and electronic materials
- Pre- and post-event attendee opt-in marketing list

Hotel Key Cards ●

Attendee Badge And Lanyard ●

Conference Wi-Fi ●

Welcome Reception Sponsor ●

Network Reception Sponsor ●

Coffee Station Sponsor ●

**Donut Experience Sponsor ●**





National Institute of  
**BUILDING SCIENCES™**  
*Building American Innovation*

# Exhibitor Opportunities

Building Innovation 2026

## Exhibiting Sponsor | 30 Opportunities Available | \$3,000

Reserve your tabletop exhibit space in the Innovation Lounge, where all networking events will take place as well as home to the recharging and refueling station. It will be a central gathering place for attendees throughout the conference. Showcase your company's products, services, and innovations in this exciting interactive space!

Benefits include:

- Six-foot draped table and two chairs to showcase your products, services, and solutions to all attendees
- Logo on Innovation Lounge signage
- Logo and booth location listing in conference app
- Logo recognition in select pre and post-event communications
- Logo placement on event website with hyperlink
- Two complimentary full conference registrations
- 25% discount on additional registrations
- Pre and post event attendee opt-in marketing list

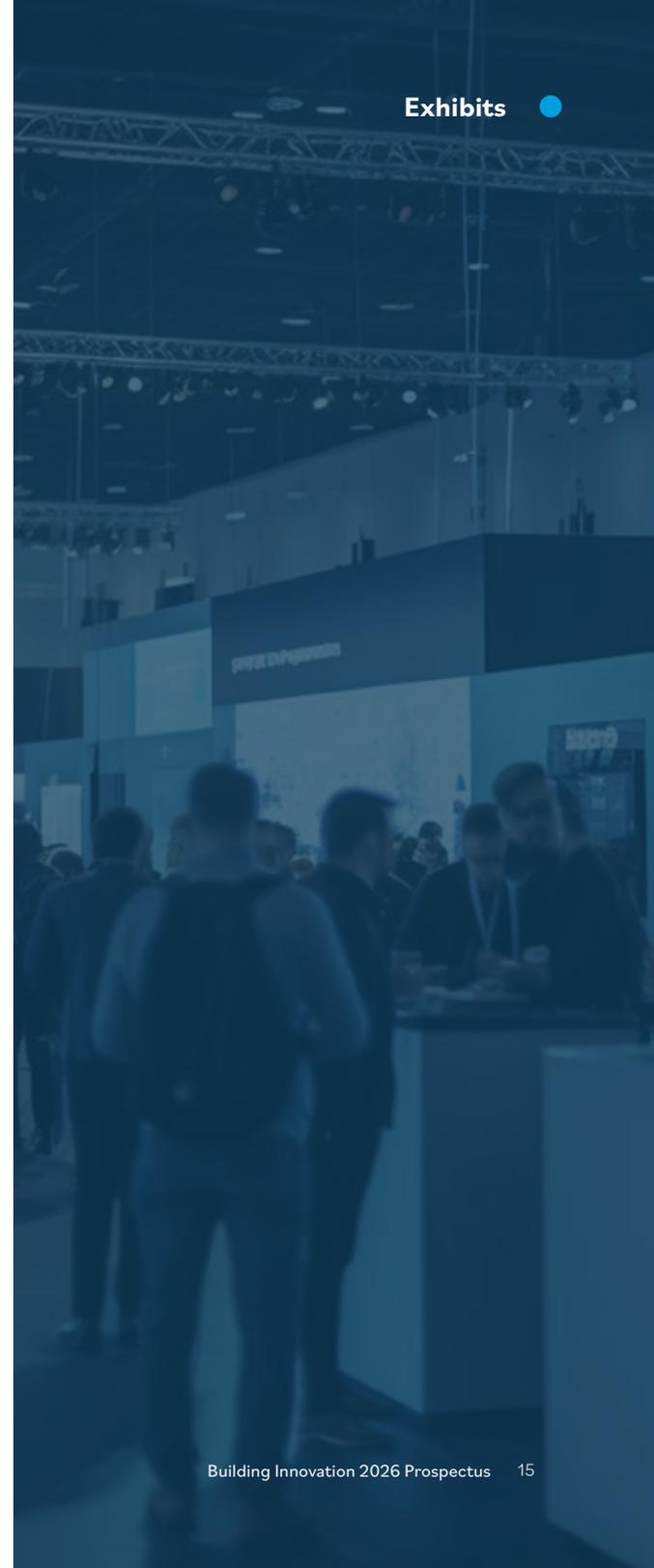
## Federal Agency Exhibitor Opportunities

Federal Agencies are invited to exhibit at no cost to highlight public programs, tools, and initiatives. Complimentary space includes:

Benefits include:

- Six-foot draped table and two chairs
- 4 complimentary conference registrations
- Logo on website and select event signage

## Limited Availability | First Come Basis



## Advancing the Built Environment as a System of Systems & Aligning for Resilience in Affordable Housing

Secure your presence at Building Innovation 2026 and join the national conversation shaping the future of our infrastructure. Sponsorships and space are limited—early commitment ensures maximum visibility.

**\*\*Custom sponsorship opportunities are available\*\***

To reserve your sponsorship or exhibit space, contact:

Melanie Goff, Events Manager

Email: [mgoff@nibs.org](mailto:mgoff@nibs.org)