

# Building Innovation 2026

## Conference & Expo Sponsorship Prospectus

May 19-20, 2026

The Ritz-Carlton, Tysons Corner, Virginia

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Director of Marketing and Communications

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## About the Conference

Communities nationwide face rising challenges, from natural hazards to aging infrastructure, underscoring the need for coordinated innovation across the built environment. Our infrastructure is a system of systems. The Building Innovation Conference is where we align those systems, and the people behind them, for maximum national impact. BI2026 brings together leaders from government, industry, and academia 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. Participants can also earn AIA LU and ICC credits while collaborating to address the country's evolving infrastructure needs.

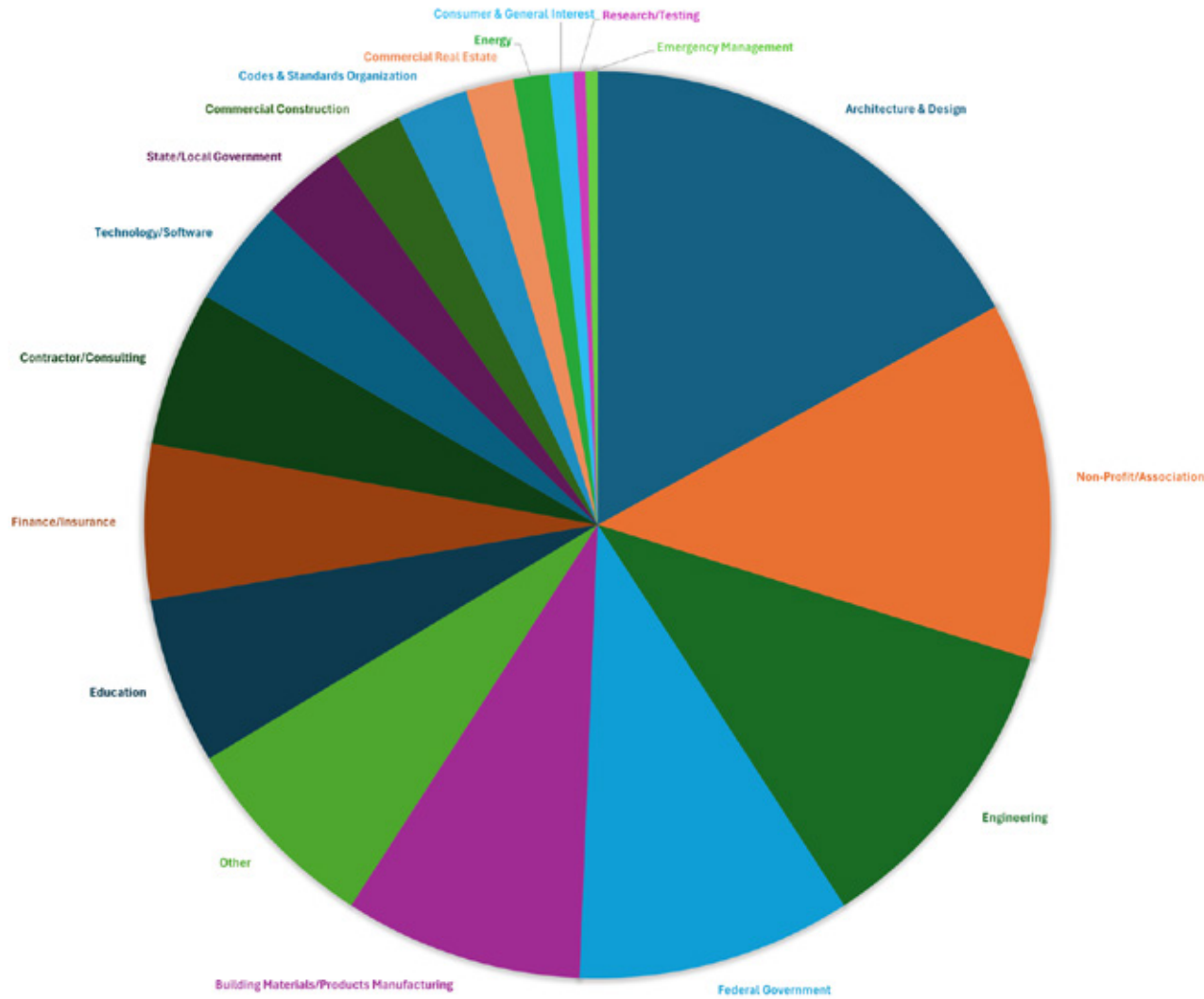
## Why Sponsor BI2026?

- Influence policymakers shaping national resilience, housing, and infrastructure legislation.
- Elevate your brand alongside industry-defining innovation.
- Gain visibility through NIBS' cross-sector network and communications.
- Showcase your services and solutions to industry leaders and decision makers.

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

Become the exclusive Signature Sponsor of Building Innovation 2026 and help shape a compelling program across disciplines working to advance innovation in building science and technology. Among other benefits, your company will receive premier recognition on stage, on-site signage, print and digital materials, and in pre- and post-event communications.

Benefits include:

- Premier recognition as Signature Sponsor on print and digital conference materials
- Opportunity for a company representative to provide remarks on stage, participate in a conference session, or provide a short video to be played during the general program
- Two (2) reserved table by the stage for all general sessions
- Complimentary exhibit booth space in prime location in the Innovation Lounge
- Company logo on signage in the Innovation Lounge and prime locations throughout the conference venue
- Eight (8) complimentary conference registrations
- 50% discount on additional conference registrations
- Two (2) dedicated emails and social media posts highlighting your company as the Signature Sponsor to NIBS subscribers and conference attendees
- Three (3) educational webinars hosted by NIBS as part of our Building Innovation educational webinar series, with your company's preference of topics and speakers
- Company logo in pre-event marketing promotion with hyperlink to your website
- Company logo in pre- and post-event email blasts and social media posts
- Company logo on conference website with hyperlink to your website
- Conference registration and attendee lists (pre-event and post-event)

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

Signature Sponsor ●

Platinum Sponsor ●

Gold Sponsor ●



## Platinum Sponsor

Support a dynamic program that brings together leaders to drive progress in building science and technology and showcase your commitment to innovation. As a Platinum Sponsor, your company will be recognized on promotional materials for the conference breakout sessions, on-site meal signage, and in select event communications.

Benefits include:

- Prominent recognition as Platinum Sponsor on print and digital conference materials
- Opportunity to exclusively sponsor one of the conference breakout session tracks (available on a first-come, first-served basis)
- Company logo on breakfast or lunch signage (available on a first-come, first-served basis)
- Reserved table by the stage for all general sessions
- Complimentary exhibit booth space in prime location in the Innovation Lounge
- Company logo on signage in the Innovation Lounge and prime locations throughout the conference venue
- Five (5) complimentary conference registrations
- 50% discount on additional conference registrations
- One (1) dedicated emails and social media posts highlighting your company as a Platinum Sponsor to NIBS subscribers and conference attendees
- Two (2) educational webinars hosted by NIBS as part of our Building Innovation educational webinar series, with your company's preference of topics and speakers
- Company logo in pre-event marketing promotion with hyperlink to your website
- Company logo on pre- and post-event email blasts and social media posts
- Company logo on conference website with hyperlink to your website
- Conference registration and attendee lists (pre-event and post-event)

~~5 Opportunities Available | \$25,000~~

**2 Remaining Opportunities Available**

Signature Sponsor ●

**Platinum Sponsor** ●

Gold Sponsor ●

## Gold 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 the spotlight on promotional materials and select event communications.

Benefits include:

- Recognition as Gold Sponsor on print and digital conference materials
- Complimentary exhibit booth space in preferred location in the Innovation Lounge
- Company logo on signage in the Innovation Lounge and prime locations throughout the conference venue
- Opportunity to provide a company-branded giveaway item for attendees
- Three (3) complimentary conference registrations
- 50% discount on additional conference registrations
- One (1) dedicated social media post highlighting your company as a Gold Sponsor
- One (1) educational webinar hosted by NIBS as part of our Building Innovation educational webinar series, with your company's preference of topic and speakers
- Company logo on pre- and post-event email blasts and social media posts
- Company logo on conference website with hyperlink to your website
- Conference registration and attendee lists (pre-event and post-event)

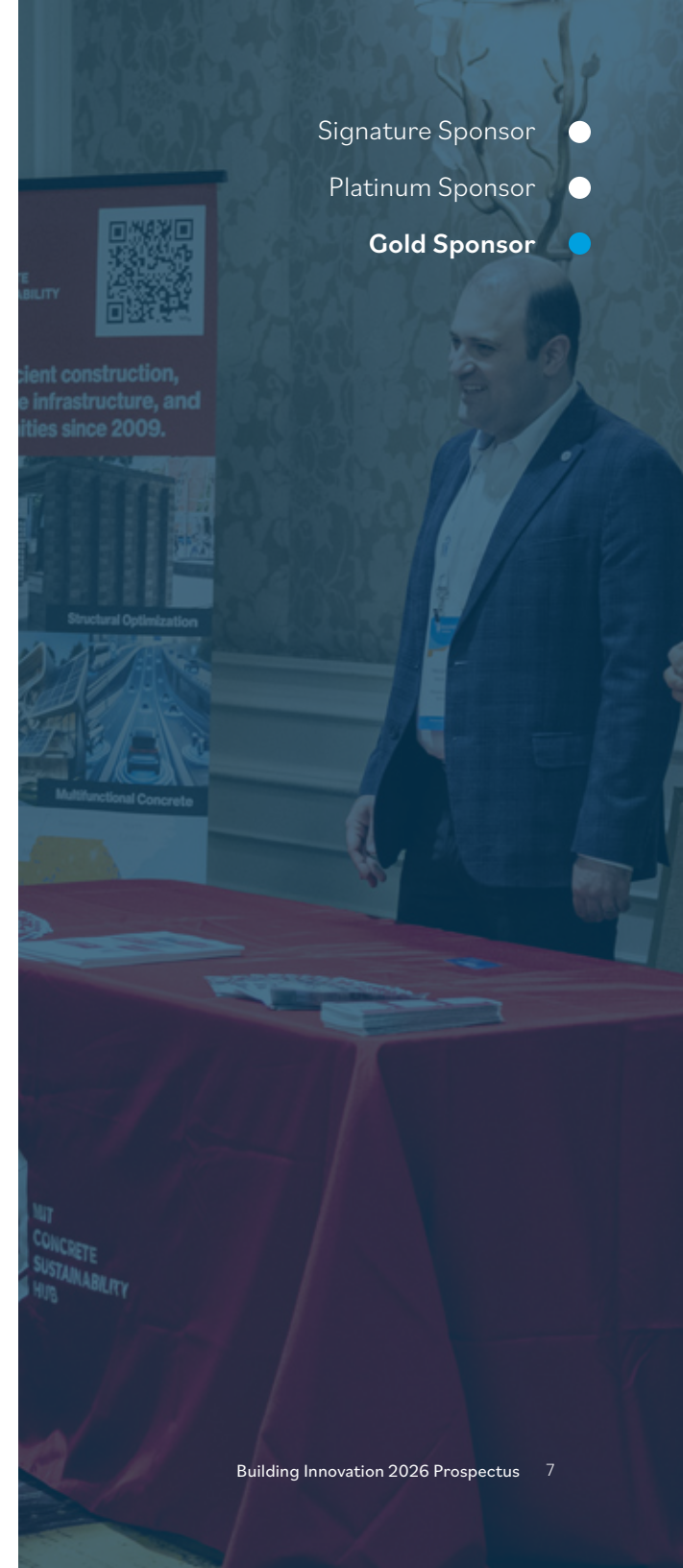
~~4 Opportunities Available | \$15,000~~

3 Opportunities Available

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 will pause, recharge, and engage—creating a perfect opportunity for your company to be seen, appreciated, and remembered.

Benefits include:

- Recognition as Charging Station Sponsor on print and digital conference materials
- Company branding on charging station device panels (sponsor to provide artwork)
- Company logo on Charging Station signage and other event signage
- Opportunity to provide a company-branded giveaway item for attendees
- Four (4) complimentary conference registrations
- 25% discount on additional conference registrations
- Company logo on conference website with hyperlink to your website
- Conference registration and attendee lists (pre-event and post-event)

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

**SOLD OUT**

Charging Station Sponsor ●

Welcome Reception Sponsor ●

Networking Reception Sponsor ●

Conference Wi-Fi Sponsor ●

Attendee Lanyard Sponsor ●

Hotel Key Card Sponsor ●

Coffee Station Sponsor ●

Donut Experience Sponsor ●

## Networking Reception Sponsor

Be the name behind the connections! As the exclusive Networking Reception Sponsor, your company will be at the heart of one of the conference's most anticipated events. This reception on Tuesday, May 19 will bring together attendees from across the built environment to exchange ideas, spark collaborations, and form lasting relationships.

Benefits include:

- Opportunity to add signature drink to the reception bar menu
- Company logo on reception cocktail napkins (sponsor to provide artwork)
- Company logo on Networking Reception signage
- Opportunity to provide a company-branded giveaway item for attendees
- Two (2) complimentary conference registrations
- 50% discount on additional conference registrations
- Company logo on print and digital conference materials
- Company logo on conference website with hyperlink to your website
- Conference registration and attendee lists (pre-event and post-event)

**1 Opportunity Available | \$10,000**

Charging Station Sponsor ●

**Welcome Reception Sponsor ●**

**Networking Reception Sponsor ●**

Conference Wi-Fi Sponsor ●

Attendee Lanyard Sponsor ●

Hotel Key Card Sponsor ●

Coffee Station Sponsor ●

Donut Experience Sponsor ●

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

Make the conference Wi-Fi password one that people will remember—your company name! Signage throughout the venue will promote Wi-Fi access to attendees and guarantee your company maximum exposure.

Benefits include:

- Company name used as conference Wi-Fi password
- Company logo on Wi-Fi signage throughout the venue
- Complimentary exhibit booth space in the Innovation Lounge
- Two (2) complimentary conference registrations
- 25% discount on additional conference registrations
- Company logo on print and digital conference materials
- Company logo on conference website with hyperlink to your website
- Conference registration and attendee lists (pre-event and post-event)

## Attendee Lanyard Sponsor | ~~1 Opportunity Available~~ | \$5,000

Feature your company's logo on conference lanyards for high visibility to all attendees throughout the event!

**SOLD OUT**

Benefits include:

- Company branding on conference attendee lanyards (sponsor to provide artwork)
- Complimentary exhibit booth space in the Innovation Lounge
- Two (2) complimentary conference registrations
- 25% discount on additional conference registrations
- Company logo on print and digital conference materials
- Company logo on event signage
- Company logo on conference website with hyperlink to your website
- Conference registration and attendee lists (pre-event and post-event)

Charging Station Sponsor ●

Welcome Reception Sponsor ●

Networking Reception Sponsor ●

**Conference Wi-Fi Sponsor ●**

**Attendee Lanyard Sponsor ●**

Hotel Key Card Sponsor ●

Coffee Station Sponsor ●

Donut Experience Sponsor ●

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

Showcase your company by branding the hotel room key card—the first thing attendees receive upon check-in at The Ritz-Carlton, Tysons Corner for BI2026!

Benefits include:

- Company branding on hotel room key cards for conference attendees (sponsor to provide artwork)
- Complimentary exhibit booth space in the Innovation Lounge
- Two (2) complimentary conference registrations
- 25% discount on additional conference registrations
- Company logo on print and digital conference materials
- Company logo on event signage

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

As the Coffee Station Sponsor, you will sponsor the coffee breaks throughout the event that help attendees energized, engaged, and ready to innovate. Your brand will be front and center where conversations spark and connections brew.

Benefits include:

- Company logo on Coffee Station signage
- Two (2) complimentary conference registrations
- 25% discount on additional conference registrations
- Company logo on print and digital conference materials
- Company logo on conference website with hyperlink to your website
- Conference registration and attendee lists (pre-event and post-event)

Charging Station Sponsor ●

Welcome Reception Sponsor ●

Networking Reception Sponsor ●

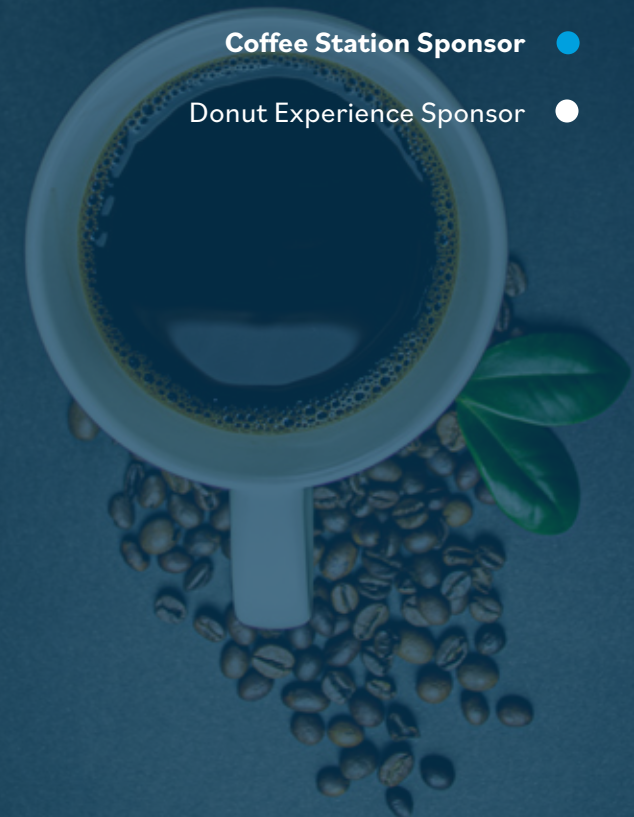
Conference Wi-Fi Sponsor ●

Attendee Lanyard Sponsor ●

**Hotel Key Card Sponsor ●**

**Coffee Station Sponsor ●**

Donut Experience Sponsor ●



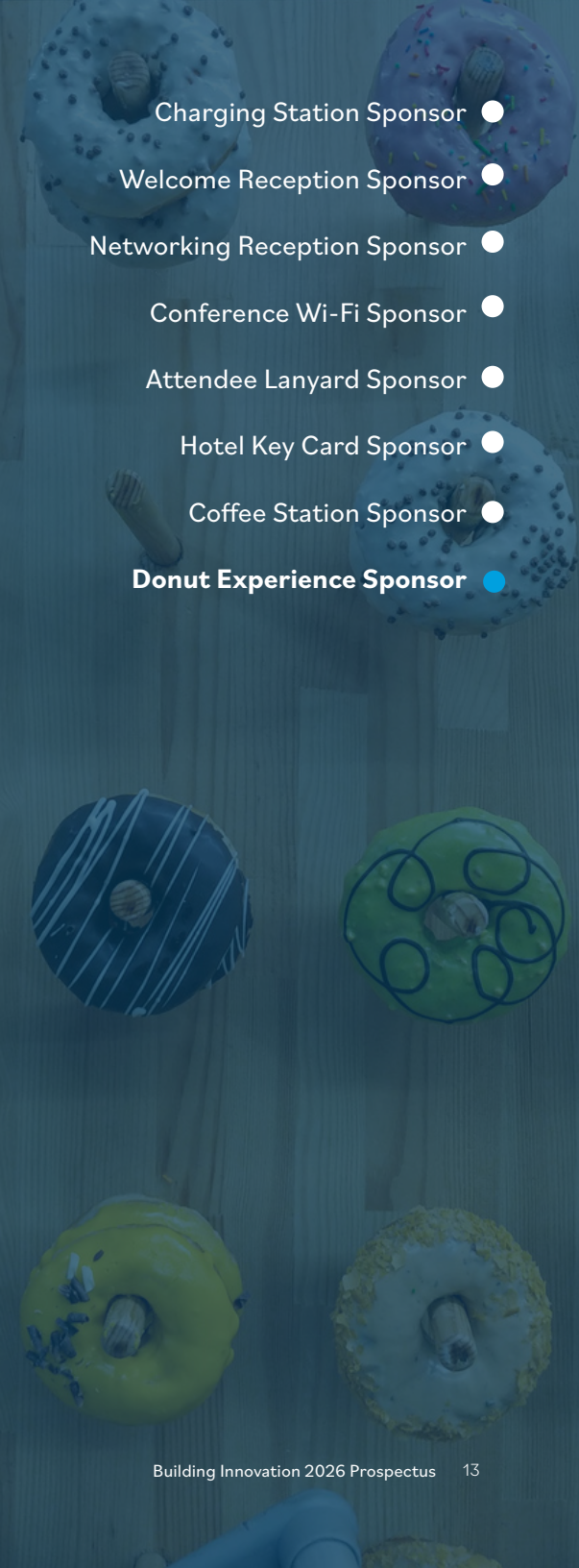
## ~~Donut Experience Sponsor~~ | 1 Opportunity Available | \$2,000

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 crowd-pleaser and a popular photo spot—putting your company at the center of attendee engagement, social sharing, and positive event energy.

Benefits include:

- Company logo on Donut Experience signage
- Two (2) complimentary conference registrations
- 25% discount on additional conference registrations
- Company logo on print and digital conference materials
- Company logo on conference website with hyperlink to your website
- Conference registration and attendee lists (pre-event and post-event)

**SOLD OUT**





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# Exhibitor Opportunities

Building Innovation 2026

## Conference Exhibitor | ~~15~~ Opportunities Available | \$3,000 6 Opportunities Available

Reserve an exhibit booth in the Innovation Lounge—where conference networking events will be held, as well as home to the charging stations, coffee stations, and the donut wall. As an exhibitor, you will have the opportunity to showcase your company’s products, services, and innovations in a central gathering place for attendees throughout the conference.

Benefits include:

- One (1) exhibit booth space with a 6’ x 30” draped table and two chairs
- Company logo on Innovation Lounge signage and signage throughout the venue
- Two (2) complimentary conference registrations
- 25% discount on additional conference registrations
- Company logo on print and digital conference materials
- Company logo on conference website with hyperlink to your website
- Conference registration and attendee lists (pre-event and post-event)

## U.S. Federal Agency Conference Exhibitor | Limited Availability | Provided on First Come Basis

Federal Government Agencies are invited to participate as a conference exhibitor at no cost to highlight public programs, resources, and initiatives.

Benefits include:

- One (1) exhibit booth space with a 6’ x 30” draped table and two chairs
- Agency logo on Innovation Lounge signage and signage throughout the venue
- Four (4) complimentary conference registrations
- Agency logo on print and digital conference materials
- Agency logo on conference website with hyperlink to website



## Advancing the Built Environment as a System of Systems & Innovations in Offsite Construction

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:

**Cheryl Foley**

**Director of Marketing and Communications**

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