

2025 Master Sponsorship, Partnership, & Advertising Prospectus



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2025 NIBS Sponsorship & Advertising Prospectus

Welcome

The National Institute of Building Sciences brings together representatives from a variety of places – government, the building professions, industry, labor and consumer interests, and regulatory agencies. This unique collaboration allows us to identify and resolve problems that stand in the way of safe, affordable, resilient, and sustainable structures in the built environment.

Sponsorship, advertising, and exhibiting opportunities with NIBS provide unparalleled access to engineers, architects, contractors, building codes and standards professionals, state, local and federal government professionals, educators, manufacturers, and more.

Our team is happy to discuss ways you can brand your organization's products and services at one, more, or all of our opportunities listed in the 2025 Sponsorship & Advertising Guide.

We look forward to starting this conversation with you. Thank you for your interest in sponsorship and advertising with the National Institute of Building Sciences.

Sincerely,
George K. Guszczka
President and CEO
NIBS



Our Story

Whether in your home, office, or out in your community, the walls that surround you must be safe, structurally sound and sustainable.

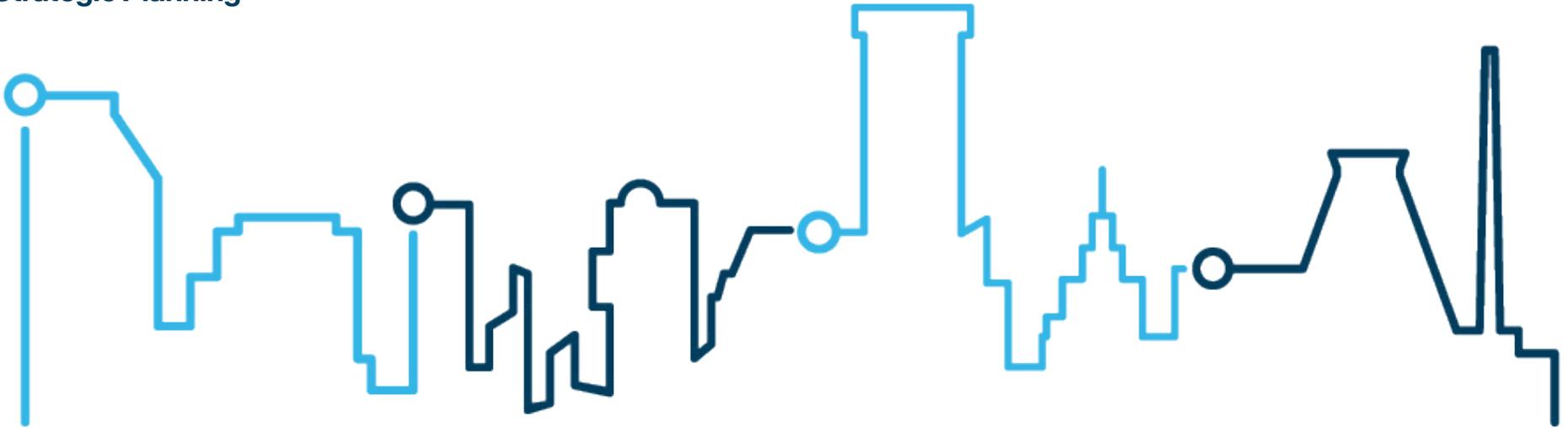
It's our job to make that happen.

The National Institute of Building Sciences is an independent 501(c)(3) non-profit, non-governmental organization that supports advances in building science and technology. We were established by the U.S. Congress in the Housing and Community Development Act of 1974, Public Law 93-383. Congress recognized the need for an organization to serve as an interface between government and the private sector – one that serves as a resource to those who plan, design, procure, construct, use, operate, maintain, renovate, and retire physical facilities.

We bring together experts from throughout the building industry, design, architecture, construction, and government. We lead conversations to ensure our buildings and communities remain safe, and we work to seek consensus solutions to mutual problems of concern.

A balanced blend of public and private financing supports NIBS' mission. Private sector contributions, membership dues, events, and publication sales are augmented with contracts and grants from federal and state agencies. These funds support programs that have brought together the nation's finest expertise to identify and resolve issues affecting the building process.

Strategic Planning



Climate Adaptation, Mitigation & Resiliency

The goal of climate adaptation, mitigation, and resilience requires advancing climate solutions and their adoption in the built environment. Building alliances with public and private sector organizations to develop and deploy innovative solutions is critical to this mission. NIBS also must drive interdisciplinary and interorganizational collaboration resulting in the development of policies, codes, and standards and share knowledge to advance resilient and sustainable communities.

Transformational Building Sciences & Technologies

NIBS aims to promote convergent research and transformational technologies. Strategies to this goal involve nurturing and promoting creativity and innovation to advance technology. NIBS also aims to remove barriers to accelerate technology acceptance and adoption and advance innovative technology awareness and implementation.

Industry Development & Diversification

NIBS encourages collaboration across the public and private sectors to increase diversity, equity, and inclusion within the workforce and communities. Strategies to this goal include expanding the industry's understanding of how building science, built environment and social equity are related and championing diverse, equitable, and inclusive communities. It's also important to advance initiatives to enhance the recruitment and development of the building industry workforce.

Visibility & Recognition

NIBS is a trusted authority and resource in the built environment. The organization aims to amplify its congressionally-authorized purpose as the nationally recognized authoritative voice. Strategies include increasing NIBS' brand visibility and stakeholder engagement among government and the private sector as well as attracting new stakeholders and business partners.

Opportunities Overview

Sponsorships:

- NIBS Leadership Sponsorship
- Building Innovation Webinar Series
- Digital Technology Council Sponsorships
- National BIM Program Founding Partnership Program
- Building Innovation 2025 Annual Conference
- Building Innovation Podcast

Advertising and Virtual Opportunities:

- Customized webinar hosting opportunities
- NIBS Quarterly Connection e-Newsletter
- nibs.org banner advertising

Sponsorships

2025 NIBS Sponsorship & Advertising Prospectus

NIBS Leadership Sponsorship

This year-long sponsorship of the National Institute of Building Sciences Board of Directors allows exclusive access to the leaders of the industry who come from all areas of the built environment.

Not only will you exclusively network with the Board members at the various Board meetings throughout your sponsorship period, you will come to the table to discuss issues and solutions and speak about how your organization's products and services can benefit the industry, new initiatives, and more.

[Link to Sponsorship Prospectus](#)

NIBS Leadership Sponsorship ●

Building Innovation Webinar Series ●

Digital Technology Council Sponsorships ●

National BIM Program Founding
Partnership Opportunities ●

Building Innovation 2025 ●

Building Innovation Podcast ●

Building Innovation Webinar Series

Each year, the National Institute of Building Sciences hosts the Building Innovation conference, reaching hundreds of building professionals from across the country. As part of our mission to continue education from the conference, NIBS launched this webinar series to allow built environment professionals the opportunity to virtually learn from subject matter experts on a variety of topics.

Our experts will cover what our Building Innovation attendees have come to expect: groundbreaking strategies, tools and trends, solutions to issues in the building industry, and workforce solutions.

[Link to Sponsorship Prospectus](#)

NIBS Leadership Sponsorship ●

Building Innovation Webinar Series ●

Digital Technology Council Sponsorships ●

National BIM Program Founding
Partnership Opportunities ●

Building Innovation 2025 ●

Building Innovation Podcast ●

Digital Technology Council Sponsorships

The Digital Technology Council is an alliance of all those willing to contribute their time and talent toward improving the entire facilities industry. We want information to flow from authoritative sources to end users at every phase of the project. To accomplish this, we need support from individuals, companies, agencies, sponsors, and donors.

The National Institute of Building Sciences provides the infrastructure for us to develop the overarching standards needed to reach across the industry as no other organization can. To develop specific aspects of the transformation and pull together those pieces requires effort and resources: We know what needs to be done, but we need your help as council sponsors so we can all be successful. We have launched the National BIM Standard-United States, Version 4 so your sponsorship will be crucial in contributing to the efforts these key influencers will be working on throughout the year.

[Link to Sponsorship Prospectus](#)

NIBS Leadership Sponsorship ●

Building Innovation Webinar Series ●

Digital Technology Council Sponsorships ●

National BIM Program Founding
Partnership Opportunities ●

Building Innovation 2025 ●

Building Innovation Podcast ●

National BIM Program Founding Partnership Opportunities

NIBS initiated the U.S. National BIM Program (NBP or Program) to bring together industry stakeholders to achieve critical digital transformation throughout the entire lifecycle of designing, constructing, and operating the built environment.

The NBP concept has evolved through conversations and collaborations with leading organizations and communities, involving both the public and private sectors, spanning a diverse cross section of asset/project types.

In 2025, the NBP will continue building the foundation and finalize the Program's five-year plan with the steering committee that includes key influencers in the building information management world. This is your corporation's opportunity to help form an owner community and expand partner relationships. You will be instrumental in contributing to the National BIM Standard-United States, Version 4 and help develop the educational strategy among all sectors of the built environment while simultaneously bringing key results to the public and private sectors in all markets.

Become a Founding Partner and receive guaranteed recognition, benefits, and access throughout the five-year National BIM Program Roadmap.

[Link to Sponsorship Prospectus](#)

NIBS Leadership Sponsorship ●

Building Innovation Webinar Series ●

Digital Technology Council Sponsorships ●

**National BIM Program Founding
Partnership Opportunities ●**

Building Innovation 2025 ●

Building Innovation Podcast ●

Building Innovation 2025

Building Innovation, the National Institute of Building Sciences' premier annual event, focuses on advances and solutions to the common issues faced in the built environment.

Building Innovation 2025 will bring together executives and top decision-makers in government, the professions, industry, labor, and the private sector. This is the place to showcase your company's innovative products, services, and solutions to an audience seeking the latest trends in technology, sustainability and resilience to be used in buildings and communities throughout the world.

If there is something you are looking for that you do not see available, NIBS is happy to work with you to provide you a customized sponsorship experience that is right for you and your organization. We look forward to seeing you at BI2025!

[Link to Sponsorship Prospectus](#)

- NIBS Leadership Sponsorship ●
- Building Innovation Webinar Series ●
- Digital Technology Council Sponsorships ●
- National BIM Program Founding Partnership Opportunities ●
- Building Innovation 2025** ●
- Building Innovation Podcast ●

Building Innovation Podcast

The Building Innovation Podcast is the official podcast of the National Institute of Building Sciences, hosted by the Executive Director of the National BIM Program, Johnny Fortune, where he connects with fellow subject matter experts to support advances in building science and technology. Building Innovation: The Podcast is available on [YouTube](#) and includes both video and audio. Audio-only versions of the podcast are broadcast across multiple podcast services including: Apple Podcasts, Spotify, Amazon Music, iHeart Radio, Podcast Index, and many more. The podcast episodes typically range from 30-40 minutes and are presented in interview or discussion format (ex: panel or single guest).

In this podcast, we:

- Educate the building industry on the latest challenges and emerging solutions
- Hear unique experiences and perspectives from experts in the built environment
- Share new insights from NIBS' various contributors
- Explore research-based innovative solutions for the built environment
- Advance growth within the built environment community

[Link to Sponsorship Prospectus](#)

- NIBS Leadership Sponsorship
- Building Innovation Webinar Series
- Digital Technology Council Sponsorships
- National BIM Program Founding Partnership Opportunities
- Building Innovation 2025
- **Building Innovation Podcast**

Advertising and Virtual Opportunities

2025 NIBS Sponsorship & Advertising Prospectus

Customized Educational Webinars

This is your organization's opportunity to show the NIBS audience your areas of industry expertise with thoughtfully curated educational webinars. NIBS will provide the platform, marketing, and exposure for your company's content and your organization will select the speaker(s), topic, and educational content.

These webinars range anywhere from 60–90 minutes in length, will be promoted via email to our database of over 60,000 recipients, listed on our events page on nibs.org, and the recording will live on nibs.org for an entire calendar year from when it is hosted.

Benefits also include:

- NIBS to promote webinar on events calendar on the nibs.org/events website
- Logo and company description on webinar landing page promoting webinar on nibs.org/events
- Company to provide topics, content, speakers, and slides for webinar
- Branded PowerPoint slides for webinar with Company logo and description
- "Thank you to our Sponsor" introduction of webinar given by NIBS staff member followed by Company introduction of chosen speakers
- Company logo on all promotional emails sent to promote webinar registration
- Logo on follow-up email sent to registered attendees to download and view webinar recording
- Webinar recording hosted on nibs.org/events for one full calendar year post-webinar
- Pre- and post-webinar attendee registration list with full contact information, including emails and phone numbers

\$5,000/Webinar

Customized Educational Webinars ●

NIBS Quarterly Connection
e-Newsletter ●

nibs.org Web Banner Advertising ●

NIBS Quarterly Connection e-Newsletter

NIBS' quarterly membership e-newsletter is received and read by 6,000+ NIBS members and subscribers and is focused on key quarterly topics covering all areas of the built environment. Starting in January, the e-newsletter is sent out featuring big industry stories, key events NIBS is either hosting or attending, a snapshot of NIBS in the media, and more. Don't miss your chance to include your half- or full-page ad in the Quarterly Connection with a 43% open rate and 19% click-through rate, which is significantly higher than the industry average:

Half Page Ad Size:

8.5" W x 5" H

\$1,000/issue

or **all four issues/year = \$2,000**

Full Page Ad Size:

8.5" W x 11" H

\$2,000/issue

or **all four issues/year = \$6,000**



Customized Educational Webinars ●

NIBS Quarterly Connection e-Newsletter ●

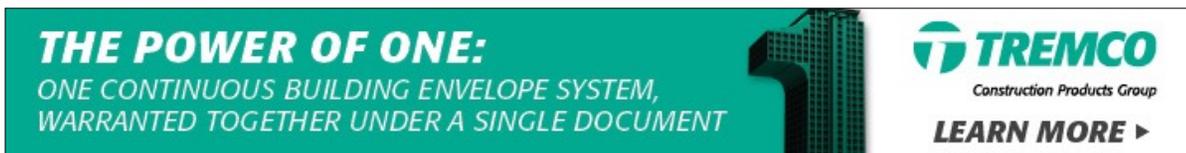
nibs.org Web Banner Advertising ●

nibs.org Web Banner Advertising

Monthly rotating banner ad on nibs.org:

- 728 x 90 pixels
- Banner advertising on nibs.org home page and Member Benefits page
- Align your brand with NIBS content and build credibility across all sectors within the built environment and potential customers

Pricing: CPM Net Rates, (Cost per thousand impressions) \$1.00 CPM



NIBS Web Highlights



Site Users
1,923,024



Document
Downloads
1,256,731



Site Page
Views
5,851,650



Enrolled
Continuing
Education
21,857

Sites include: nibs.org wbdg.org buildinginnovation.org nationalbimstandard.org
nationalcadstandard.org

Customized Educational Webinars ●

NIBS Quarterly Connection
e-Newsletter ●

nibs.org Web Banner Advertising ●

NIBS Leadership Sponsorship Prospectus



NIBS Leadership Sponsorship

Description

This year-long sponsorship of the National Institute of Building Sciences Board of Directors allows exclusive access to the leaders of the industry who come from all areas of the built environment. Not only will you exclusively network with Board members, which includes six Presidential appointees, at meetings and events throughout the year, you will come to the table to discuss various issues, speak about how your company's products and services can benefit the industry, new initiatives, and more.

One Opportunity Available | \$50,000



NIBS Leadership Sponsorship

Annual Benefits

- Opportunity to speak at Board meetings, held three times per year
- 3 - 5 minutes of speaking time at the beginning of each Board meeting
- Company logo on Board meeting PowerPoint presentation
- Opportunity for two company employees to attend the Board dinners during the Board meetings and all additional networking events
- Company logo, hyperlink and description on nibs.org highlighting your company as the NIBS 2025 Leadership Sponsor
- Rotating Banner ad on the nibs.org home page and member benefits page
- Unlimited Organizational Membership of NIBS, granting unlimited access to NIBS membership benefits for all of your company employees throughout the year (\$5,000 value)
- Opportunity to host two educational webinars throughout sponsorship period, presented by a speaker(s) and topic(s) of your choosing, hosted on the NIBS platform and produced and promoted by NIBS to our entire database and via social media channels

Building Innovation Conference Benefits

- Sponsorship of the Board breakfast at the BI Conference includes introductory kick off (2 minutes) and signage on tables throughout breakfast
- Full page ad in the Conference program guide inside front cover. Specs = 8.5" x 11"
- Prime exhibit space in Conference Innovation Lounge
- Eight complimentary Conference registrations
- 50% discount on additional Conference registrations
- Opportunity to sponsor an education session and provide a speaker, moderator or introduction of the session, pending NIBS approval
- Company logo on session signage and PowerPoint
- Opportunity to attend all Conference networking events
- Logo in all pre-event marketing promotion with hyperlink to your company website
- One dedicated email blast highlighting your company's sponsorship of the Conference
- Logo on Conference signage in premier location
- Podium acknowledgment through the Conference
- Pre- and post-Conference attendee mailing list
- Company logo, hyperlink, and description on the Building Innovation annual conference website as the NIBS 2025 Leadership Sponsor

Webinar Series Sponsorship Opportunities



Building Innovation: Webinar Series Sponsorship Opportunities

Each year, the National Institute of Building Sciences hosts the Building Innovation conference, reaching hundreds of building professionals from across the country. As part of our mission to continue education from the conference, NIBS launched this webinar series to allow built environment professionals the opportunity to virtually learn from subject matter experts on a variety of topics.

Our experts will cover what our Building Innovation attendees have come to expect: groundbreaking strategies, tools and trends, solutions to issues in the building industry, and workforce solutions.



Sponsored webinars are available at NIBS' discretion and sponsors will receive the following benefits:

- Opportunity to introduce the panelists for your sponsored webinar
- Opportunity to provide a panelist for your sponsored webinar, if areas of expertise align and pending approval by NIBS staff
- Logo on all promotional emails sent to promote webinar registration (~80,000+ recipients)
- Logo on webinar landing page, description, and post-webinar recording page on nibs.org
- Logo on follow-up email that is sent to all registered attendees of the webinar (~500-1,000+ attendees)
- Webinar attendee email and mailing list for one-time promotional use
- One complimentary annual individual membership with NIBS

\$5,000 Per Webinar



Digital Technology
Council

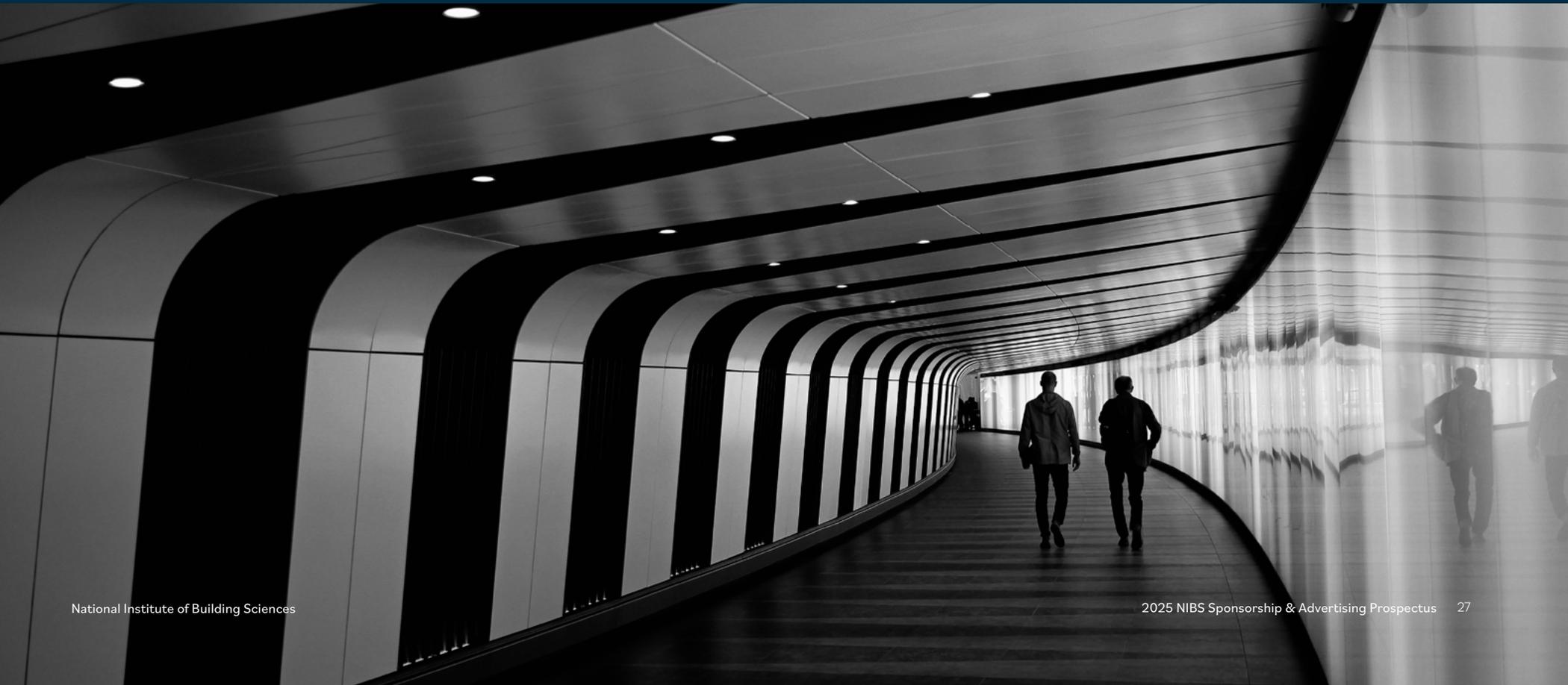
Digital Technology Council Sponsorships

About the Digital Technology Council

Mission: To advance digital transformation for the built environment through the delivery of consensus-based industry standards, research, and thought leadership focusing on value-driven outcomes.

Vision: To convene industry to develop consensus and empower transformative digital technology strategies across stakeholders that drive improved project delivery and operational processes.

Scope: The NIBS Digital Technology Council is responsible for coordinating various aspects of digital technology in the realm of the built environment. This includes but expands beyond the traditional focus of the prior BIM Council to encompass all activities at NIBS that involve the application of digital technology within the focus of the built environment. The Digital Technology Council assumes all responsibilities of the prior BIM Council to include the National BIM Program, National BIM Standard, Digital Twin Integration Subcommittee, and National CAD Standard.



Why Sponsor the Digital Technology Council

The Digital Technology Council is an alliance of those willing to contribute their time and talent toward improving the entire facilities industry. We want information to flow from authoritative sources to end-users at every phase of the project. To accomplish this, we need support from individuals, companies, agencies, sponsors, and donors.

The National Institute of Building Sciences provides the infrastructure to develop the overarching standards needed to reach across the industry as no other organization can. To develop specific aspects of the transformation and pull together all of those pieces requires effort and resources. We know what needs to be done. We need your help to contribute to the council.

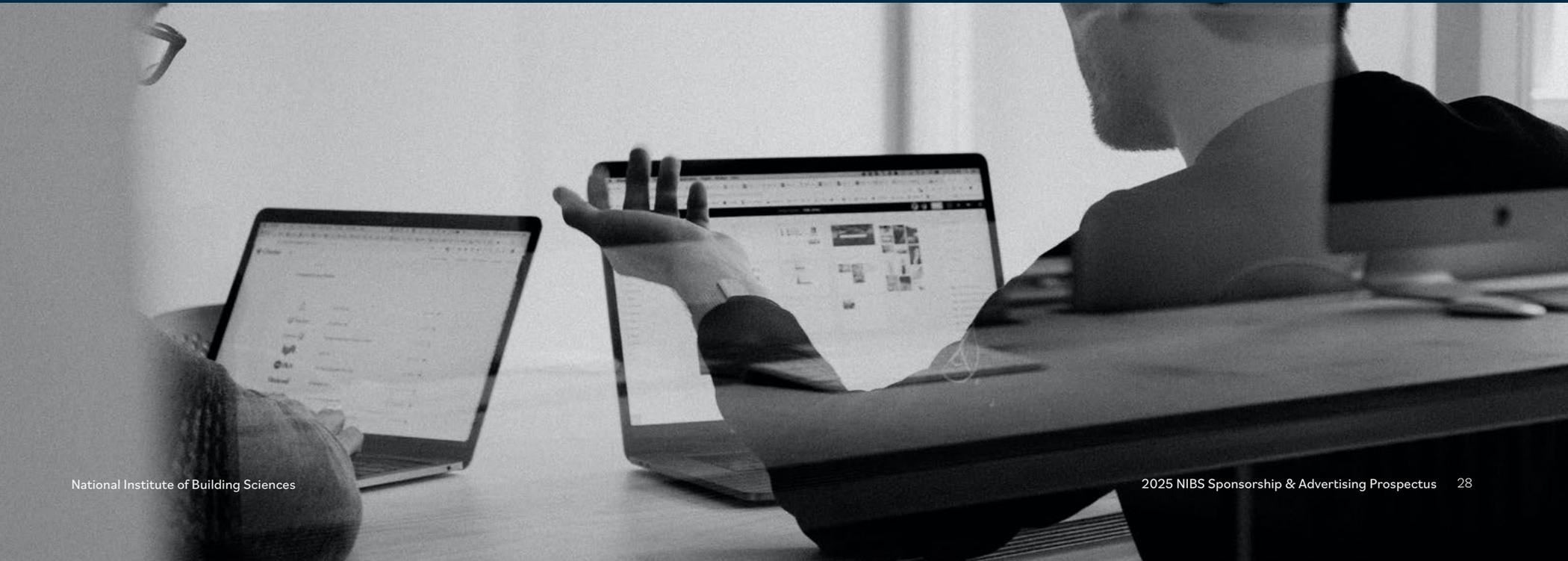
Add your company, agency, or individual name to the list of industry leaders today by joining the council, donating to it, or increasing your level of support.

Sarah Swango

Vice President, Corporate & Foundation Relations

202.289.7800 x127

sswango@nibs.org





Sponsor Opportunities

The Digital Technology Council offers industry-wide, public and private leadership and support for the development, standardization and integration of building information modeling technologies to support the full automation of the lifecycle of buildings. The council develops, publishes, and maintains the consensus-based National Building Information Management Standard - United States (NBIMS-US)[™] and, in association with the American Institute of Architects (AIA) and Construction Specification Institute (CSI), the United States National CAD Standard (NCS).

Council Organizational Sponsor

Benefits include:

- The opportunity to designate up to ten (10) company employees to become Digital Technology Council members
- NIBS Unlimited Organizational Membership for unlimited access for your company to participate as NIBS members, (valued at \$5,000)
- One (1) vote as a Stakeholder Representative
- Two (2) Building Innovation conference registrations included
- Opportunity to select a specific workshop to sponsor (valued at \$10,000)
- Opportunity to select an option for Building Innovation sponsorship (\$5,000)
- Opportunity for one (1) individual membership (annually) to all reciprocating MOU organizations
- Opportunity to participate in the NIBS Digital Technology Council and sponsor the efforts to develop national standards and other data standards
- Opportunity for the designated members to contribute resources and educational tools to the National Building Information Management Standard - United States (NBIMS-US)TM
- Company logo and hyperlink listed as an Organizational level sponsor on the Digital Technology Council webpage
- Company logo and description listed on the sponsor page of the NBIMS-USTM version you have contributed to as an Organizational level sponsor
- Company logo and description listed on the Digital Technology Council sponsor page in the NIBS Annual Report given to the President of the United States, as an Organizational level sponsor
- Five (5) full Conference registrations to attend all education and networking events at the Building Innovation Conference
- One (1) dedicated episode on the Building Innovation Podcast with up to two guests total. Topic and content will be determined in collaboration with NIBS

Investment: \$30,000

Council Organizational Sponsor ●

Silver Sponsor ●

Workshop, Event, and Engagement Sponsor ●

Council Supporter Sponsor ●

Silver Sponsor

Benefits include:

- The opportunity to designate up to five (5) company employees to become Digital Technology Council members
- A NIBS Unlimited Organizational Membership for all company employees to receive NIBS Membership benefits, (valued at \$5,000)
- Opportunity to participate in the NIBS Digital Technology Council and sponsor the efforts to develop national standards and other data standards
- Opportunity for designated members to contribute resources and educational tools to the National Building Information Management Standard - United States (NBIMS-US)[™]
- Company logo and hyperlink listed as a Silver sponsor on the Digital Technology Council webpage
- Company logo listed on the sponsor page of the NBIMS-US[™] version you have contributed to, as a Silver level sponsor
- Company logo and description listed on the Digital Technology Council sponsor page in the NIBS Annual Report given to the President of the United States, as a Silver level sponsor
- Three (3) one-day Conference registration to attend the Digital Technology Council annual meeting at the Building Innovation conference

Investment: \$20,000

Council Organizational Sponsor ●

Silver Sponsor ●

Workshop, Event, and Engagement Sponsor ●

Council Supporter Sponsor ●

Workshop, Event, and Engagement Sponsor

Benefits include:

- Three (3) individual NIBS memberships (valued at \$225 each)
- One (1) vote as a Stakeholder Representative
- Opportunity to select a specific workshop to sponsor, and help shape content creation, provide speakers, moderators, etc. pending NIBS Staff approval
- Workshop/event attendee registration list
- Recognition as Workshop/Event sponsor on signage throughout venue and all marketing and promotional collateral leading up to and post event
- 100% of donation goes to Council Operations for Workshop/Engagement execution and participation from industry leadership

Investment: \$10,000

Council Organizational Sponsor ●

Silver Sponsor ●

Workshop, Event, and Engagement Sponsor ●

Council Supporter Sponsor ●

Council Supporter Sponsor

Benefits include:

- One (1) individual NIBS membership (valued at \$225)
- One (1) vote as a Stakeholder Representative
- Company logo and hyperlink listed as Council Supporter Sponsor on the DTC web page
- Company logo listed as a Council Supporter Sponsor on the NIBS Annual Report given to the President of the United States

Investment: \$2,500

Council Organizational Sponsor ●

Silver Sponsor ●

Workshop, Event, and Engagement Sponsor ●

Council Supporter Sponsor ●

Sponsorship Level Comparison Chart

Unrestricted General Funding Levels	L1	L2	L3
Commitment	Workshop, Event, and Engagement Sponsor	Silver Sponsor	Council Organizational Sponsor
Amount	10K	20K	30K
Duration	1yr	1yr	1yr
Minimum suggested representatives involved. Voting is limited to one vote per organization.	3	5	10
Benefits	Workshop, Event, and Engagement Sponsor	Silver Sponsor	Council Organizational Sponsor
NIBS Unlimited Organizational Membership (valued at \$5,000) - unlimited access for your company to participate as NIBS members across all councils and workgroups. Voting is limited to one vote per organization.	Organizational 5 Representatives \$1000 value	Unlimited Organizational Unlimited Reps \$5000 value	Unlimited Organizational Unlimited Reps \$5000 value
Regular meetings with Council Leadership to determine the direction of the council and provide input on council activities.	--	Quarterly	Monthly
Exclusive Sponsor networking event with Key industry leaders at NIBS Annual Building Innovation Conference	--	Yes	Yes
Exclusive, Annual Strategy Meeting with Key industry leaders at NIBS Headquarters	--	--	Yes
Building Innovation Conference Registrations included	1	3	5
(1) Building Innovation Conference expo hall booth	10% Discount	40% Discount	Complimentary
(1) DTC Workshop/Event Premier sponsorship	10% Discount	40% Discount	Complimentary
Opportunity to select a specific workshop to sponsor, and help shape content creation, provide speakers, moderators, etc. pending NIBS Staff approval. Includes Recognition as workshop/event sponsor on signage throughout venue and all marketing and promotional collateral leading up to and post event. Includes workshop/event attendee registration list.	No	Yes	Yes
Opportunity to sponsor additional workshops, events, webinars, and podcasts.	Available	Prioritized Availability	Guaranteed Availability
Stakeholder Representative to the DTC to prioritize industry needs as council activities. Voting is limited to one vote per organization.	1	3	5
Recognition on council website as sponsor - Organizational logo and hyperlink to company website. Recognized per the selected sponsorship level.	Workshop/Event	Silver	Organizational
Recognition in the NIBS Annual Report to the President of the United States as sponsor - Organizational logo. Recognized per the selected sponsorship level.	Workshop/Event	Silver	Organizational
Recognition in the Digital Technology Council products (National BIM Standard and Industry Reports and Papers as sponsor - organizational logo). Recognized per the selected sponsorship level.	Workshop/Event	Silver	Organizational
Recognition in council industry presentations, meetings, and workshops (except where prohibited) - Organizational logo. Recognized per the selected sponsorship level.	Workshop/Event	Silver	Organizational
Opportunity to help develop National BIM Standards, CAD Standards, and other data standards. Recognized per the selected sponsorship level.	Workshop/Event	Silver	Organizational
Exclusive Sponsor Networking Event with key industry leaders at NIBS Annual Building Innovation Conference	--	Yes	Yes
Exclusive Annual Strategy Meeting with key industry leaders at NIBS Headquarters	--	--	Yes

U.S. National BIM Program Founding Partnership Program

U.S. National BIM Program Founding Partnership Prospectus

The National Institute of Building Sciences initiated the U.S. National BIM Program (NBP) to bring industry stakeholders together to achieve critical digital transformation throughout the entire lifecycle of designing, constructing, and operating the built environment.

The Program's concept has evolved through collaborations with leading organizations and communities, involving both the public and private sectors, spanning a diverse cross section of asset/project types.

In 2025, the Program will build the foundation for accelerating digital transformation and finalize the five-year plan with the Steering Committee, which includes key influencers within the U.S. built asset industry. This is your corporation's opportunity to help convene an innovative community of stakeholders and expand your partner relationships. You will be instrumental in advancing the adoption of next-generation standards, such as the National BIM Standard - United States Version 4. Your involvement also will help develop the educational strategy among all sectors of the built environment while simultaneously bringing key results to the public and private sectors.

Become a Founding Partner in 2025 and receive guaranteed recognition, benefits, and access throughout the five-year National BIM Program Roadmap. 2025 Founding Partners also receive a complimentary NIBS Digital Technology Council Platinum Sponsorship and NIBS Unlimited Organizational Membership.



Digital Technology Council Platinum Sponsorship Benefits (\$50,000 value)

- Opportunity to designate up to fifteen (15) individuals to participate on the NIBS Digital Technology Council
- Opportunity for designated members to contribute resources and educational tools to the U.S. National BIM Standard
- Company logo and hyperlink listed as a Platinum level sponsor on the Digital Technology Council webpage
- Company logo and description listed on the sponsor page of the U.S. National BIM Standard version you have contributed to as a Platinum level sponsor
- Company logo and description listed on the Digital Technology Council sponsor page in the NIBS Annual Report to the President of the United States, as a Platinum level sponsor
- Opportunity to participate in Digital Technology Council efforts to develop national BIM standards
- Opportunity to sponsor Digital Technology Council events



NIBS Unlimited Organizational Membership (\$5,000 value)

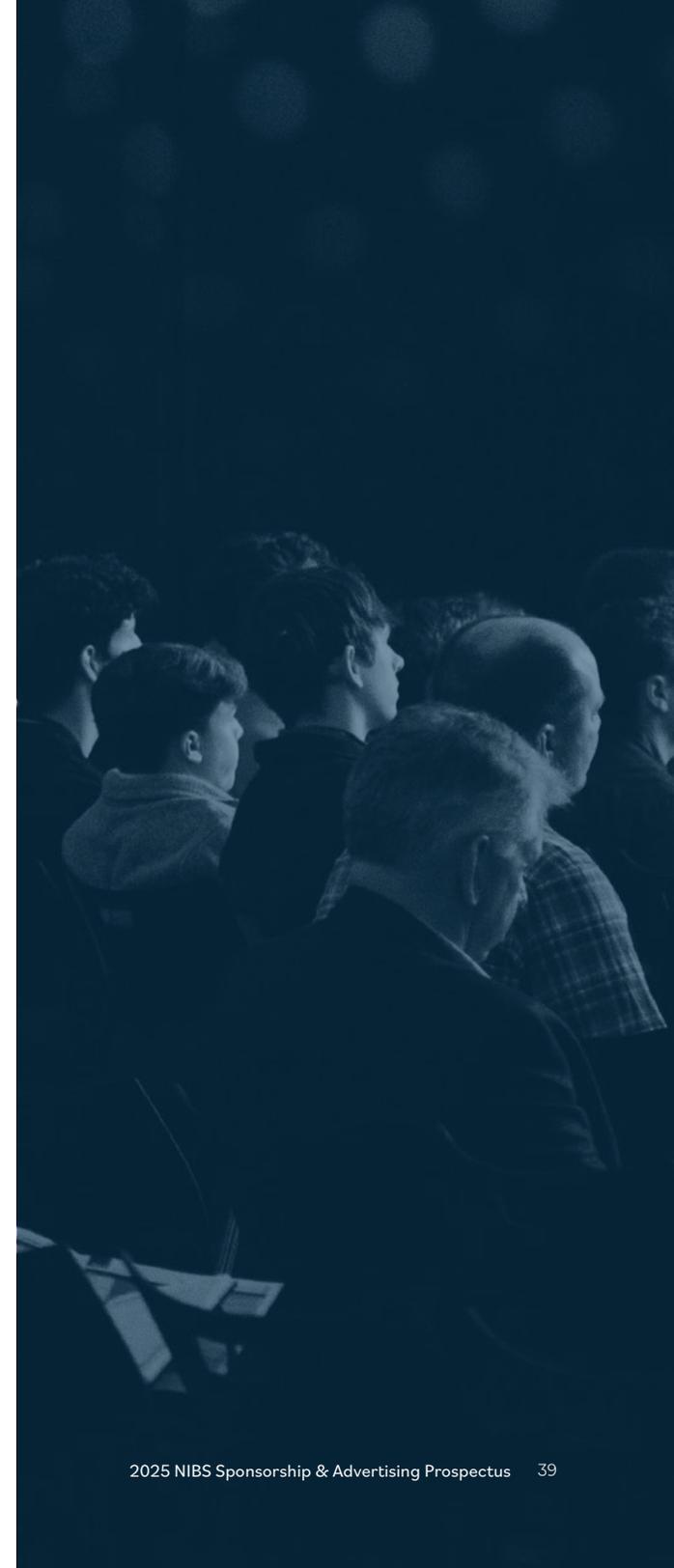
- NIBS Unlimited Organizational Level Member allowing unlimited access and membership designations for you and your colleagues to participate in NIBS communities

Innovator Founding Partner Benefits

- Opportunity for multi-year payment structure to be paid over the course of the five-year partnership
- Innovator Founding Partner designation and recognition for the duration of the partnership
- Prominent recognition on the U.S. National BIM Program website as the Innovator Founding Level Partner with direct hyperlink to your company website and description of your organization
- Recognition as Innovator Founding Partner on all publications, documents, and white papers produced by the U.S. National BIM Program
- Recognition on all U.S. National BIM Program event signage as Innovator Founding Partner (estimated 2 events annually)
- Recognition as Innovator Founding Partner on U.S. National BIM Program virtual roundtables (estimated 2 roundtables annually)
- Opportunity to speak, co-present, or contribute content at U.S. National BIM Program events
- Innovator Founding Partner recognition and logo placement in boilerplate template language about the U.S. National BIM Program distributed to corporations, lawmakers, and executive branches of the United States
- Highest Level Program partner, early adopter, thought partnership, leadership opportunities and most prominent visibility
- One (1) guaranteed seat on each of the six (6) NBP workstreams
- Opportunity to provide leadership role recommendations for workstreams
- Primary sponsorship of NBP events as the Innovator Founding Partner
- Guaranteed opportunity for one (1) representative to participate on the NBP Steering Committee
- Invitation to monthly NBP progress status update meetings

Annual Marketing, Recognition, and Promotion

- Logo, hyperlink, and company description on the Digital Technology Council webpage as Innovator Founding Partner
- Logo and description on National BIM Standard - United States version supported
- Logo and description as Innovator Founding Partner in NIBS Annual Report to the President of the United States and executive branches

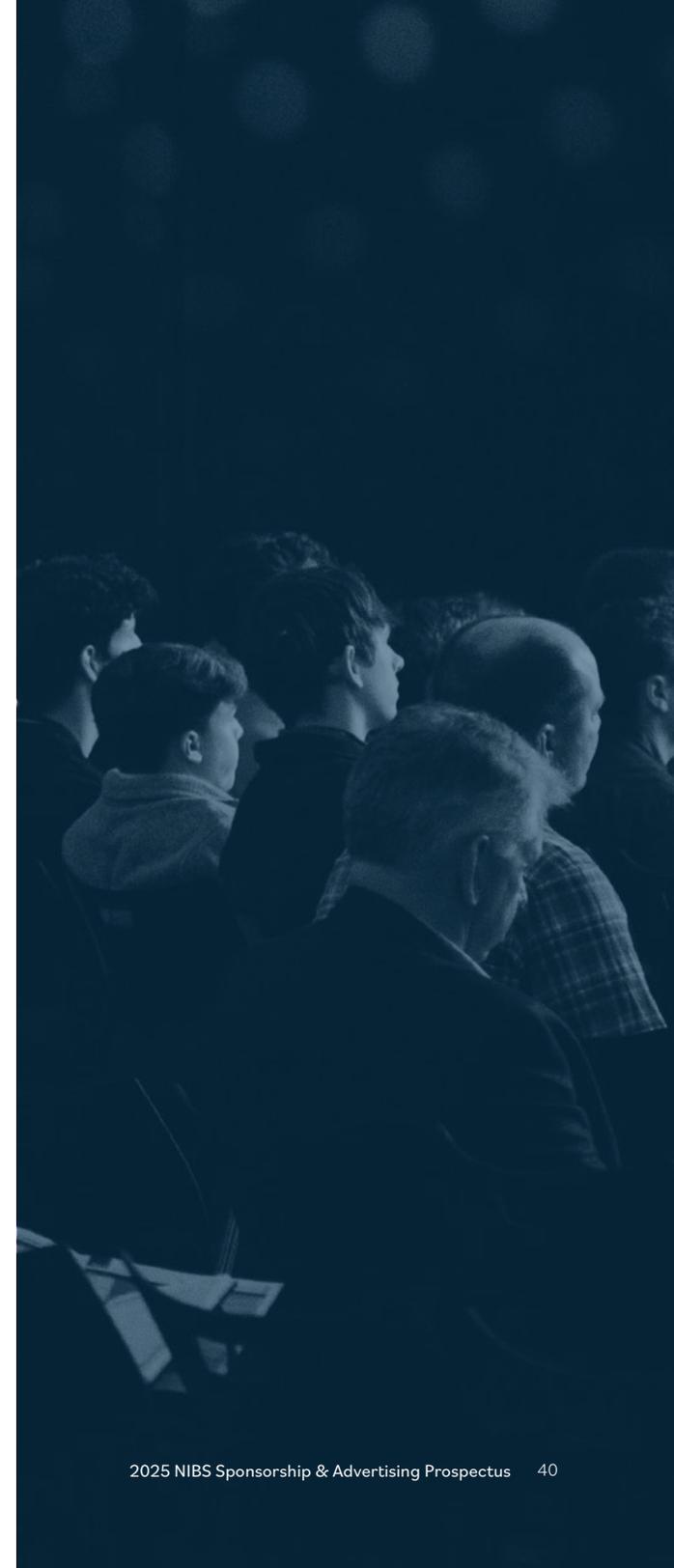


- Logo, hyperlink, and company description as Innovator Founding Partner on U.S. National BIM Program webpage
- Recognition as U.S. National BIM Program Innovator Founding Partner at any exhibit booth purchased by the U.S. National BIM Program at various trade shows, expos, and events

NIBS Building Innovation Conference Benefits

- Fifteen (15) full complimentary conference registrations to the Building Innovation Conference, the premier event where NIBS brings together a unique set of individuals who impact the built environment – government agencies, contractors, the private sector, architects, scientists, and more, to improve the built environment
- Guaranteed exhibit booth space at the NIBS Building Innovation Conference
- Sponsorship of the dedicated NBP educational breakout session at the Building Innovation Conference with opportunity to speak, moderate, or introduce session speakers
- Logo branded on PowerPoint and room signage at the NBP education session

Value: \$500,000, with opportunity to pay over the course of the five-year founding partnership period



Influencer Founding Partner Benefits

- Opportunity for multi-year payment structure to be paid over the course of the five-year partnership
- Influencer Founding Partner designation and recognition for the duration of the partnership
- Prominent recognition on the U.S. National BIM Program website as Influencer Founding Level Partner with direct hyperlink to your company website and description of your organization
- Recognition as Influencer Founding Partner on all publications, documents, and white papers produced by the U.S. National BIM Program
- Recognition on U.S. National BIM Program Event signage as Influencer Founding Partner (estimated 2 events annually)
- Recognition as Influencer Founding Partner on U.S. National BIM Program virtual roundtables (estimated 2 roundtables annually)
- Opportunity to speak, co-present, or contribute content at U.S. National BIM Program events
- Influencer Founding Partner Recognition and logo placement in boilerplate template language about the U.S. National BIM Program distributed to corporations, lawmakers, and executive branches of the United States
- High level program partner, thought partnership, leadership opportunities, and most prominent visibility
- One (1) guaranteed seat on three (3) of the six (6) NBP workstreams
- Opportunity to sponsor all NBP event programming
- Opportunity to provide one (1) representative on the NBP Steering Committee
- Invitation to quarterly NBP progress status update meetings
- Opportunity to co-present or contribute content at industry speaking opportunities on the NBP

Annual Marketing, Recognition and Promotion

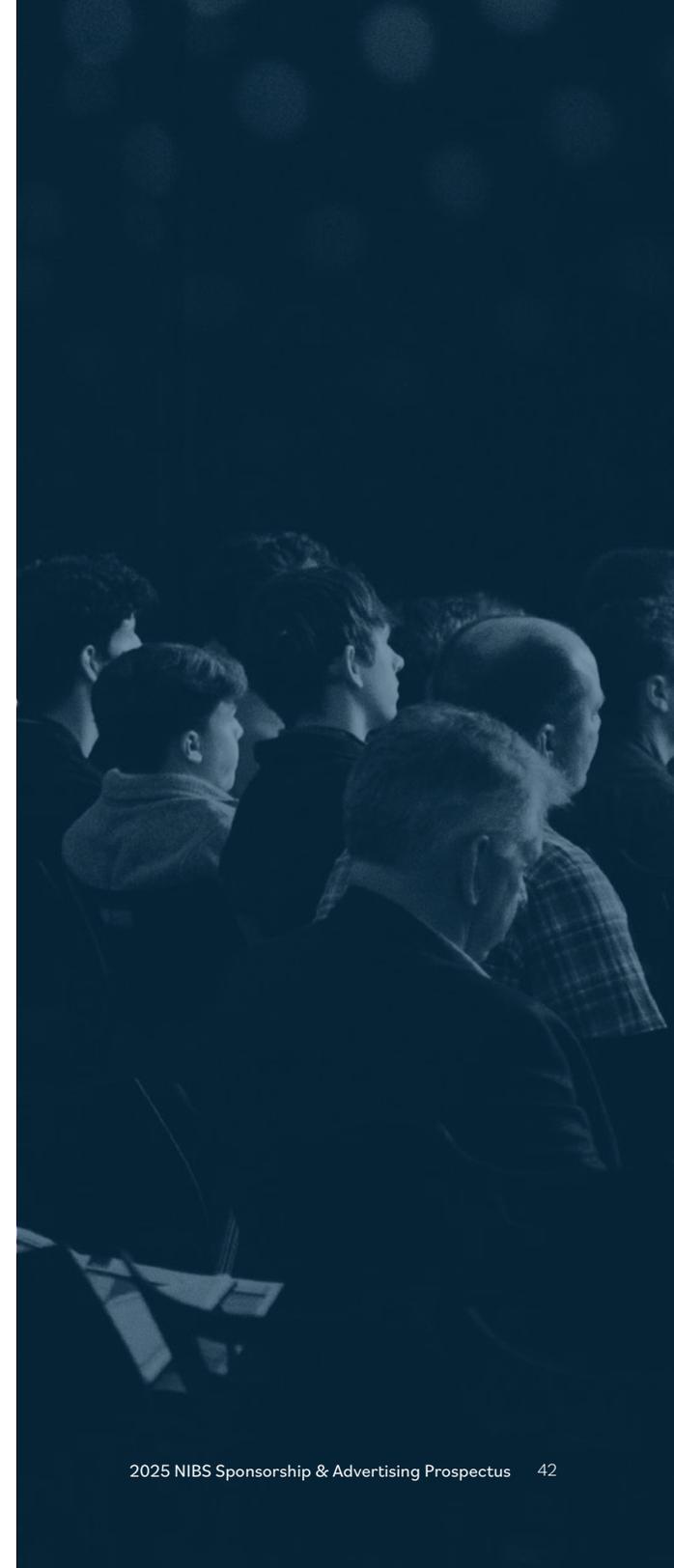
- Logo, hyperlink, and company description on the Digital Technology Council webpage as Influencer Founding Partner
- Logo and description on National BIM Standard - United States version supported
- Logo and description as Influencer Founding Partner in NIBS Annual Report to the President of the United States and executive branches

- Logo, hyperlink, and company description as Influencer Founding Partner on the U.S. National BIM Program webpage
- Recognition as U.S. National BIM Program Influencer Founding Partner at any exhibit booth purchased by the U.S. National BIM Program for various trade shows, expos, and events

NIBS Building Innovation Conference Benefits

- Ten (10) full complimentary conference registrations to the Building Innovation Conference, the premier event where NIBS brings together a unique set of individuals who impact the built environment – government agencies, contractors, the private sector, architects, scientists, and more, to improve the built environment
- Guaranteed exhibit booth space at the NIBS Building Innovation Conference
- Sponsorship of the dedicated NBP educational breakout session at the Building Innovation Conference with opportunity to speak, moderate, or introduce session speakers

Value: \$250,000, with opportunity to pay over the course of the five-year founding partnership period

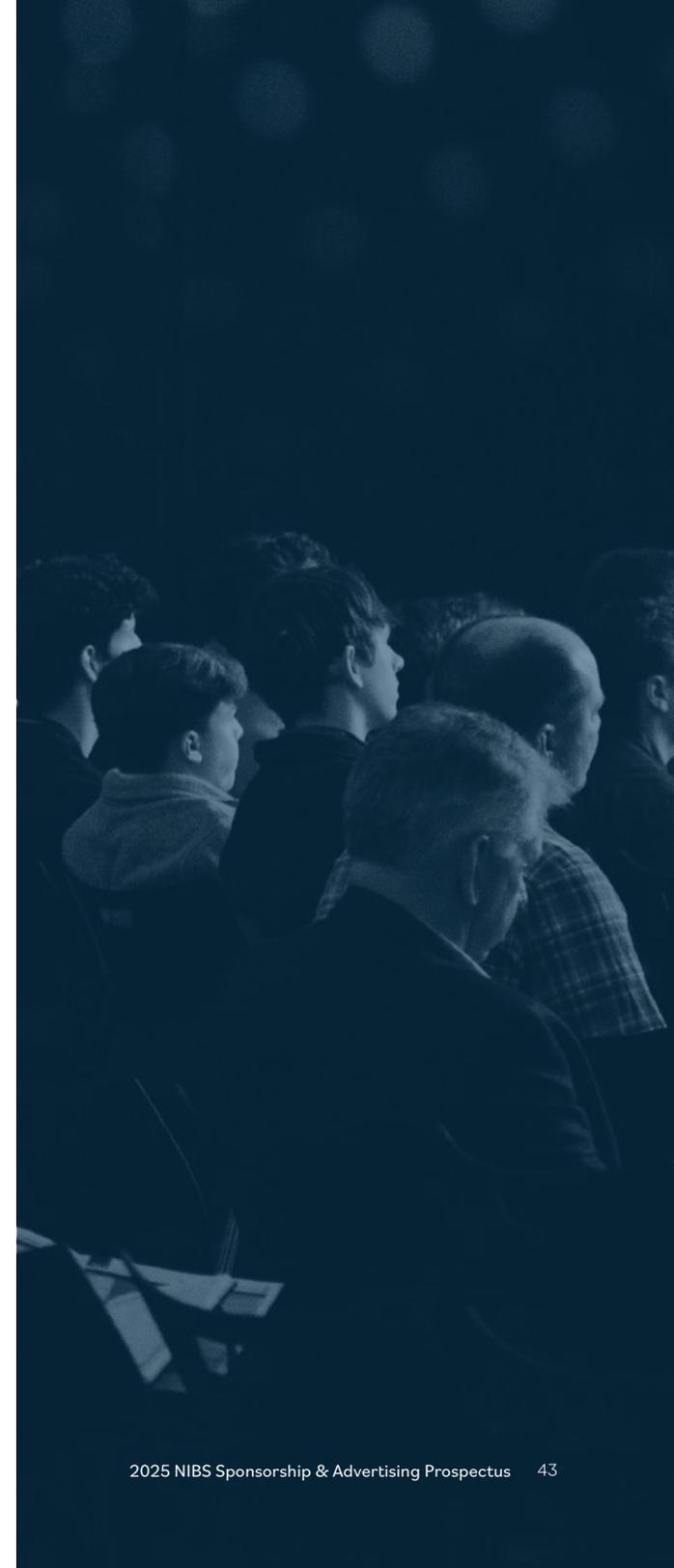


Sustainer Founding Partner Benefits

- Opportunity for multi-year payment structure to be paid over the course of the five-year partnership
- Sustainer Founding Partner designation and recognition for the duration of the partnership
- Prominent recognition on the U.S. National BIM Program website as Sustainer Founding Level Partner with direct hyperlink to your company website and description of your organization
- Recognition as Sustainer Founding Partner on all publications, documents, and white papers produced by the U.S. National BIM Program
- Recognition on U.S. National BIM Program Event signage as Sustainer Founding Partner (estimated 2 events annually)
- Recognition as Sustainer Founding Partner on U.S. National BIM Program virtual roundtables (estimated 2 roundtables annually)
- Opportunity to speak, co-present, or contribute content at U.S. National BIM Program events
- Sustainer Founding Partner recognition and logo placement in boilerplate template language about the U.S. National BIM Program distributed to corporations, lawmakers, and executive branches of the United States
- Moderate level program partner, thought partnership, leadership opportunities, and high visibility
- One (1) guaranteed seat on one (1) of the six (6) NBP workstreams with opportunity to drive and direct content
- Opportunity to sponsor all NBP event programming
- Invitation to quarterly NBP progress status update meetings

Annual Marketing, Recognition, and Promotion

- Logo, hyperlink, and company description on the Digital Technology Council webpage as Sustainer Founding Partner
- Logo and description on the U.S. National BIM Standard version - United States supported
- Logo and description as Sustainer Founding Partner in the NIBS Annual Report to the President of the United States and executive branches
- Logo, hyperlink, and company description as Sustainer Founding Partner on the U.S. National BIM Program webpage
- Recognition as National BIM Program Sustainer Founding Partner at any exhibit booth

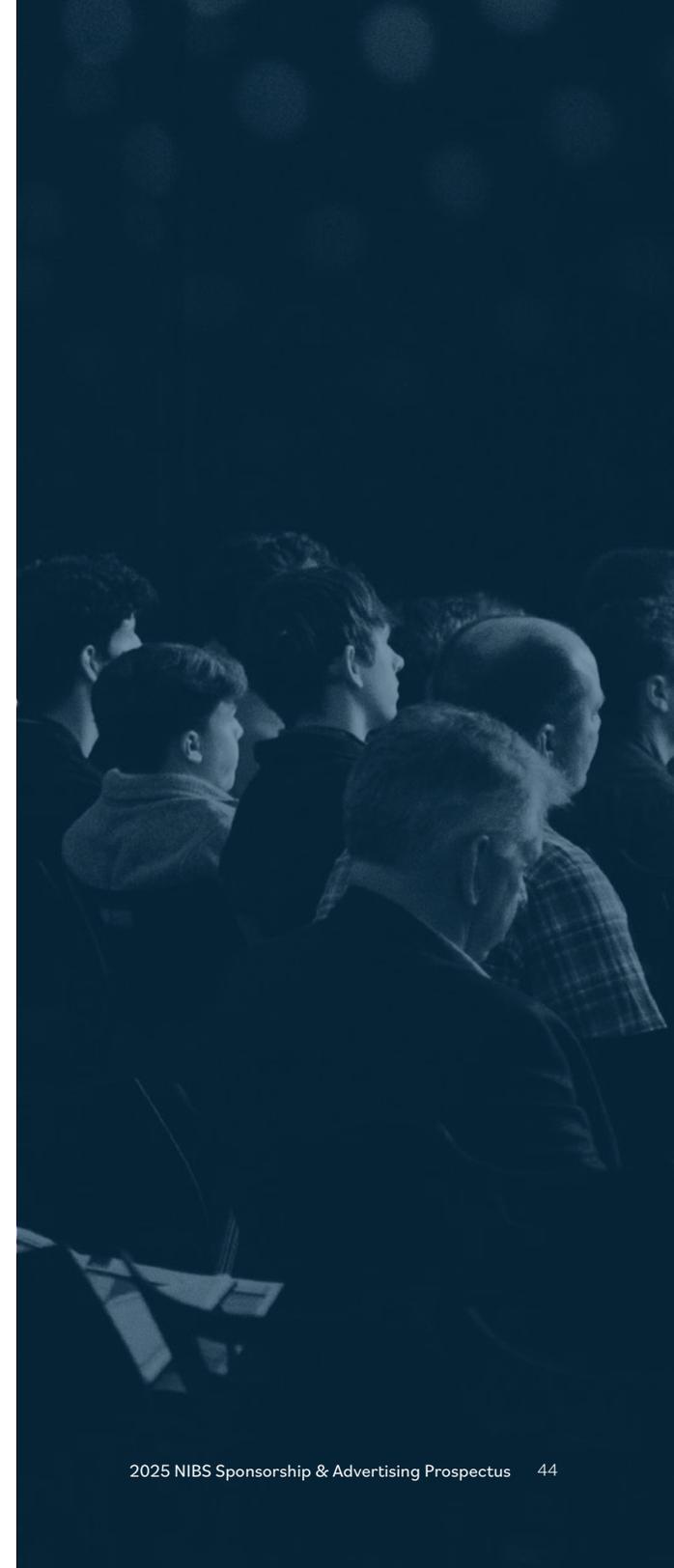


purchased by the U.S. National BIM Program for various trade shows, expos, and events

NIBS Building Innovation Conference Benefits

- Five (5) full complimentary conference registrations to the Building Innovation Conference, the premier event where NIBS brings together a unique set of individuals who impact the built environment – government agencies, contractors, the private sector, architects, scientists, and more, to improve the built environment
- Guaranteed exhibit booth space at the NIBS Building Innovation Conference

Value: \$100,000, with opportunity to pay over the course of the five-year founding partnership period



Adopter Founding Partner Benefits

- Adopter Founding Partner designation and recognition for the duration of the five-year partnership
- Prominent Recognition on the U.S. National BIM Program website as Adopter Founding Level Partner with direct hyperlink to your company website and description of your organization
- Recognition as Adopter Founding Partner on all publications, documents, and white papers produced by the U.S. National BIM Program
- Recognition on U.S. National BIM Program Event signage as Adopter Founding Partner (estimated 2 events annually)
- Recognition as Adopter Founding Partner on U.S. National BIM Program virtual roundtables (estimated 2 roundtables annually)
- Opportunity to speak, co-present, or contribute content at U.S. National BIM Program events
- Adopter Founding Partner recognition and logo placement in boilerplate template language about the U.S. National BIM Program distributed to corporations, lawmakers, and executive branches of the United States
- NBP partner and content contributor with high visibility
- Opportunity to participate in program workstreams
- Opportunity to sponsor all NBP event programming
- Invitation to twice annual NBP progress status update meetings (Spring and Fall)

Annual Marketing, Recognition, and Promotion

- Logo, hyperlink, and company description on the Digital Technology Council webpage as Adopter Founding Partner
- Logo and description on the National BIM Standard - United States version supported
- Logo and description as Adopter Founding Partner on NIBS' Annual Report given to the President of the United States and executive branches
- Logo, hyperlink, and company description as Adopter Founding Partner on National BIM Program webpage
- Recognition as National BIM Program Adopter Founding Partner at any exhibit booth purchased by the National BIM Program at various trade shows, expos, and events

NIBS' Building Innovation Conference Benefits

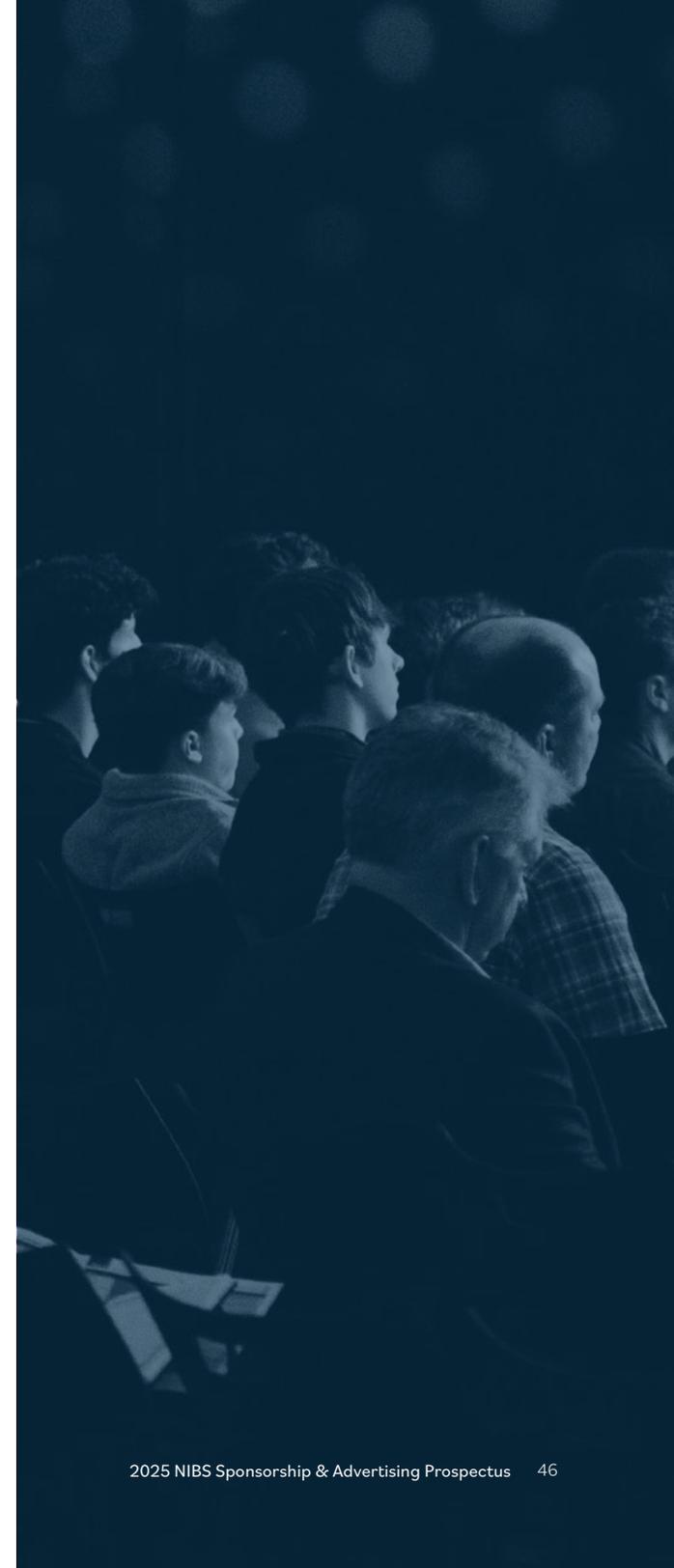
- Two (2) full complimentary conference registrations to the NIBS Building Innovation

Conference, the premier event where NIBS brings together a unique set of individuals who impact the built environment – government agencies, contractors, the private sector, architects, scientists, and more, to improve the built environment.

- Guaranteed exhibit booth space at the Building Innovation Conference

Value: \$50,000/year

To learn more or to discuss in greater detail, please contact NIBS' Vice President, Corporate & Foundation Relations, Sarah Swango at (202) 289-7800 x 127 or sswango@nibs.org



U.S. National BIM Program Founding Partnerships

	Description	Innovator	Influencer	Sustainer	Adopter
Founding Partnership Levels & Benefits:	Opportunity for multi-year payment structure to be paid over the course of the five-year partnership	√	√	√	-
	Respective Founding Partner designation and recognition for the duration of the five-year partnership	Innovator	Influencer	Sustainer	Adopter
	Recognition on the National BIM Program website as Founding Level Partner with the respective level designation. Includes a direct hyperlink to your company website and description of your organization	Innovator	Influencer	Sustainer	Adopter
	Recognition with the respective Founding Partner designation on all publications, documents and white papers produced by the National BIM Program	Innovator	Influencer	Sustainer	Adopter
	Recognition with the respective Founding Partner designation on ALL National BIM Program Event signage, (estimated 2 events annually)	Innovator	Influencer	Sustainer	Adopter
	Recognition with the respective Founding Partner designation on National BIM Program Virtual Roundtables, (estimated 2 roundtables annually)	Innovator	Influencer	Sustainer	Adopter
	Opportunity to speak, co-present or contribute content at National BIM Program events	√	√	√	√
	Recognition with the respective Founding Partner designation and logo placement in boilerplate template language about the National BIM Program distributed to corporations, law-makers and executive branches of the United States	Innovator	Influencer	Sustainer	Adopter
	Organizational prominence, visibility, and opportunity per the respective program partner level.	Highest/Most Prominent Visibility	High/Prominent Visibility	Moderate/High Visibility	Basic Visibility
	Guaranteed seats on NBP Workstream with opportunity to drive direct content on NBP workstreams	6	3	1	Opportunity
	Opportunity to provide leadership role recommendations for workstreams	√	-	-	-
	Sponsorship reservation or opportunity of NBP events as the Platinum Founding Partner	Reserved Primary	Opportunity	Opportunity	Opportunity
	Guaranteed opportunity for representation on the NBP Steering Committee	1	1	-	-
	Invitation to NBP progress status update meetings	Monthly	Quarterly	Quarterly	Bi-annually
	Opportunity to co-present or contribute content at industry speaking opportunities on the NBP	√	√		
Annual Marketing and Promotion	Logo, hyperlink & company description on the BIM Council webpage as Founding Partner at the respective level	Innovator	Influencer	Sustainer	Adopter
	Logo and description on National BIM Standard version supported	Innovator	Influencer	Sustainer	Adopter
	Logo and description as Founding Partner at the respective level on NIBS' Annual Report given to the President of the United States and Executive Branches	Innovator	Influencer	Sustainer	Adopter
	Logo, hyperlink & company description as Founding Partner at the respective level on National BIM Program web page	Innovator	Influencer	Sustainer	Adopter
	Recognition as National BIM Program Founding Partner at the respective level at any exhibit booth purchased by the National BIM Program at various trade shows, expos and events	Innovator	Influencer	Sustainer	Adopter
NIBS Building Innovation Conference Benefits	Full complimentary conference registrations to NIBS' Annual Building Innovation Conference, the premier event where NIBS brings together a unique set of individuals who impact the built environment – government agencies, contractors, the private sector, architects, scientists, and more, to improve the built environment.	15	10	5	2
	Guaranteed exhibit booth space at the Building Innovation Conference	√	√	√	√
	Sponsorship of the dedicated NBP educational breakout session at the Building Innovation Conference with opportunity to speak, moderate or introduce session speakers	√	√		
	Logo branded on power point and room signage at the NBP education session	√			
Value		\$500K	\$250K	\$100K	\$50K



Building Innovation 2025

Conference & Expo Sponsorship Prospectus

Why Sponsor BI2025?

Building Innovation, the National Institute of Building Sciences' annual conference, focuses on advances and solutions to common issues faced in the built environment.

NIBS has served the building community for 50 years - exploring solutions, products, and services that make our environment safer, stronger, and more sustainable. If your business goals for 2025 include raising your brand's visibility to our core group of industry experts and decision-makers, we invite you to join us at Building Innovation.

This is the place to showcase your company's innovative products and services to an audience seeking the latest trends in technology, sustainability and resilience, to be used in buildings and communities throughout the world.

Please review the opportunities laid out in this Sponsorship Prospectus and, if there is something you are looking for that you do not see, the National Institute of Building Sciences personally will craft an experience that is right for your company's products and services.

Sarah Swango

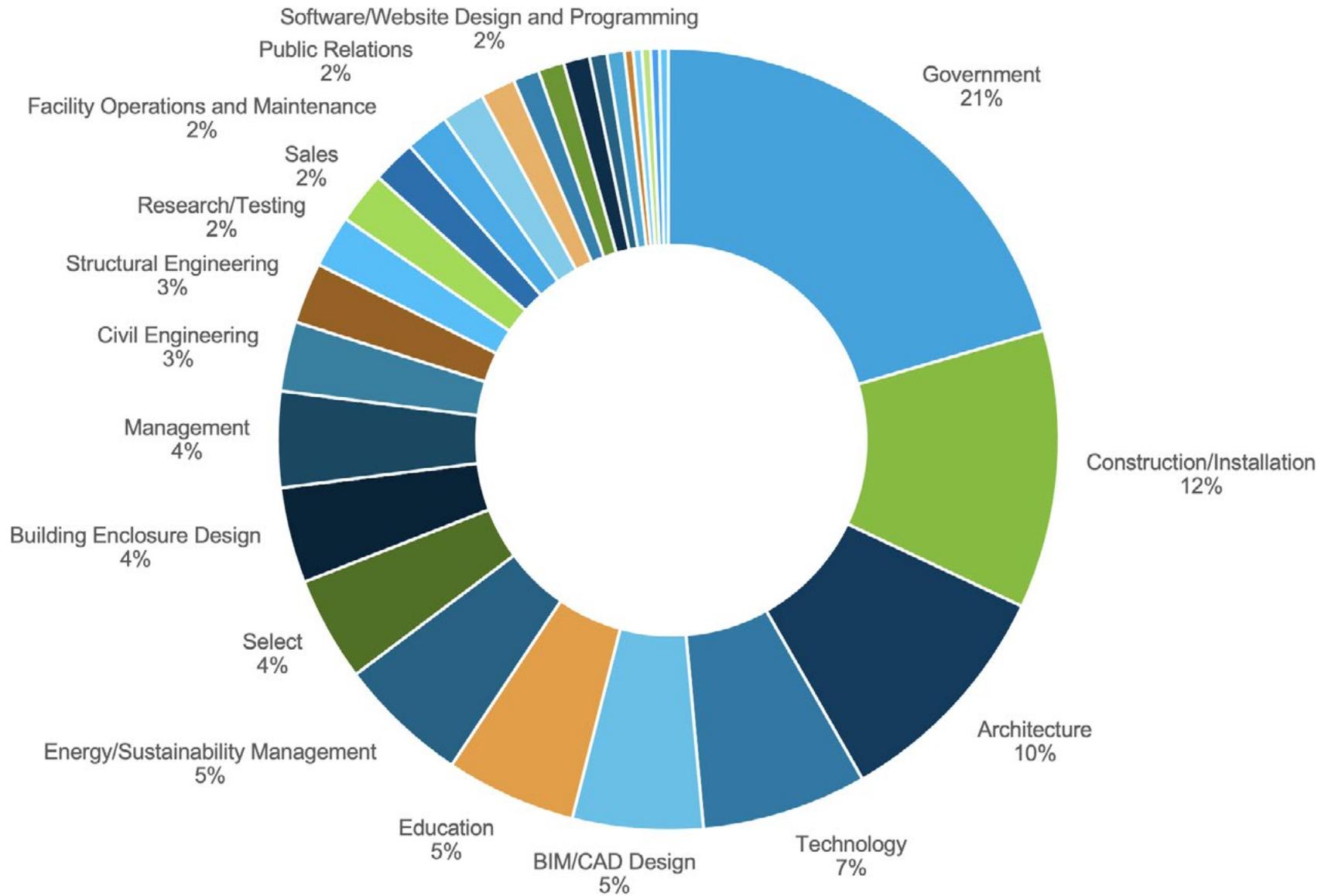
Vice President, Corporate & Foundation Relations

202.289.7800 x127

sswango@nibs.org



Attendee Snapshot | Primary Business of Attendees

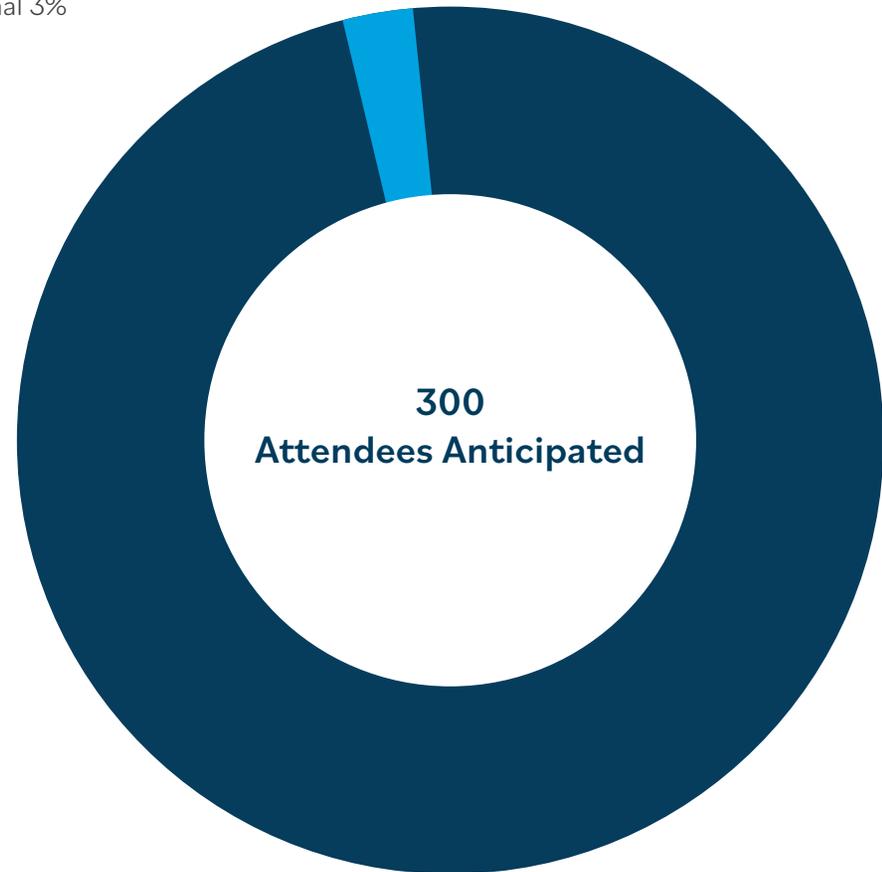


Attendee Snapshot | Primary Job Function

- Acoustical Design
- Analysis/Advising
- Architecture
- BIM/CAD Design
- Building Enclosure Design
- Civil Engineering
- Code Enforcement
- Commissioning
- Construction/Installation
- Energy/Sustainability Management
- Facility Operations and Maintenance
- Fire Protection Engineering
- Information Systems/Network Administration
- Interior Design
- Management
- Mechanical Engineering
- Planning
- Plumbing Engineering
- Public Relations/Communications
- Research/Testing
- Sales
- Security/Risk Assessment
- Software/Website Design and Programming
- Specification/Guidelines Writer/Other
- Structural Engineering
- Technical Writer

United States 97%

International 3%



Sponsor Opportunities

Building Innovation 2025

Presenting Sponsor

Brand your company as the Presenting Sponsor of the National Institute of Building Sciences' Annual Conference and Expo, at the Ritz-Carlton in Tysons Corner. Help shape a compelling program designed to engage all disciplines in advancing innovation in building science and technology and co-brand yourself as the Presenting Sponsor on all correspondence, communication, and onsite at the BI2025 registration counter.

Benefits include:

- Premier recognition as “Presenting Sponsor” on all print and electronic materials, including the Conference save-the-date, invitation, all electronic promotion, and onsite Conference program guide
- Prime exhibit space in the Exhibit Lounge
- Eight complimentary Conference registrations
- 50% discount on additional Conference registrations
- Sponsorship of kick-off opening keynote breakfast and opportunity to help shape the discussion (content to be mutually agreed upon)
- Opportunity to speak for 3 - 5 minutes or provide video at opening breakfast before introducing the speaker
- Logo on opening breakfast signage and PowerPoint
- Opportunity to provide seat drop at opening general session breakfast
- Premier recognition as “Presenting Sponsor” at Conference welcome reception and opportunity to provide remarks
- Premier placement and reserved VIP tables at all general sessions and Conference events
- Opportunity to host exclusive hospitality suite for meetings with attendees
- Premier logo placement as Presenting Sponsor on all Conference signage, including registration signage, Conference gobo, and education sessions
- Two dedicated email blasts highlighting your company as the Presenting 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 Sponsoring company

1 Opportunity Available | \$50,000

Presenting Sponsor ●

Platinum Sponsor ●

Gold Sponsor ●

Platinum Sponsor

Year-long exposure and recognition to the NIBS Board of Directors, members, representatives of government, the professions, industry, labor, and consumers on the Conference webpage with direct hyperlink to your company website.

Benefits include:

- Opportunity to exclusively sponsor one of the Conference educational tracks, including Leaders, Practitioners, and Technologists (select one; available on a first-come, first-served basis)
- Prime exhibit space in the Exhibit Lounge
- Four complimentary Conference registrations
- 50% discount on additional Conference registrations
- Company logo on signage and PowerPoint, if applicable
- Opportunity to speak for 3 - 5 minutes or provide video at one of the Conference keynote sessions
- Opportunity to attend all Conference networking events
- Logo in all pre-event marketing promotion with hyperlink to your company website
- Logo on Conference signage in premier location
- Podium acknowledgment through the Conference
- Pre- and post-Conference attendee mailing list
- Social media promotion throughout the Conference
- Logo and recognition on all print and electronic materials, including the Conference save-the-date, invitation, all electronic promotion, and program

4 Opportunities Available | \$25,000

Presenting Sponsor ●

Platinum Sponsor ●

Gold Sponsor ●

Gold Sponsor

Brand your company at all Conference social and networking opportunities.

Benefits include:

- Logo on break signage and opportunity to distribute gift item and/or marketing collateral
- Year-long exposure and recognition to the NIBS Board of Directors, members, representatives of government, the professions, industry, labor, and consumers on the Conference webpage with direct hyperlink to your company website
- Logo and recognition on all print and electronic materials, including the Conference save-the-date, invitation, all electronic promotion, and program
- Three complimentary Conference registrations
- 50% discount on additional Conference registrations
- Opportunity to attend all Conference networking events
- Social media promotion throughout the Conference

1 Opportunity Available | \$20,000

Presenting Sponsor ●

Platinum Sponsor ●

Gold Sponsor ●

Exhibitor Opportunities

Building Innovation 2025

Exhibiting Sponsor

Reserve your table top exhibit space in the Exhibit Lounge, where all networking events will take place. It will be a central gathering place for attendees throughout the Conference's three days. 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 and provide a networking location in the Exhibit Lounge
- Year-long exposure and recognition to the NIBS Board of Directors, members, representatives of government, the professions, industry, labor, and consumers on the Conference webpage with direct hyperlink to your company website
- Logo on Exhibit Lounge signage
- Logo and booth location listing in Conference program with company description and contact information
- Logo in pre-Conference promotion and post-Conference follow up
- Opportunity to do a gift item room drop at sponsor's expense
- Two full complimentary Conference registrations
- Opportunity to attend all Conference events
- Pre- and post-Conference attendee mailing lists

25 Opportunities Available | \$5,000

Branding Opportunities

Building Innovation 2025

Hotel Key Cards

Hotel room keys are the first thing attendees will receive when checking into the hotel to attend BI2025! Be the first brand they see with your logo and 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)
- Six-foot draped table in the Exhibit Lounge
- Pre- and post-Conference attendee mailing list
- Opportunity to do a hotel room drop to attendees at sponsor's expense
- Year-long exposure and recognition to the NIBS Board of Directors, members, representatives of government, the professions, industry, labor, and consumers on the Conference webpage with direct hyperlink to your company website
- Two complimentary Conference registrations
- Opportunity to attend all Conference events
- Logo and recognition on all print and electronic materials, including the Conference save-the-date, invitation, all electronic promotion, and program

1 Opportunity Available | \$7,500

Hotel Key Cards ●

Attendee Badge And Lanyard ●

Conference Wi-Fi ●

Branded Device Charging Station ●

Program Advertising ●

Attendee Badge and Lanyard

Have your company logo on everyone's badges and 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 and messaging on lanyard and badge (space permitting)
- Six-foot draped table and two chairs in the Exhibit Lounge
- Pre- and post-Conference attendee mailing list
- Opportunity to do a hotel room drop to attendees at sponsor's expense
- Year-long exposure and recognition to the NIBS Board of Directors, members, representatives of government, the professions, industry, labor, and consumers on the Conference webpage with direct hyperlink to your company website
- Two complimentary Conference registrations
- Opportunity to attend all Conference events
- Logo and recognition on all print and electronic materials, including the Conference save-the-date, invitation, all electronic promotion, and program

1 Opportunity Available | \$7,500

Hotel Key Cards ●

Attendee Badge And Lanyard ●

Conference Wi-Fi ●

Branded Device Charging Station ●

Program Advertising ●

Conference Wi-Fi

Make the Conference Wi-Fi password one that people will remember—your company name. This will be distributed all around the Conference in breakout rooms, the Exhibit Lounge, general sessions, and more!

Benefits include:

- Your company will create a Wi-Fi password and landing page for any onsite computers
- Six-foot draped table and two chairs in the Exhibit Lounge
- Pre- and post-Conference attendee mailing list
- Opportunity to do a hotel room drop to attendees at sponsor's expense
- Year-long exposure and recognition to the NIBS Board of Directors, members, representatives of government, the professions, industry, labor, and consumers on the Conference webpage with direct hyperlink to your company website
- Two complimentary Conference registrations
- Opportunity to attend all Conference events
- Logo and recognition on all print and electronic materials, including the Conference save-the-date, invitation, all electronic promotion, and program

1 Opportunity Available | \$7,500

Hotel Key Cards ●

Attendee Badge And Lanyard ●

Conference Wi-Fi ●

Branded Device Charging Station ●

Program Advertising ●

Branded Device Charging Station

Recharge BI2025 attendees' mobile devices while collecting qualified leads at the same time! This most sought after service will ensure that attendees seek out your booth to charge their phones, iPads, and other mobile devices. The booth will be highly visible and branded with your company logo, website, and any social media handles. This is great exposure for your company.

Benefits include:

- Your company logo and messaging on charging station
- Six-foot draped table and two chairs in the Exhibit Lounge
- Pre- and post-Conference attendee mailing list
- Opportunity to do a hotel room drop to attendees at sponsor's expense
- Year-long exposure and recognition to the NIBS Board of Directors, members, representatives of government, the professions, industry, labor, and consumers on the Conference webpage with direct hyperlink to your company website
- Two complimentary Conference registrations
- Opportunity to attend all Conference events
- Logo and recognition on all print and electronic materials, including the Conference save-the-date, invitation, all electronic promotion, and program

1 opportunity Available | \$7,500

Hotel Key Cards ●

Attendee Badge And Lanyard ●

Conference Wi-Fi ●

Branded Device Charging Station ●

Program Advertising ●

Program Advertising

Get in front of every attendee through our program advertising opportunities.

Advertisement Size	Specs	Investment
Inside Front Cover	8.5"w x 11"h	\$1,400
Inside Back Cover 8	8.5"w x 11" h	\$1,400
Full Page Advertisement (with bleed)	8.5"w x 11"h	\$1,200
Half Page Horizontal Advertisement (no bleed)	8"w x 5"h	\$600
Quarter Page Vertical Advertisement (no bleed)	4"w x 5"h	\$300

Please note: Customized sponsorship packages available upon request and we can tailor packages to meet all marketing needs and budgets.

Please contact Sarah Swango, sswango@nibs.org
(202) 289-7800 x 127



Hotel Key Cards ●

Attendee Badge And Lanyard ●

Conference Wi-Fi ●

Branded Device Charging Station ●

Program Advertising ●

Building Innovation Podcast Sponsorship Prospectus



BUILDING INNOVATION THE PODCAST

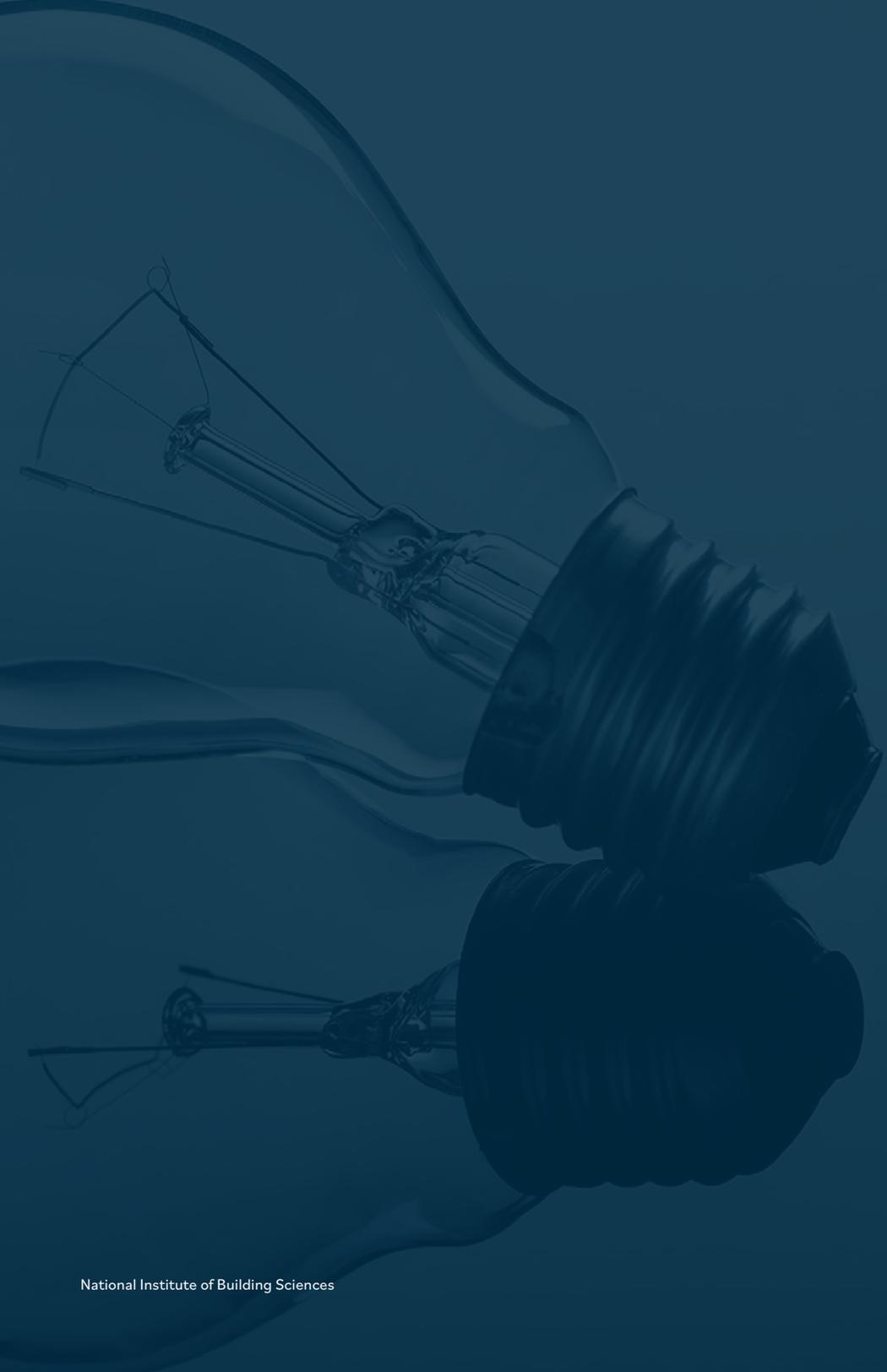
Welcome to NIBS' Building Innovation: The Podcast

The Building Innovation Podcast is the official podcast of the National Institute of Building Sciences, hosted by the Executive Director of the National BIM Program, Johnny Fortune, where he connects with fellow subject matter experts to support advances in building science and technology. Building Innovation: The Podcast is available on [YouTube](#) and includes both video and audio. Audio-only versions of the podcast are broadcast across multiple podcast services including: Apple Podcasts, Spotify, Amazon Music, iHeart Radio, Podcast Index, and many more. The podcast episodes typically range from 30-40 minutes and are presented in interview or discussion format (ex: panel or single guest).

In this Podcast we:

- Educate the building industry on the latest challenges and emerging solutions
- Hear unique experiences and perspectives from experts in the built environment
- Share new insights from NIBS' various contributors
- Explore research-based innovative solutions for the built environment
- Advance growth within the built environment community

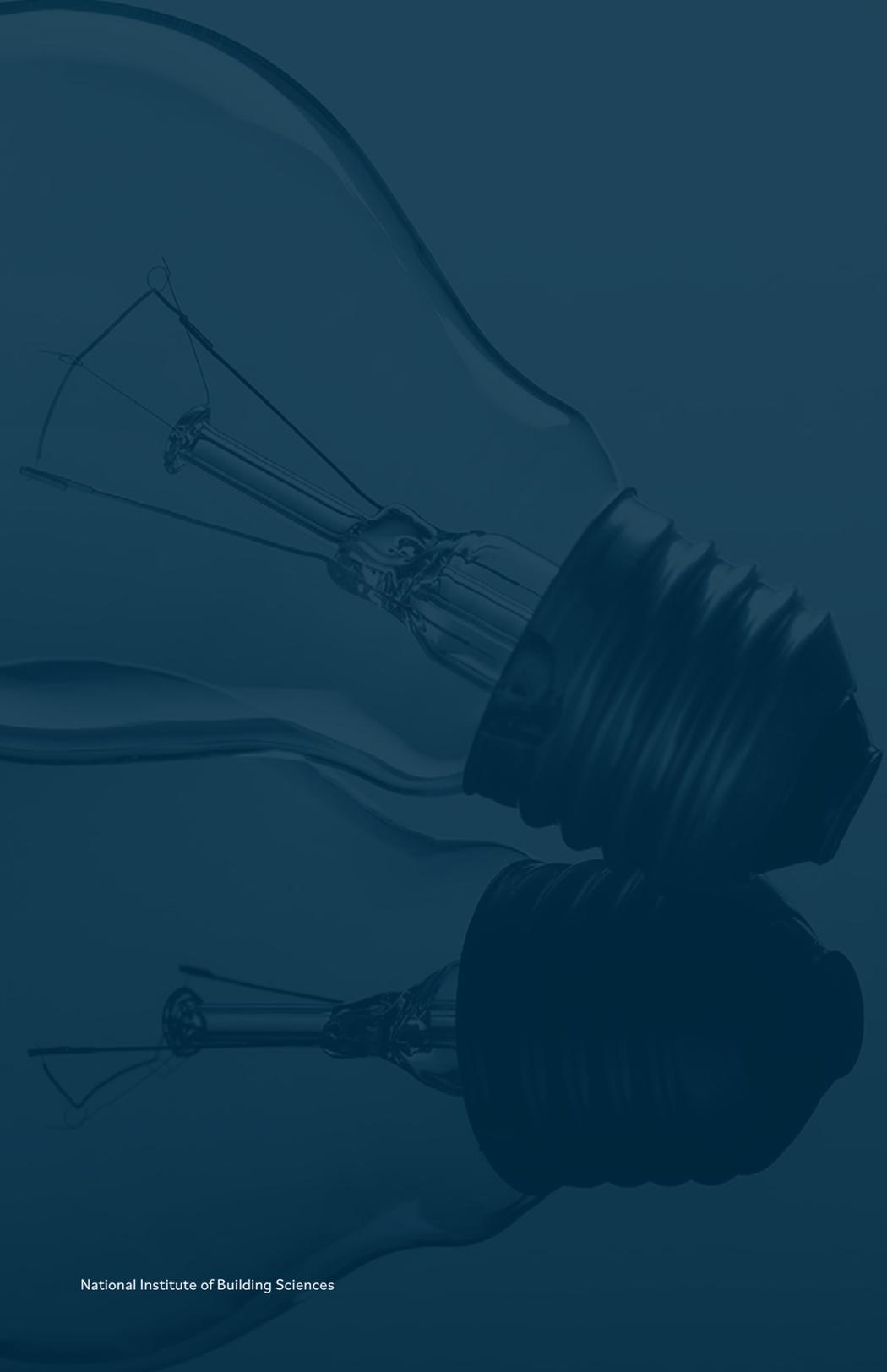
As a NIBS' Building Innovation Podcast sponsor, your organization will have the opportunity to connect to the NIBS Building Innovation Podcast audience of decision-makers and influencers in the built environment. We offer two sponsorship types: episode sponsorships and annual premier sponsorships. These opportunities are outlined below:



Episode Sponsorship Benefits Include:

- Opportunity to participate in the planning, development, and programing of educational content for one podcast episode
- Opportunity to provide episode guests and/or share powerful thought leadership through the episode
- Sponsoring organization's branding of the episode to include; company logo on the podcast episode promotion via email blast, social media, various podcast outlets everywhere the Building Innovation Podcast is available
- Podcast download metrics for the sponsored episode at 30 day and 90 day marks after episode publication
- Year-long exposure as the episode-specific sponsor on NIBS Podcast webpage with company logo, description, and hyperlink to your company website within the podcast episode description
- Full Podcast recordings that will remain available for the entire life of the Podcast (unlimited number of impressions)
- The episode sponsorship is designed for sponsors who want to directly contribute to a single episode

Total: \$2,500 each individual episode



Premier Sponsorship Benefits Include:

- Premier Sponsorships are limited to an exclusive number of five (5) sponsors per calendar year
- Annual Sponsorship Recognition with logo branding on each podcast episode throughout one full calendar year
- Sponsoring organization recognized as a premier partner on the podcast promotions via email blast, social media, and various podcast outlets everywhere the Building Innovation Podcast is available
- Year-long exposure and recognition to the NIBS Board of Directors, contributors, representatives of government, the professions, industry, labor, and consumers on the [podcast web page](#) with company logo, description, and direct hyperlink to your company website

Premier sponsorships are designed for sponsors who want to maximize their engagement with the NIBS audience over a full year.

\$5,000 for premier sponsorship of the Building Innovation Podcast

Quarterly Connection

A NIBS Member Newsletter

Topics Inside

Page 1	Feature Story
Page 3	Building Innovation 2024
Page 5	Women Executives in Building Symposium
Page 6	Columns
Page 8	NIBS in the News
Page 9	Observances & Events
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Feature Story

NIBS Names New CEO George Guszczka

The National Institute of Building Sciences Board of Directors is proud to announce the selection of Dr. George K. Guszczka, D.Eng., CPEM, CCM, as the new President and CEO. Dr. Guszczka officially joined NIBS July 1.

Dr. Guszczka brings more than 25 years of experience in the built environment spanning the public, private,

The new NIBS Quarterly Connection Newsletter is available!

View NIBS highlights, the projects on our radar, and issues that continue to challenge the nation's built environment.

nibs.org/news/nibs-quarterly-connection