BuildingEnergy Sponsorship & Exhibitor Opportunities

About BuildingEnergy Events

BuildingEnergy Events are produced by the Northeast Sustainable Energy Association (NESEA) and enable professionals in the sustainable energy and high-performance building industries to learn, network, improve their practices, and meet potential partners and customers. These events are open to the public, but NESEA members receive the best price and the most up-to-date information.

Why Sponsor or Exhibit at a BuildingEnergy Event?

BuildingEnergy Events reach not only thousands of attendees each year but also tens of thousands of practitioners in NESEA's database due to our thorough marketing efforts. We make it easy to customize your participation to maximize the number of new customers, clients, and business partners you gain through your sponsorship/exhibiting experience.

Available Opportunities

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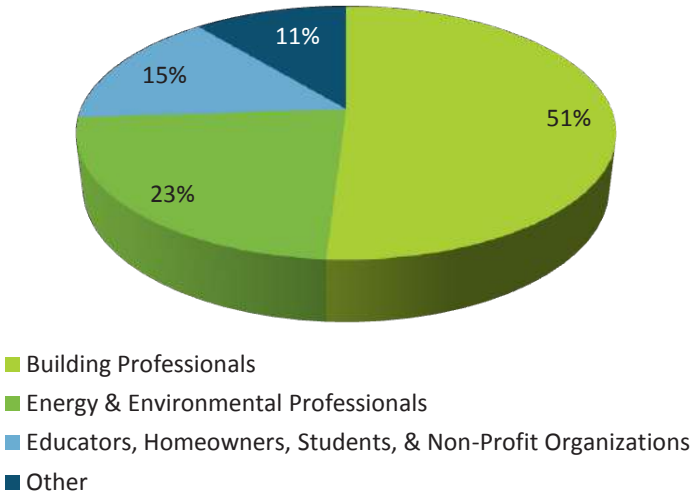
What is NESEA?

NESEA, founded in 1974, is a member-driven, 501(c)(3) non-profit organization dedicated to advancing the adoption of sustainable energy practices in the built environment. For more than four decades, NESEA has brought together the best minds in renewable energy, sustainable building, and energy efficiency.

Who Attends?

BuildingEnergy Events bring thousands of architects, engineers, designers, planners, builders, policymakers, manufacturers, and installers together to improve our built environment.



NESEA

BuildingEnergy Events are brought to you by the Northeast Sustainable Energy Association

50 Miles Street • Greenfield, MA 01301 • (413) 774-6051 • www.nesea.org

BuildingEnergy Boston Conference + Trade Show

March 7-9, 2017 • Seaport World Trade Center • Boston, MA

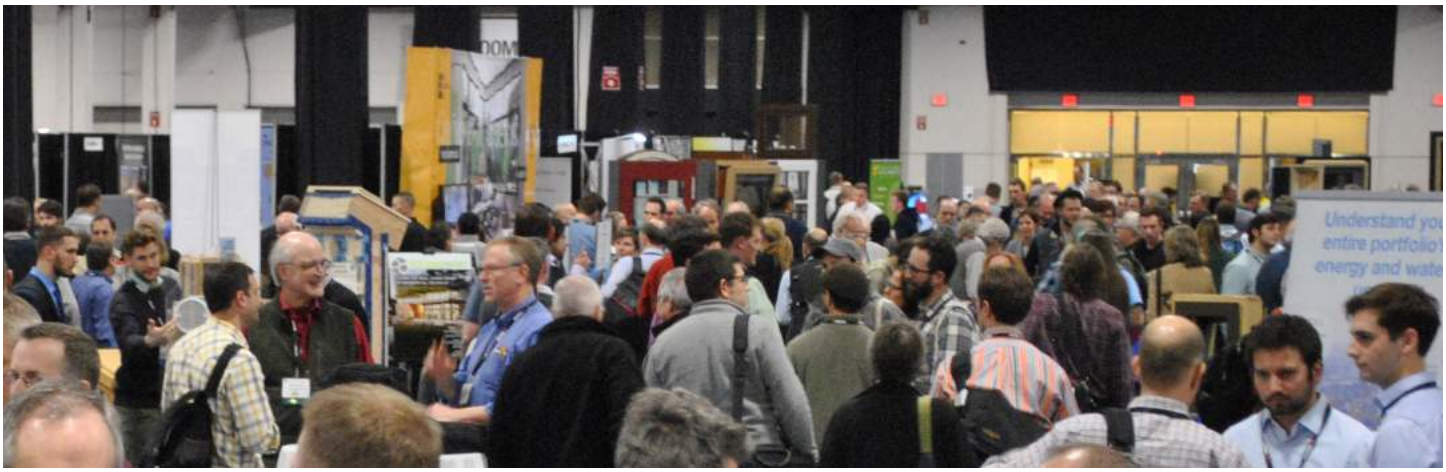
NESEA's flagship program, BuildingEnergy Boston, is the region's most established, cross-disciplinary conference and trade show for renewable energy and high performance building. Held in Boston each March and attracting international participants, we bring together architects, engineers, builders, policymakers, developers, planners, and building managers for three days of networking, accredited educational sessions, and a high-level trade show. Learn more at: nesea.org/be17

BuildingEnergy Boston Sponsor + Exhibitor Benefits

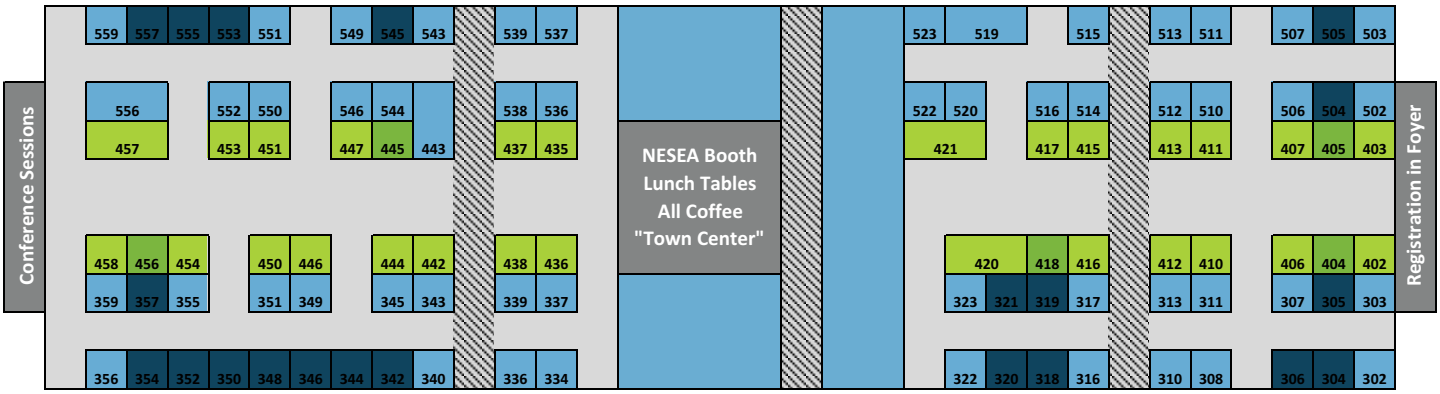
Benefits	Title $50,000	Platinum $25,000	Gold $15,000	Silver $10,000	Bronze $7,500	Trade Show Only $2,500-$2,900*
Site-wide Logo/Link in NESEA Website Footer from Contract Date to 6 Months Post Event (Limited)	✓					
Slide on Event Web Page	✓					
Conference Participation	Introduce Keynote Speaker	Introduce 1 Session Speaker				
Use of Session Room for 90-minute Block (Limited)	✓	✓	✓			
Onsite Signage	✓	✓	✓	✓		
Event Program Ad	2 Page Spread	Full Page	1/2 Page	1/4 Page	1/4 Page	
1-day Passes for Wed. or Thurs.	30	12	6	4	2	
Invitation to Blog on NESEA Website	✓	✓	✓	✓	✓	
Logo/Link in Event E-Blasts & Program	✓	✓	✓	✓	✓	
Logo/Link on Sponsor Web Page	✓	✓	✓	✓	✓	
Logo in Onsite Conference Slideshow	✓	✓	✓	✓	✓	
Link on Exhibitor Web Page	✓	✓	✓	✓	✓	✓
Social Media Recognition	✓	✓	✓	✓	✓	✓
Exhibit Booth	20'x20'	20'x20'	10'x10'	10'x10'	10'x10'	Varies
E-mail List of Attendees (Single Use)	✓	✓	✓	✓	✓	✓
Unlimited Free Trade Show Passes	✓	✓	✓	✓	✓	✓
Single-Session Passes	6	6	6	6	6	6

* $25-29/ft^2, 100 ft^2 min. Price varies with booth location.
To sponsor, contact Jennifer Marrapese at jmarrapese@nesea.org or 413-774-6051 x23.
To exhibit, contact Zach Bitzer at zbitzer@nesea.org or 413-774-6051 x15.

BuildingEnergy Boston Conference + Trade Show



Trade Show Floor



"This conference is the go-to event for our field and our region. It's one where we can't afford not to be seen."

-John Majercak
President, Center for EcoTechnology
(Exhibitor since 2011)

Trade Show Booth Pricing

Available in 10'x10' increments

- Main Aisle Corner - $29/ft^2
- Main Aisle Standard - $28/ft^2
- Side Aisle Corner - $27/ft^2
- Side Aisle Standard - $25/ft^2
- Nonprofit - $12/ft^2
- NESEA Business Member Pricing Available

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jmarrapese@nesea.org or 413-774-6051 x23.

To exhibit, contact Zach Bitzer at:
zbitzer@nesea.org or 413-774-6051 x15.

For a map of available booths, visit:
nesea.org/be17-map

BuildingEnergy NYC Conference + Trade Show

October 12, 2017 • TKP Conference Center • New York, NY

In 2012, NESEA brought BuildingEnergy to New York City with the same process and rigor that has made the BuildingEnergy Boston Conference + Trade Show such a success. Learn more at: nesea.org/benyc16

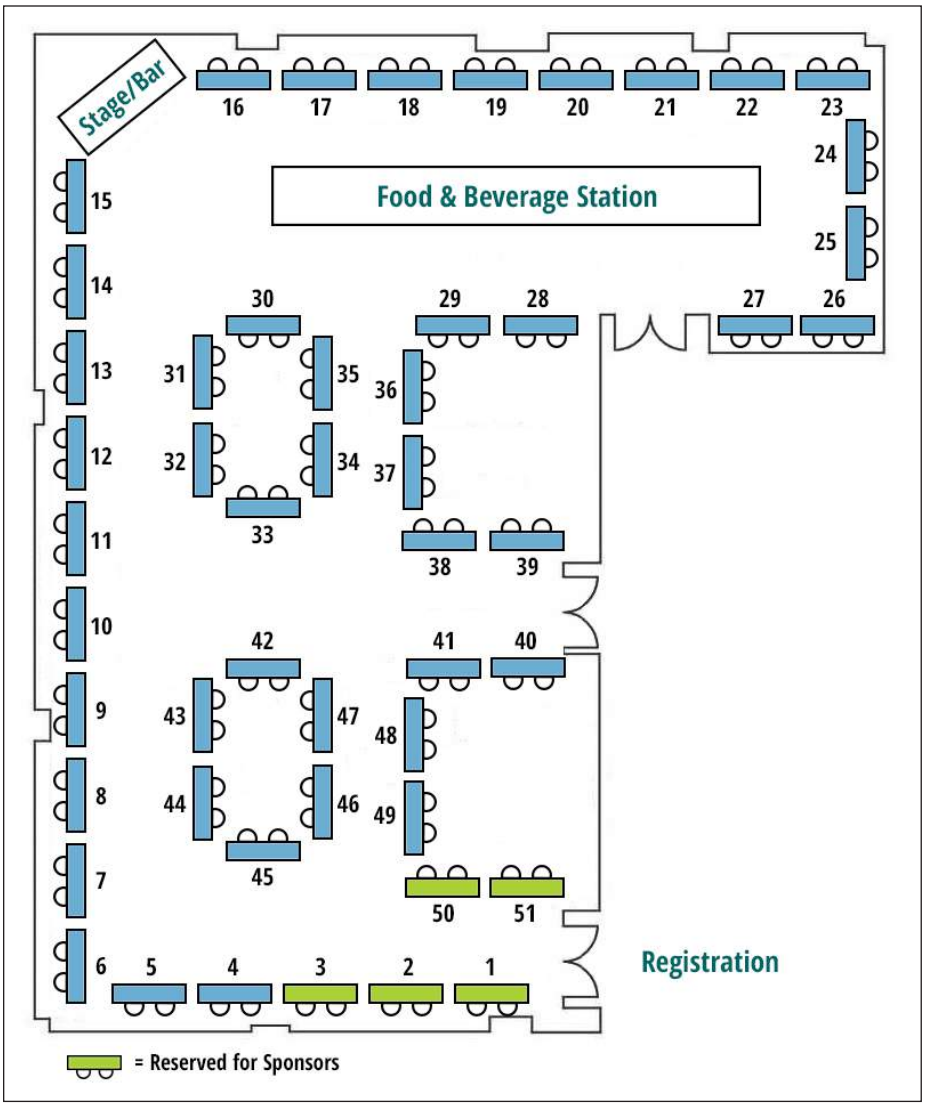
BuildingEnergy NYC Sponsor + Exhibitor Benefits

Benefits	Title $50,000	Platinum $25,000	Gold $15,000	Silver $10,000	Bronze $7,500	Exhibitor $2,450*
Site-wide Logo/Link in NESEA Website Footer from Contract Date to 6 Months Post Event (Limited)	✓					
Slide on Event Web Page	✓					
Conference Participation	Introduce Key-note Speaker	Introduce 1 Session Speaker				
Use of Session Room for 90-minute Block (Limited)	✓	✓	✓	✓		
Onsite Signage	✓	✓	✓	✓	✓	
Event Program Ad	2 Page Spread	Full Page	1/2 Page	1/4 Page	1/4 Page	
Invitation to Blog on NESEA Website	✓	✓	✓	✓	✓	
Logo/Link in Event E-Blasts & Program	✓	✓	✓	✓	✓	
Logo/Link on Sponsor Web Page	✓	✓	✓	✓	✓	
Logo in Onsite Conference Slideshow	✓	✓	✓	✓	✓	
Link on Exhibitor Web Page	✓	✓	✓	✓	✓	✓
Social Media Recognition	✓	✓	✓	✓	✓	✓
Exhibit Table (6 ft. table & 2 chairs)	✓	✓	✓	✓	✓	✓
E-mail List of Attendees (Single Use)	✓	✓	✓	✓	✓	✓
Event Passes	15	10	8	6	4	2
VIP Reception Passes	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	2
Able to Invite Guests to VIP Reception	Yes	Yes	Yes	Yes	Yes	No

* NESEA Business Member Price: $2,300
To sponsor, contact Jennifer Marrapese at jmarrapese@nesea.org or 413-774-6051 x23
To exhibit, contact Zach Bitzer at zbitzer@nesea.org or 413-774-6051 x15

BuildingEnergy NYC Conference + Trade Show

Trade Show Floor



For a map of available tables, visit: nesea.org/benyc16-map

Trade Show Table Pricing

6' table with 2 chairs

Standard Price:
$2,450

NESEA Member Price:
$2,300

Exhibit at both BuildingEnergy NYC and BuildingEnergy Boston to receive a $100 discount.

To sponsor, contact Jennifer Marrapese at jmarrapese@nesea.org or 413-774-6051 x23.

To exhibit, contact Zach Bitzer at zbitzer@nesea.org or 413-774-6051 x15.

Additional Sponsorship Opportunities

The following sponsorships include your company name and link on our BuildingEnergy Boston or NYC sponsor page and onsite signage. Don't see the opportunity you're looking for? Contact Jennifer Marrapese at jmarrapese@nesea.org or 413-774-6051 x23, and we'll happily try to accommodate you.

App Angel

$2,500 • Boston or NYC

Sponsor the conference smart phone app, Guidebook. Conference attendees use the app to plan their schedules, find their way around, and connect with other attendees and exhibitors. Your logo will be included on all app signage and on the app's welcome and instruction pages.

Coffee Break

$2,000 • Boston or NYC

Coffee makes people happy! Help us keep it flowing all day long, and have your organization's logo displayed prominently at the coffee station, where the networking happens.

Emerging Professional Career Forum

$3,000- $5,000 • Boston or NYC

NESEA's Career Forum is a free resource for students and emerging professionals pursuing careers in green building and energy. Exclusive sponsorship is $5,000 and includes a speaking opportunity.

Lanyards

$3,500 • Boston or NYC

Your company supplies lanyards branded with your logo. We'll distribute them to all conference and trade show attendees with their badges for high visibility on-site throughout the event.

NESEA Night

$10,000 • Boston only

NESEA Night's sponsor makes opening remarks for NESEA's Distinguished Service & Professional Leadership Awards and has an exhibit table at the event. In 2016 this event drew almost 300 of NESEA most dedicated community members.

Trade Show Reception

$3,000-$10,000 • Boston or NYC

The reception on the trade show floor is a highlight of the event for many attendees. You supply napkins or coasters with your logo, and we'll put them into the hands of our thirsty attendees. Your company logo will be on all reception signage. Exclusive sponsorship of this event is $10,000.

Workshops

$3,000 Half-Day, $5,000 Full-Day • Boston only

On Tuesday, March 7th, NESEA holds a series of interactive workshops. Sponsor a specific workshop to connect with members of your target audience. Workshop sponsorship includes signage on-site and one free workshop pass for an employee of your organization.

VIP Reception Sponsor

$5,000 • NYC

The VIP Reception takes place the night before BuildingEnergy NYC. In 2016 it brought more than 150 industry leaders together for an evening of relaxed networking on the trade show floor.

Design Your Own

Price Varies • Boston or NYC

Don't see a sponsorship opportunity here that piques your interest? Contact us and we will be happy to explore other options with you.

BuildingEnergy Pro Tour Series

BuildingEnergy Pro Tours are half-day tours of high performance buildings all over the Northeast. They are selected by a committee of NESEA members based on performance metrics, led by the project teams, and followed by a reception and/or workshop. Pro Tours provide an opportunity for sustainable building and energy professionals to witness cutting-edge projects firsthand, share knowledge, and learn from colleagues.

Over 500 industry professionals throughout the Northeast attend a BuildingEnergy Pro Tour every year. In addition, Pro Tour Series sponsors gain exposure to tens of thousands of practitioners throughout the Northeast.

"The Pro Tour sponsorship experience was smooth, seamless, convenient, and a great way to share our message and brand with a broader like-minded audience."

-Jim Giberson
Marketing Manager, Wright-Ryan Construction

BuildingEnergy Pro Tour Series Sponsor Benefits

- Sponsor 12+ Pro Tours and receive the benefits listed in the table below at each event.
- Prorated series sponsorships and individual tour sponsorships are also available.
- To sponsor the BuildingEnergy Pro Tour Series, contact protours@nesea.org.

Benefits	Presenting* $15,000	Gold $7,500	Silver $4,000	Bronze $2,000
Speaking Opportunity at Each Event	✓			
Exhibit Table at Each Event	✓	✓		
Attendees at Each Event	4	3	2	1
Ad in Each Event's Program	Full Page	Full Page	1/2 Page	1/4 Page
Logo/Link in Each Event's Promotional Materials (Flyers and eBlasts)	✓	✓	✓	✓
Logo/Link on Each Event's Web Page	✓	✓	✓	✓
Logo/Link on Local Events Page All Year	✓	✓	✓	✓

*Exclusive product category sponsorship, e.g. windows, siding, etc.

NESEA's Annual Meeting

NESEA's 2016 Annual Meeting will be held in conjunction with the BuildingEnergy Bottom Lines Business Summit, an event which attracts 100-150 of NESEA's most dedicated and influential leaders in the high-performance building and renewable energy sectors. The Summit is aimed at improving the business practices of NESEA member companies. The Annual Meeting serves as the closing forum for the Summit and is followed by a reception. If your organization's marketing goals involve strengthening brand awareness, securing targeted advertising, and building professional relationships, then become a NESEA 2016 Annual meeting sponsor.

This year's Summit and Annual Meeting will be held on September 21, 2016 at Smith College in Northampton, MA. Learn more about these events at nesea.org/beblsummit2016. To sponsor the 2016 Annual Meeting, contact Katie Schendel at kschendel@nesea.org or (413) 774-6051 x20.

NESEA's Annual Meeting Sponsor Benefits

Benefits	Platinum $2,500	Gold $1,000	Silver $500	Bronze $250
Writing Opportunity in Summit Program	✓			
Banner at Annual Meeting	✓			
Exhibit Table at Annual Meeting Reception	✓	✓		
Ad in Summit/Annual Meeting Program	Full Page	Full Page	1/2 Page	1/4 Page
Logo/Link on Summit/Annual Meeting Event Pages	✓	✓	✓	✓
Recognition in Onsite Summit/Annual Meeting Signage	✓	✓	✓	✓
Logo/Link in Summit/Annual Meeting Promotional Emails	✓	✓	✓	✓

BuildingEnergy Sponsorship & Exhibitor Pre-Contract

Please indicate which events you are interested in sponsoring or exhibiting using this form. Once complete, please send your form via fax to (413) 774-6053 or scan and email it to the appropriate contact listed below:

BuildingEnergy Boston, NYC, and Additional Sponsorships
Jennifer Marrapese
jmarrapese@nesea.org; (413) 774-6051 x23

BuildingEnergy Boston & NYC Exhibiting
Zach Bitzer
zbitzer@nesea.org; (413) 774-6051 x15

BuildingEnergy Pro Tour Series Sponsorship
Miriam Aylward
maylward@nesea.org; (413) 774-6051 x14

NESEA Annual Meeting Sponsorship
Katie Schendel
kschendel@nesea.org; (413) 774-6051 x20

Company Information

Company: _____

Address: _____

_____

Website: _____

Contact Information

Name: _____

Phone: _____

Email: _____

BuildingEnergy Boston

Sponsors

- ☐ $50,000 - Title Sponsor (1 Available)
- ☐ $25,000 - Platinum Sponsor
- ☐ $15,000 - Gold Sponsor
- ☐ $10,000 - Silver Sponsor
- ☐ $7,500 - Bronze Sponsor
- ☐ Additional Sponsorship: _____

Exhibitors

Visit nesea.org/be17-map for a map of available booths. Nonprofit booths will be assigned by NESEA.

1st Choice: _____

2nd Choice: _____

3rd Choice: _____

BuildingEnergy NYC

Sponsors

- ☐ $50,000 - Title Sponsor (1 Available)
- ☐ $25,000 - Platinum Sponsor
- ☐ $15,000 - Gold Sponsor
- ☐ $10,000 - Silver Sponsor
- ☐ $7,500 - Bronze Sponsor
- ☐ Additional Sponsorship: _____

Exhibitors

Visit nesea.org/benyc16-map for a map of available booths. Nonprofit booths will be assigned by NESEA.

1st Choice: _____

2nd Choice: _____

3rd Choice: _____

BuildingEnergy Pro Tour Series (12+ Tours)

- ☐ $15,000 - Presenting Sponsor
- ☐ $7,500 - Gold Sponsor
- ☐ $4,000 - Silver Sponsor
- ☐ $2,000 - Bronze Sponsor
- ☐ Individual Tour Sponsor

NESEA Annual Meeting

- ☐ $2,500 - Title Sponsor
- ☐ $1,000 - Gold Sponsor
- ☐ $500 - Silver Sponsor
- ☐ $250 - Bronze Sponsor

Notes