



BETTER BUILDING BY DESIGN

April 7 & 8, 2027

Sponsor & Exhibitor Brochure

A Must-Attend Event for Building & Design Professionals

Join us for the region's largest design and construction conference, which features interactive learning about building durability, efficiency, and value for both residential and commercial projects.

www.efficiencyvermont.com/bbd • 877-248-9900

Efficiency
Vermont

Register Today!

Space is limited and consideration is first-come, first-served for those who meet qualification criteria. Due to the overwhelming popularity of this event, booth space sells out quickly. Don't miss the opportunity to showcase your company at Better Building by Design 2027.

Online-Only Registration

Go to www.efficiencyvermont.com/bbd to register.



April 7 & 8, 2027

DoubleTree by Hilton
Burlington Hotel
South Burlington, VT

2027 Sponsorships Are Now Available!

Exhibitor registration opens 11/2/2026

Non-profit exhibitor registration opens 3/2/2027

The 2027 conference will build on our 27 previous events, featuring interactive opportunities, practical information, and the latest trends and technologies in the industry.

Who Will Be There

Architects, builders, contractors, designers, developers, electricians, engineers, HVAC professionals, and installers will attend. Interact with decision makers for commercial and residential construction and renovation projects throughout the Northeast and beyond.

The Region's Largest Trade Show

A high-traffic exhibit area serves as the central gathering place for breaks, meals, interactive demonstrations, informal networking, and an evening reception. Our annual conference draws 850–1100 attendees.

Evening Reception

Invite your clients to an evening of food, networking, and more. On Wednesday, the exhibit hall is free and open to the public from 4:00 to 6:00 pm; the evening reception begins at 4:30, also at no additional cost!

On-Site Sales

Sell your qualified energy-efficient products and services directly to attendees at the conference. See Sponsor & Exhibitor Criteria on page 5 for minimum eligibility guidelines in order for products to be featured at BBD.

How to Sign Up

Review the material in this brochure and select the sponsorship level and/or exhibitor level that best fits your needs.

Exhibitor registration and sponsor registration are available online ONLY. Sponsor registration is open now; exhibitor registration will open 11/2/2026. To register, go to www.efficiencyvermont.com/bbd today.

Book Now!

All exhibitor rates will increase by \$100 after 1/1/2027. Confirmation information and other resources will be provided once your registration is processed and full payment has been received.



Use #BBD27 to follow the Better Building by Design Conference 2027

Sponsorship Opportunities & Benefits

Go to www.encyvermont.com/bbd for more information and to register online today!

Sponsorship Levels & Benefits	Platinum Sponsor \$7,500	Diamond Sponsor \$5,000	Gold Sponsor \$4,000	Silver Sponsor \$3,000	Bronze Sponsor \$2,250
Exhibit space in trade show*	10' x 20' booth space in premium location	10' x 20' booth space	8' x 16' booth space	10' x 10' booth space	8' x 8' booth space
Preferential Booth Placement	•	•	•	•	•
Conference registrations** (includes all meals listed on conference schedule, and access to sessions and keynote address)	5 registrations	4 registrations	3 registrations	2 registrations	1 registration
Company name listed in sponsor/exhibitor directory in printed program	•	•	•	•	•
Company description and logo in the app	•	•	•	•	•
Lead retrieval through app	•	•	•	•	•
Advertisement in the app (you design & send us the file)	•	•	•		
Recognition on conference website	Logo & link to your website	Logo & link to your website	Logo & link to your website	Logo & link to your website	Logo & link to your website
Push notification(s) to app users during the conference	2 messages	1 message			
Efficiency Vermont Instagram	2 Dedicated Posts (1 pre- and 1 post-conference)	Mention	Mention	Mention	Mention
Registrant mailing list (post-conference)	•	•			
Recognition in all conference materials (ads, brochure, postcard, e-mail blasts, press release, etc.)	•				
Logo on conference signage	Welcome banner, and sign at hosted event	Welcome banner, and sign at hosted event	Welcome banner, and sign at hosted event	Welcome banner	Welcome banner
Host of special event, agenda item, or conference material	Opening Session/ Keynote Address (W) Lanyard***	Select one: Evening Reception (W), Closing Plenary (Th)	Select one: Lunch (W), Lunch (Th), Breakfast (W), Breakfast (Th)		
Verbal recognition at conference from Efficiency Vermont director or planning committee chair	During hosted event	During hosted event			
Opportunity to address the group (limited to 2 minutes)	During hosted event				
Sponsored session (you present, we provide screen, projector, and room, and promote in e-mail blast, on web, and in final program)	Limited availability; first-come, first-served. (60- or 90-minutes)	Limited availability; first-come, first-served. (60-minutes)			

*Maximum two booths per company (10' x 20' and 8' x 16' are counted as two booths).

**Additional registrations \$100 per person, per day.

***Additional fee applies; choose and purchase the lanyard & deliver to conference registration desk.

Sponsor Add-On Opportunities

Available to Bronze-level sponsors and above.

Enhance your exposure during the conference with one of these optional upgrades (limited availability; additional fees apply).

- **Host a mid-morning snack break at your exhibit booth**

(2 opportunities; 1 per day; \$2,500 each). Includes the cost of food (Efficiency Vermont will determine the food and make the purchase on your behalf), signage directing attendees to your booth for the snack break, an app push notification at the start of the break, and a sign with your logo recognizing you as the break sponsor for that day.

- **Branded drink tickets** that your staff can distribute during the conference on Wednesday for attendees to use during the reception on Wednesday evening (2 opportunities; \$1,500 each). Includes the cost of 100 drink tickets for beer or wine with your company recognized as the sponsor, an app push notification during the day on Wednesday encouraging attendees to stop by your booth to get a drink ticket for the reception, and a sign at the bar during the reception letting attendees know to stop by your booth to secure a drink ticket.

- **Speaker thank you gift given to all conference presenters**

(1 opportunity; \$2,000). Includes the cost of the gift (Efficiency Vermont will determine the gift and make the purchase on your behalf) and a sign at the presenter check-in desk on-site recognizing you as a sponsor of the gift. All presenters will be encouraged to visit your booth during check-in and your company name will be stated in card presenters receive with their gift.

- **Indoor and Outdoor Demos** available upon request for an additional fee. Contact Steve Spatz at sspatz@veic.org

Looking to add to your existing registration?

Contact Delaney Event Management to modify your sponsor or exhibitor registration. 802-865-5202 or info@delaneymeetingevent.com.

Questions? Contact Steve Spatz (sspatz@veic.org) at Efficiency Vermont.



Exhibitor Opportunities & Benefits

Exhibitor registration opens 11/2/2026. Non-profit exhibitor registration opens 3/2/2027

Go to www.efficiencyvermont.com/bbd for more information and to register online.

Pricing & Benefits	Double Booth Exhibitor	Single Booth Exhibitor	Tabletop Exhibitor	Nonprofit/Government Exhibitor
Exhibit space in trade show*	\$3,750** (10' x 20') \$2,750** (8' x 16')	\$2,200** (10' x 10') \$1,700** (8' x 8')	\$1,400* (6' table in common area; not located in the exhibit hall) No freestanding displays.	\$750* (6' table in common area) not located in the exhibit hall). No freestanding displays
Complimentary conference registration*** (includes all meals listed on conference schedule, and access to sessions and keynote address)	2 registrations	1 registration	1 registration	1 registration
Company name listed in sponsor/exhibitor directory in printed program	•	•	•	•
Company description and logo in the app	•	•	•	•
Lead retrieval through app	•	•	•	•
Recognition on conference website	Logo & link to your website	Logo & link to your website	Logo & link to your website	Logo & link to your website

*Maximum of two booth spaces per company (10' x 20' and 8' x 16' are counted as two booths).

**Book now—all exhibitor rates increase by \$100 after 1/1/2027.

***Additional registrations \$100 per person, per day.

Sponsor & Exhibitor Criteria

Attendees look to the Better Building by Design Conference as their source for the latest innovations in energy efficiency, superior building performance, and indoor air quality. We seek sponsors and exhibitors who will provide products and services to meet this need, and we will select applicants for exhibit space to maintain this standard. High-performance products and services of interest include:

- Business Services
- Building Materials
- Cooling
- Electrical Supplies
- Integrated/High-Performance Design & Consulting Services
- Lighting
- Heating
- Tools
- Ventilation Equipment
- Water Heating
- VRF Systems

ENERGY STAR® Products Any appliances, refrigerators, clothes washers, or dishwashers displayed must be ENERGY STAR qualified.

Heating/Cooling Equipment Commercial heating and cooling equipment must be ENERGY STAR qualified or qualify for Efficiency Vermont rebates. Residential space heating and cooling equipment must be ENERGY STAR qualified or must conform to ENERGY STAR efficiency specifications. Combustion equipment displayed must be equipped to receive combustion supply air ducting. Unvented combustion space heaters may not be displayed.†

Lighting Although literature may be made available to attendees covering a manufacturer's or supplier's full line of products, display of lighting products at the exhibit hall must be limited to products promoting low energy use. Efficiency Vermont encourages the display of new energy-efficient ENERGY STAR and DesignLights Consortium® (DLC) qualified products.†

Residential Ventilation Systems Products on display must be energy-efficient, controlled ventilation systems and meet Vermont energy code requirements. Efficiency Vermont encourages the display of innovative systems that meet their Residential New Construction program criteria, such as heat/energy recovery ventilation systems, ENERGY STAR qualified bath fans, in-line exhaust fans, and 24-hour programmable controls.

Windows & Doors High-performance triple-pane windows and insulated doors are preferred. Windows and doors must display an NFRC rating sticker. Display windows must meet Vermont Energy Standards in effect at the time the conference is held.

Nonprofit Exhibit Space Criteria

- Display materials are limited to the 6' table
- No hanging banners or materials on the floor around table
- Better Building by Design Conference nonprofit materials display policy:
 - a) Materials may not promote a for-profit business, project, or program.
 - b) If materials are produced by a for-profit organization, but are instructional in nature, they must be approved in advance by the Efficiency Vermont conference committee.
 - c) If materials are weekly/monthly/quarterly media publications that sell advertising, an additional fee of \$250 will be charged.

Tabletop Exhibit Space Criteria

- Display materials are limited to the 6' table
- No hanging banners or materials on the floor around table

† Please call Efficiency Vermont at 877-248-9900 for more information on qualifying products.



2027 Schedule At-A-Glance*

Tuesday, April 6

1:00–7:00 pm Exhibitor Setup

Wednesday, April 7

7:00 am Exhibit Hall Opens for Registration and Breakfast
 8:30 Opening Session:
 • Welcome
 • Efficiency Vermont Awards
 • Keynote Address
 9:40 Break & Visit with Exhibitors
 10:00 Sessions
 11:00 Break & Visit with Exhibitors
 11:20 Sessions
 12:00 pm Lunch & Visit with Exhibitors
 1:30 Sessions
 2:30 Break & Visit with Exhibitors
 3:00 Sessions
 4:00 Exhibit Hall Opens to Public
 4:30 Evening Reception with Exhibitors
 6:00 pm Evening Reception Adjourns, Exhibit Hall Closes

Thursday, April 8

7:30 am Exhibit Hall Opens for Registration and Breakfast
 8:30 Sessions
 9:30 Break & Visit with Exhibitors
 10:00 Sessions
 11:00 Break & Visit with Exhibitors
 11:15 Sessions
 12:00 pm Lunch & Visit with Exhibitors
 1:30 Exhibit Hall Closes, Exhibitor Tear-Down
 1:30 Sessions
 3:00 Break
 3:15 Closing Plenary
 4:30 pm Conference Adjourns

*Schedule subject to change. Visit www.efficiencyvermont.com/bbd for program updates.





Rules & Regulations

(Note the word "exhibitor" refers to the applicant for exhibit space named in the online registration form; "conference" refers to the Better Building by Design Conference; "facility" refers to the DoubleTree by Hilton Burlington Hotel; and "the City" hereinafter refers to the City of South Burlington.)

PRODUCT DEMONSTRATION Demonstrations of any building products or materials conducted inside the trade show area must be approved in advance by show management.

SOLICITATION Distribution of advertising material and exhibitor solicitation of any sort shall be restricted to the exhibitor's booth.

SUBLETTING OF SPACE Exhibitor agrees not to assign, sublet, or apportion space or any part thereof allotted to it, and not to exhibit or advertise goods other than those manufactured or sold by it in the regular course of the business unless approved in writing by Efficiency Vermont. If exhibitor shares their space, the benefits to them remain the same and they must decide amongst themselves how benefits and expense will be divided.

PAYMENT POLICY A minimum deposit of 50% is due by February 1, 2027. Payment must be received in full by March 1, 2027 or your booth may be resold.

REFUND POLICY Exhibitors canceling in writing on or before March 1, 2027, are entitled to a 50% refund of the total rental fee. There will be no refunds issued after March 1, 2027.

INSURANCE Exhibitor shall carry its own insurance. Efficiency Vermont and the facility assume no responsibility for the safety of the exhibitor, its officers, agents, or employees from theft, damage by fire, accident, or any other cause whatsoever, and the exhibitor expressly agrees to save and hold harmless Efficiency Vermont and the facility and their respective management, agents, and employees from any and all liability resulting from injuries or damage to exhibitor, its agents, employees, and attendees, persons, and/or properties in connection with the exhibitor's use of the exhibit space.

BUILDING OCCUPANCY Efficiency Vermont will not be liable for the fulfillment of this contract as to the delivery of exhibit space if non-delivery is due to any of the following causes: By reason of the facility being damaged or destroyed by hurricane, fire, act of God, public enemy, war or insurrection, strikes, the authority of the law, postponement or cancellation of the conference, or for any cause beyond its control. It will, however, in the event of its not being able to hold a conference, for any of the above named reasons, reimburse the exhibitor on a prorated basis on any amount paid in, less any and all legitimate expenses incurred, such as but not limited to rent, advertising, salaries, operating costs, etc.

SECURITY Efficiency Vermont will provide a security guard for the exhibit hall. Each exhibitor should insure its own exhibit and display materials from place of shipment to the facility and return, including the period during which materials remain in the exhibit space, covering all risks (liability, fire, theft, damage, etc.).

PROTECTION OF FACILITY Nothing shall be posted on or tacked, nailed, screwed, or otherwise attached to the columns, walls, floors, or other part of the facility without permission from the proper building authority. Packing, unpacking, and assembly of exhibits shall be done only in designated areas and must conform with the direction of Efficiency Vermont, the facility manager, or their assistants.

SAFETY PRECAUTIONS All construction materials must conform to standard safety practices. Table and back wall drapes supplied by the exhibitor, together with textile or paper displays and décor, must be flame proofed. No combustible decorations, such as crepe paper or tissue paper, cardboard, or corrugated paper, may be used at any time. All packaging containers and materials are to be moved from the floor and may not be stored under tables or behind displays. Displays are subject to inspection and approval for safety by the City Fire Department. Exhibitors displaying heavy equipment must comply with any and all fuel supply codes and regulations set forth by the City Fire Department, Efficiency Vermont, and the facility.

SOUND EQUIPMENT Use of sound motion pictures and tape recorders will be permitted, where appropriate to a display, provided sound is maintained at not more than a "conversational" level; Efficiency Vermont reserves the right to restrict the exhibitor's use of sound and other devices which may interfere with the best interest of the conference as a whole.

MISCONDUCT AND VIOLATIONS Use of noisemakers and presentations which may be judged not in good taste, lacking in dignity, or not in keeping with the purposes of the conference are prohibited. Decisions are made by Efficiency Vermont in its sole discretion. Complaints of any violations of rules and regulations are to be made promptly to Efficiency Vermont. Exhibitors and their personnel agree to abide by the decision and ruling of Efficiency Vermont. Any violation of rules and regulations by exhibitors or their personnel and failure or refusal of such exhibitor or personnel to comply with such rules and regulations shall be sufficient cause for Efficiency Vermont to ban or bar the exhibitor from the conference at any time without further notice, removal of exhibitor materials, and/or prohibition on future opportunities to exhibit at Efficiency Vermont events.

EXHIBITOR SERVICE MANUAL Efficiency Vermont's show decorator will furnish an Exhibitor Service Manual to the exhibitor prior to the conference. This manual will include specifications for labor requirements, labor rates, electricity, lighting, water, carpeting, furniture, cleaning services, etc. This manual is to be read carefully by the person in charge of preparing the exhibit.

EXHIBITOR SELECTION All sponsorship and exhibitor requests are subject to availability and committee approval. Efficiency Vermont reserves the right to deny sponsor and exhibitor involvement to parties whose mission does not align with Efficiency Vermont.

SERVICE ORGANIZATION Efficiency Vermont shall designate contractors to perform work at exhibitor's expense where not otherwise done by Efficiency Vermont pursuant to this contract. Where union personnel are required by the facility or by the contractors involved, it shall be the exhibitor's responsibility to comply with such requirements; in no event shall Efficiency Vermont be held responsible for the conduct of contractors or their employees. Efficiency Vermont assumes no responsibility for failure to perform by contractors, their charges, or any other matter relating to contractors or the facility.

BOOTHS Each 8' x 8', 10' x 10', 8' x 16', and 10' x 20' booth area is equipped with pipe and drape and a two-line company ID sign. Display space includes a 6' table and two chairs; additional furniture and carpeting can be ordered from the show decorator. See Exhibitor Service Manual above. Additional fees apply for electricity. Exhibitor's exhibit or product may not extend into any aisle. No display may exceed a height of 8' on the back wall nor be higher than sidewall specifications, 4' high and 4' deep. Any exhibitor that does not comply with these restrictions may be relocated by Efficiency Vermont in such a way as to minimize negative impacts on other exhibitors.

INSTALLATION AND DISMANTLING Specific requirements as to time for installation and dismantling of exhibits shall be set forth in the Exhibitor Service Manual supplied to each exhibitor. Such requirements shall be binding upon the licensee as though fully set forth herein.

LOSS OR DAMAGE Exhibitor agrees with Efficiency Vermont that the conference shall not be liable for any damage or liability of any kind or injury to persons or property during the term of this agreement, from any cause whatsoever by reason of use, occupation, and enjoyment of exhibit space by an exhibitor or any person thereon with the consent of exhibitor, and that exhibitor will defend, indemnify, and hold harmless Efficiency Vermont from all liability whatsoever, on account of any such damage, or injury where or where not caused by negligence or breach of an obligation by exhibitor or its employees or reps.

MANAGEMENT The exhibitor further agrees that conditions, rules, and regulations of Efficiency Vermont management are part of this contract and that said exhibitor agrees to be bound by each and all of these rules and regulations and that the management shall have the full power to interpret, amend, and enforce all rules and regulations in the best interest of the conference.