

2021 Virtual Conference

Sponsor Information

Registration now open!



February 2–4

2021 Sponsorships Are Now Available!

Please join us online February 2–4 for our first ever virtual conference!

With nearly 1,000 participants, Better Buildings by Design 2020 was a tremendous success. The 2021 conference will build on our 22 previous events, featuring more interactive opportunities, practical information, and the latest trends and technologies in the industry. The 2021 conference theme is “Resilient Energy”, and that concept has never been more pertinent than it is today.

Who Will Be There

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

How to Sign Up

Review the material in this brochure and select the sponsorship level that best fits your needs. Sponsor registration is available online ONLY. To register, go to www.encyvermont.com/bbd today.



Join the conversation. Use #BBD21 to follow the Better Buildings by Design Conference 2021.



A Must-Attend Event for Building & Design Professionals

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

Conference Theme: RESILIENT ENERGY

2021 Schedule At-A-Glance*

Tuesday, February 2, 2021

7:30 am–8:00 am

Get the most out of virtual BBD–
a pre-conference demonstration.

8:00 am–10:00 am

Virtual Help Desk & Speaker Practice Room Open

8:00 am–9:00 am

Welcome, Awards Presentation & Keynote Address

9:00 am–9:15 am

Break/Transition and Visit with Sponsors

9:15 am–10:15 am

Concurrent Session Block 1

10:15 am–10:30 am

Break/Transition and Visit with Sponsors

10:30 am–12:00 pm

Concurrent Session Block 2

12:00 pm–12:30 pm

Lunch Break & Visit with Sponsors

12:30 pm–1:30 pm

Roundtable Rooms by Topic

Afternoon

1:1 Meetings with Sponsors

*Schedule subject to change

Wednesday, February 3, 2021

8:00 am–9:00 am

Welcome, Awards Presentation & Keynote Address

9:00 am–9:15 am

Break/Transition and Visit with Sponsors

9:15 am–10:45 am

Concurrent Session Block 3

10:45 am–11:00 am

Break/Transition and Visit with Sponsors

11:00 am–12:00 pm

Concurrent Session Block 4

12:00 pm–12:30 pm

Lunch Break & Visit with Sponsors

12:30 pm–1:30 pm

Concurrent Session Block 5

1:30 pm–1:45 pm

Break/Transition and Visit with Sponsors

1:45 pm–2:45 pm

Roundtable Rooms by Topic

Afternoon

1:1 Meetings with Sponsors

Thursday, February 4, 2021

8:00 am–9:00 am

Concurrent Session Block 6

9:00 am–9:15 am

Break/Transition and Visit with Sponsors

9:15 am–10:15 am

Concurrent Session Block 7

10:15 am–10:30 am

Break/Transition and Visit with Sponsors

10:30 am–11:30 am

Concurrent Session Block 8

11:30 am–11:45 am

Break/Transition and Visit with Sponsors

11:45 am–12:45 pm

Closing Plenary Panel & Closing Remarks

Afternoon

Lunch Break & 1:1 Meetings with Sponsors

Sponsorship Opportunities & Benefits

	Gold \$5,000	Silver \$3,000	Bronze \$1,500	Nonprofit \$500
Virtual exhibit booth in trade show Includes company description, links, videos, files, logo, company representative bios and contact information, and Zoom room for spontaneous drop ins from attendees, as well as ability to schedule 1:1 or small group meetings during the conference. Booth available for 1 year for attendees to access post-conference!	YES	YES	YES	YES
Company logo on virtual conference landing page	YES Prominent Placement	YES Prominent Placement	YES	NO
Company logo on Thank You to Sponsors section of virtual conference platform	YES Prominent Placement	YES Prominent Placement	YES	YES
Complimentary Conference Registrations Additional conference registration available at a discounted rate.	4	3	2	1
Company logo on BBD web page at www.encyvermont.com/bbd	YES	YES	YES	Company Name Only
Company logo in advance promotional email blasts (10,000+ recipients!) Register early to maximize exposure!	YES	YES	YES	NO
Pre-conference email message to attendee prospect mailing list (10,000+ recipients!) You provide the content; we send it out on your behalf.	1	1		
Sponsored email message to conference attendees during the event (1,000+ recipients!) Sent through virtual conference platform and posted to the "Conversations" section in case they miss it! You provide the content; we send it out on your behalf.	2	1		
Sponsor a session Your logo linked to that agenda item. Have your company representative give brief opening remarks (limited to 1–2 minutes). Only 30 opportunities available! First come, first serve; choose from the list of options available.	2	1	1	
Sponsor a keynote/general session Your logo linked to that agenda item. Verbal recognition by Efficiency Vermont Director or other representative at the start of the presentation. Have your company representative give brief opening remarks (limited to 1–2 minutes). Only 3 opportunities available! First come, first serve; choose from the list of options available.	1			
Sponsor a roundtable discussion Your logo linked to that agenda item. Have your company representative give brief opening remarks (limited to 1–2 minutes). A list of options for you to choose from will be provided closer to the conference. Have your company representatives plan to join the discussion room that you sponsor so they can be a part of the conversation! These discussions will be set up "meeting style" where all participants can contribute to the conversation (facilitated by EVT staff).	2	1		
Copy of the registered attendee mailing list post-conference	YES	YES	NO	NO

What will the Virtual Conference Look Like?

As we move the conference online, we look forward to offering the same informative and timely content from presenters and the space to connect with attendees and sponsors from across the region.

The virtual conference will include our regular schedule and opportunities for engagement, including a keynote speaker, panel sessions, workshop offerings, and networking opportunities.

In addition to participating in the live events, all attendees will have access to recordings that can be viewed at any time. Moving our in-person conference to an online format presents us with the unique opportunity to explore new tools for online collaboration and connection.

About the Virtual Venue

The conference will be hosted in Pathable, a virtual event platform. Pathable's award-winning cross-device desktop web and mobile experience platform combines cutting edge design, community features, integrated webinars and live video to deliver the unique value of events in an online environment. Custom landing pages for sponsors create a year-round, virtual tradeshow.

Sponsors can manage their own logo, videos (product demonstrations, commercials), files (brochures, flyers), description, and more. A searchable keyword index helps attendees find sponsors and attendees can easily share their contact information, similar to having their badge scanned at a live event.

Benefits of Sponsoring the Virtual Conference

- **Cost and Time Savings:** Save time and money by conveniently accessing the conference from your home or workspace. Without the hassle and cost of travel, you can focus on maximizing your session experience and networking abilities while also attending to work and family responsibilities.
- **Bring Attendees To Your Show Room Or Job Site:** You're no longer limited to what you can fit within the confines of your exhibit space. Consider pre-recording product demonstrations, or tours of your show room or job site! Share an unlimited number of video recordings to help attendees learn about your company, products, services, and your team.
- **Sustainability:** By eliminating the need for travel and reducing the energy required for an in-person event, our virtual conference will have a much smaller carbon footprint. It will also avoid the large amount of waste that would typically be generated at an in-person event (e.g. coffee cups, brochures, giveaways).
- **Continued Exposure For One Year Post-Conference:** The virtual conference platform will be available for one year past the conference dates, prolonging your company's recognition and exposure.
- **More Qualified Leads:** The virtual conference will allow you to connect with a larger audience, many of whom may have not attended due to cost and travel constraints. Consider involving more of your staff who would not have been approved for travel in past years. The virtual environment will provide new opportunities to engage fellow attendees in real-time chat, discussion forums, and one on one or small group video with participants. Reports are available to you post-conference for things like who joined your virtual booth (Zoom room staffed by your company representatives), and number of people to collect information about your company.

Rules & Regulations

(Note the word “sponsor” refers to the applicant named in the online registration form; “conference” refers to the Better Buildings by Design Conference; and “facility” refers to Pathable, the virtual conference platform.)

SOLICITATION Distribution of advertising material and sponsor solicitation of any sort shall be restricted to the sponsor’s virtual booth.

SUBLETTING OF SPACE Sponsor agrees not to assign, sublet, or apportion space or any part thereof allotted to it, and not to sponsor 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.

PAYMENT POLICY Payment must be received in full by January 3, 2021 or your sponsorship may be resold.

REFUND POLICY Sponsors canceling in writing on or before December 15, 2020, are entitled to a 50% refund of the total rental fee. There will be no refunds issued after December 15, 2020.

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

MANAGEMENT The sponsor further agrees that conditions, rules, and regulations of Efficiency Vermont management are part of this contract and that said sponsor 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.