



Keeping up with changing building codes, constantly rising energy prices and growing consumer demand for more efficient homes, high performance building isn't a niche—it's a necessity. Simply integrating "green" products and services into a home is not enough; builders and remodelers must also embrace the concepts of energy efficiency, durability and building science if they want to remain competitive in today's marketplace.

Through a series of 20 demonstrations, nationally acclaimed instructors take attendees through the practical, real-world side of why building science and high-performance building are transforming the housing industry, and how to build each component. And as a sponsor they'll include your company in demos that matches your products.

High Performance Building Zone (HPBZ) Product Sponsor - \$5,000

- The HPBZ will have twenty (20) sessions, provided over two days, February 9 and February 11, there will be ten (10) sessions provided each day
- One performance-based product will be incorporated into video recorded demos (samples: wall framing, window installation, flashing demos, insulation, roofing, indoor air quality, weather/water proofing, etc.)
- Demos will be 15-30 minutes in length (some pre-recorded and some semi-live where instructor is able to answer questions at end of the video via a chat function)
- Product might be referenced later if it makes sense in a subsequent demo, but not guaranteed
- Hired talent who are master builders will host demos and provide information on the sponsored product (almost like a product placement in a movie or TV show)
- Videos shot on job site or will be created in a controlled environment based on product sponsorships
- Segments will have brief intro – product sponsorship mention by talent, possible link to IBSx booth
- Presenter acknowledgement of the demo sponsor and closing "still" for sponsor at end of segment
- Viewers of sponsored product session provided to sponsor for lead gen after IBSx
- Dedicated URL for sponsors to link directly to sponsor session (only IBSx registrants will have direct access)
- Sponsorship included on event details page of IBSx
- Marketing pre-IBSx across NAHB and IBS blogs and social media channels to include sponsor acknowledgment (must sign up by January 10 for this benefit to be included)

High Performance Building Zone - \$15,000 "Zone" sponsor

- ALL PRODUCT SPONSOR BENEFITS, plus more found below
- Segments where sponsor's product is featured can have 15 second opening sponsor video (provided by sponsor)
- Viewers of ALL HPBZ sessions provided to sponsor for lead gen after IBSx
- One sponsor supplied instructional product video on HPBZ page for duration of IBSx
- Product type exclusivity
- Marketing pre-IBSx across NAHB and IBS blogs and social media channels to include sponsor acknowledgment (January 10 deadline required)

For Sponsorship Information Contact: Don Berey, CEM, dberey@nahb.org, 617.780.5730