

INTO THE FUTURE TOGETHER



RESNET[®]
RESIDENTIAL ENERGY SERVICES NETWORK

2022

VIRTUAL CONFERENCE May 3-5

#RESNET2022 BUILDING
PERFORMANCE CONFERENCE
SPONSORSHIP PACKAGES



About RESNET

The Residential Energy Services Network (RESNET) was founded in 1995 as an independent, non-profit organization to help homeowners reduce the cost of their utility bills by making their homes more energy efficient. Based on the RESNET mission, goals, and foresight for where the building performance industry is headed, we cater our annual conference to bring the most valuable information to you and your customers.

About #RESNET2022

#RESNET2022 Virtual Building Performance event will be bigger and better than our groundbreaking virtual event - [#RESNET2021](#). In addition to the themes that were offered for RESNET 2021, our team is reimagining the attendee experience to create an engaging and interactive online environment. By adding expanded networking opportunities and entertaining events to our schedule, RESNET's virtual conference will be the event that everyone will talk about, and you will have access throughout 2022 to earn RESNET professional development credits and other CEU's! The deadline to earn RESNET professional development credits is July 1st, 2022.

Sponsorship Opportunities

Marketing add-on options and premium marketing add-on options allow for you to show your support and network with your potential customers. These are offered on a first-come, first-served basis.

Other Ideas on How to Sponsor?

We are here to make sure you receive the most value for conference. Contact us if you have an idea of how we can best promote your company or tailor your sponsorship package: conference@resnet.us

What to Expect at #RESNET2022

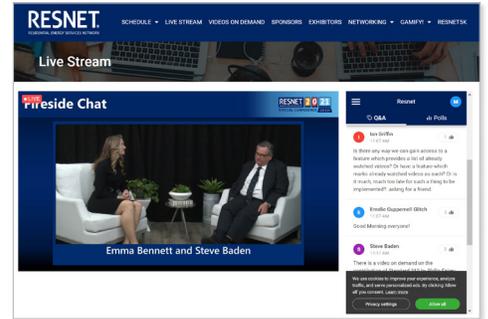
Virtual Conference Schedule

Tuesday, May 3 – Thursday, May 5

8:00 AM – 8:30 AM *	Morning Workout
9:00 AM – 12:00 PM	General Session - Simulive Stream
12:00 PM – 1:00 PM	Networking Rooms
1:00 PM – 2:00 PM	Entertainment

*Pacific time zone

"It is so challenging today to know which way to move forward. I believe that RESNET has absolutely embraced the current climate and pulled off this virtual conference exceptionally. I am so impressed with the platform and all the communications. Great job!" - #RESNET2021 Sponsor



Virtual conference attendees will enjoy a mix of live and recorded sessions, and opportunities for networking.

Attendee Data & Engagement

2021 Virtual Conference Data Summary

In 2021, virtual attendance was over 1,100 people from across the country. Average of 918 viewers live across all three days of conference.

1,100 Attendees
918 Attendees avg. per day

Based on survey data collected from the 2021 virtual conference, there was a wide range of attendees from many different segments in the industry. The majority of RESNET Conference Attendees were HERS® Raters and Rating Providers.

Top 5 Attendee States

- 1 Texas
- 4 California
- 2 Florida
- 5 Georgia
- 3 North Carolina

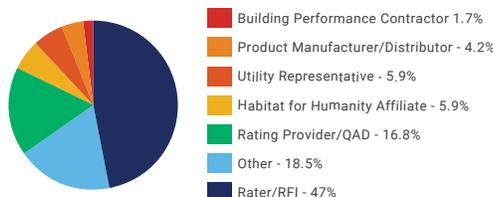
Networking Group Engagement

- Around **400 users** with active participation in the networking social groups.
- Average of **10 minutes per day** spent per user on the networking social groups of the platform.

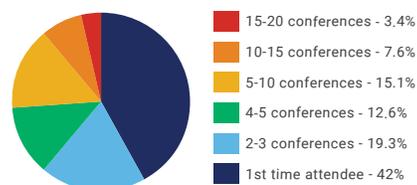
Exhibitor Hall Engagement

- **501 users** interacted with the sponsors and exhibitors hall.
- Average of **20 minutes** spent.
- **782 virtual business cards** submitted through the exhibitor booths.
- **775 social media** (LinkedIn, Facebook, Twitter) link **clicks**.

How would you best describe yourself?



How many RESNET Conferences have you attended?



Gold Sponsor - \$13,000

Select one of the following options:

1. COMMUNITY/GROUP SPONSOR

- Sponsor one of the online networking groups
- Opportunity to interact with a target audience / industry
- Recognition with company logo on group main page

2. PRIZE SPONSOR

- Sponsor the prizes 3 additional prizes for the gamification feature on the RESNET virtual conference platform
- RESNET will coordinate gifting through provider, Cultivate

3. WORKOUT SPONSOR

- Sponsor RESNET's morning Yoga workouts!

Additional Benefits

- Complimentary 30 Attendee virtual registrations (passes \$400 value, eligible for 18 professional development credits and other CEUs)
- Comped [virtual exhibit in online expo](#) (\$2,000 Value)
- Designated social post on RESNET social media highlighting company sponsorship and virtual booth (\$500 Value)
- Sponsored E-Blast to Attendees (\$1,000 value)
- Up to 60 second commercial (sponsor provides) to be presented between live-stream sessions (\$2,000 value)
- Recognition with company logo in all Pre-Conference marketing and registration materials and on conference website
- Receive Attendee Contact List Post Conference (\$1,000 value)

Supplier Advisory Board Sponsor – Free with Membership

Exclusive to SAB members JOIN TODAY TO GET THESE BENEFITS!

- Complimentary 20 Attendee virtual registrations
- Comped [virtual exhibit in online expo](#) (\$2,000 Value)
- \$3,000 credit to use for marketing add-ons (see pg. 7-8 for options)
- Dedicated 15-minute simu-livestream (pre-recorded, played live) product/service demo session
 - Sponsor provides video or can coordinate with RESNET production
 - Video will also be include in video on-demand library
- Recognition with company logo in all Pre-Conference marketing and registration materials and on conference website

Silver Sponsor - \$7,500

- Complimentary 10 Attendee virtual registrations
- Comped [virtual exhibit in online expo](#) (\$2,000 Value)
- \$2,500 credit to use for marketing add-ons (see pg. 7-8 for options)
- Recognition with company logo in all Pre-Conference marketing and registration materials and on conference website

Networking Sponsor - \$4,000

- Complimentary 6 Attendee virtual registrations
- Comped [virtual exhibit in online expo](#) (\$2,000 Value)
- \$2,000 credit to use for marketing add-ons (see pg. 7-8 for options)
- Recognition with company logo in all Pre-Conference marketing and registration materials and on conference website

Virtual Expo Only - \$2,000

Company will have a profile created to customize in the virtual “expo” on the RESNET conference platform.

- Complimentary 2 Attendee staff or customers to attend virtual event
- Comped expo booth in [virtual exhibit hall](#)

MEDIA SPONSORSHIPS



Willing to help us promote the 2022 conference to your network? Depending on your network distribution size, you could receive complimentary attendee passes or other deliverable during the virtual event. Contact conference@resnet.us for more information.

MARKETING ADD-ONS

NOTE: Companies must purchase a sponsorship package or virtual opportunity to purchase marketing add-ons. Be sure to sign up early to ensure you are well promoted!

\$3,000 Add-on

NETWORK GROUP SPONSOR

"e.g. "INDUSTRY NAME Forum hosted by: COMPANY NAME"

SEARCH BAR SPONSOR

"SEARCH Powered by {Your Company Here}"

\$2,000 Add-On

SPONSOR COMMERCIAL

30 second commercial sponsor provides to be presented between live-stream sessions - Sponsor must provide HQ video, \$500 for each additional 30 seconds

PREMIUM LISTING ON EXHIBIT HALL

Premium placement at the top of the Exhibit Hall

\$1,000 Add-On

PUSH NOTIFICATION

Send a push notification through the digital platform to attendees

E-BLAST

Dedicated E-blast through RESNET server to engage attendees pre-conference

POST-CONFERENCE ATTENDEE LIST

Receive conference attendee list post-conference

\$500 Add-On

DESIGNATED SOCIAL POST

Designated social post on RESNET's social media channels and forums highlighting company sponsorship (RESNET to coordinate text & image with sponsor)

PLATFORM MARKETING ADD-ONS: BANNER ADS

These premium opportunities are limited and on a first-come, first-serve basis. Some options are multiple/rotating, such that ads will refresh and show different combinations.

NOTE: Companies must purchase a sponsorship package or virtual opportunity to purchase marketing add-ons. Be sure to sign up early to ensure you are well promoted!

LISTED IN ORDER OF MOST PROMINENCE

\$2,000 Add-on

LIVE / GENERAL SESSION PAGE (TOP ONLY)

- Limit 3 (1 per day of conference)
- Have maximum exposure during the daily livestream, with placement in front of ALL virtual conference attendees

SCHEDULE LISTING PAGE (TOP/BOTTOM ONLY)

- Feature your company on the daily schedule page of the platform

HOME PAGE

- Limit 3 (1 per day of conference)
- Feature your company on the main landing home page of the platform

\$500 Add-on

SPONSOR A SOCIAL GROUP

Have your company sponsor one of the many social groups on the platform.

- Limited number of social groups
- Fixed ad – “This group is sponsored by”



\$1,000 Add-on

EXHIBIT HALL (TOP/BOTTOM)



SOCIAL NETWORKING BANNER AD

- Member Directory (Sidebar)
- Activity Feed/Wall (Sidebar)
- Groups Directory (Sidebar)



INDIVIDUAL SESSION PAGES

- Fixed ad – “The session is sponsored by”
- In the Videos-on-Demand section of the conference platform. If you would like to sponsor an individual video, a banner ad can be placed per session page.
- This will also be available for post-conference attendees and access.



Sponsorship Comparison

SPONSOR BENEFITS	DIAMOND	GOLD	SAB	SILVER	NETWORK	VIRTUAL EXPO
Exclusive Promo Opportunity <i>See levels for details</i>	✓ Choice of promo opportunity	✓ Choice of promo opportunity	✓ 15 minute product/ service demo			
Virtual Conference Benefits - May 3-5						
Complimentary attendee virtual registrations	✓ 40 passes	✓ 30 passes	✓ 20 passes	✓ 10 passes	✓ 6 passes	✓ 2 passes
Complimentary virtual exhibit in virtual expo	✓	✓	✓	✓	✓	✓
Company logo in pre-conference marketing, registration materials, and conference website	✓	✓	✓	✓	✓	
Designated social post on RESNET social media	✓	✓				
Receive attendee contact list post conference	✓	✓	\$3,000 credit for your choice of marketing add-ons	\$2,500 credit for your choice of marketing add-ons	\$2,000 credit for your choice of marketing add-ons	
Commerical presented between live-stream sessions	✓ 90 seconds	✓ 60 seconds				
Sponsored e-blast to attendees	✓	✓				

#RESNET2021 SPONSORS

AirCycler	Duct-EZ	International Code Council	RESNET Emerging Leadership Council (ELC)
APA - The Engineered Wood Association	DuPont Building Innovations	Iron Pineapple Fitness	Retrotec
Appraisal Institute	EEBA	Johns Manville	Spray Polyurethane Foam Alliance (SPFA)
Aprilaire	Ekotrope	KB Home	The Energy Conservatory (TEC)
ASHRAE	EnergyLogic	MaGrann Associates	TopBuild Home Services
Basement Health Association	EnergySMAC	Mitsubishi Electric Cooling and Heating	Trane
Broan	EPA Indoor airPLUS	Nonprofit Resources	TruTech Tools, LTD
Building Industry Association of Central Kentucky	Field Controls	NORESCO LLC	U.S. EPA, ENERGY STAR Homes
Building Performance Institute (BPI)	Florida Green Building Coalition	North American Insulation Manufacturers Association	United States Postal Service
Building Performance Solutions (BPS)	Green Builder Media / Green Builder Coalition	Owens Corning	
Burgess Construction Consultants	Habitat for Humanity	Panasonic Life Solutions Company of America	
Centricity	High Performance Insulation Professionals	Passive House Institute US	
CertainTeed Insulation	HouseRater, LLC		
DPIS Builder Services Ei Companies			

2022 SPONSORS

THANK YOU TO OUR CURRENT 2022 CONFERENCE SPONSORS!

Platinum Sponsors



Gold Sponsors



SAB Sponsors



Networking Sponsors

Broan | Ekotrope
Florida Solar Energy Center
Passive House | Phius
TruTech Tools

Media Sponsors

Consortium for Energy Efficiency
Florida Green Building Coalition
Green Builder Media

Virtual Sponsors

EPA Indoor airPLUS
KB Home

WE LOOK
FORWARD
TO SEEING
YOU ONLINE!

QUESTIONS? CONTACT:

✉ E-Mail: conference@resnet.us

🌐 Website: resnet.us/conference/sponsors

