

**RESNET**<sup>®</sup>  
RESIDENTIAL ENERGY SERVICES NETWORK

# 2024 Policy Forum

## SPONSORSHIP PACKAGES



**MAY 1-2 2024**

THE MADISON HOTEL  
WASHINGTON, DC



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CURRENT SPONSORS

# ABOUT RESNET

4 MILLION HERS® RATED  
HOMES & COUNTING

**RESNET**®  
RESIDENTIAL ENERGY SERVICES NETWORK

**4M**

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 garnering energy efficiency in the building industry and knowing that change happens at the local level, we invite our network to join us in Washington DC to meet their Washington representatives.



# ABOUT THE RESNET 2024 POLICY FORUM

After RESNET's recent return to fully in-person events at the 2023 RESNET Conference November 15-17 in San Diego, it was clear to all that the network was grateful to be face-to-face again. The 2023 RESNET Conference was a huge success for attendees, sponsors, and RESNET staff. Additionally, RESNET will be returning to its accustomed conference time frame of late February or early March in 2025. With this shift, RESNET will forgo a full conference in 2024 and instead host the RESNET Policy Forum.

The RESNET Policy Forum will be the only in person event in 2024 for the RESNET network. This event will give our most engaged stakeholders an opportunity to interact and network with one another.

RESNET is proud to host the Policy Forum in Washington, D.C. on May 1st and 2nd, 2024. This event is open to all within the building performance network. The 2024 RESNET Policy Forum is a unique opportunity to lobby for your local and state energy-related initiatives and effect change in your own backyard.

Attendees will be given the chance to sit face-to-face with their state's representatives and share their residential energy-related concerns and priorities. RESNET is proud to partner with Winning Strategies Washington to provide in-depth training and preparation for these meetings on Capitol Hill to ensure the greatest impact.



# PREVIOUS YEAR'S STATISTICS



## MAILING LISTS

Contact list includes 1,500+ previous conference attendees, with more than 4,200 total contacts.

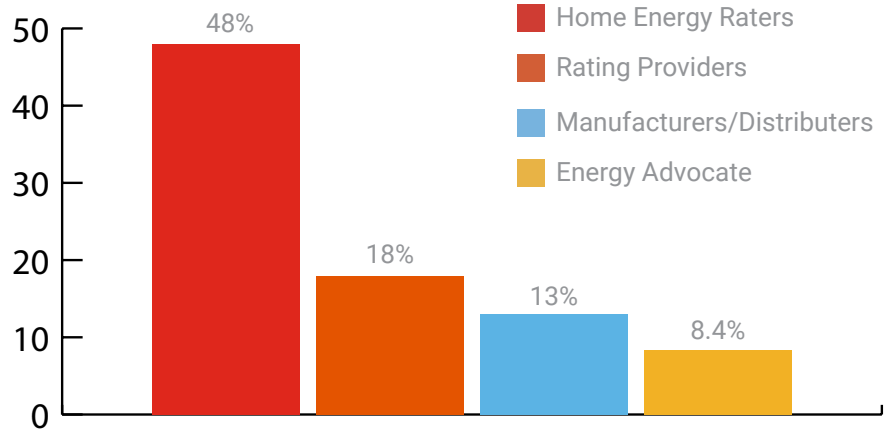


## REStalk PODCAST

REStalk is listed as one of the top podcasts to subscribe to by Energy Circle. There are around 200 downloads per monthly episode.

## 2023 RESNET CONFERENCE ATTENDEES BY FIELD

Out of our 430 attendees in 2023, the following fields represented the highest numbers in attendance.



## SOCIAL REACH



**7K FOLLOWERS**  
Group - 5,245 members  
Page - 2k Followers



**11.9K FOLLOWERS**  
RESNET - 2.9k  
RESNET SmartHome - 9k  
RESNET HERS Index - 137



**273 SUBSCRIBERS**



**6.6K FOLLOWERS**  
RESNET - 3,340  
RESNET SmartHome - 3,304



**1K FOLLOWERS**

2023

# CONFERENCE SPONSORS



## SUPPLIER ADVISORY BOARD SPONSORS



## DIAMOND SPONSORS



2023

CONFERENCE SPONSORS CONT.



GOLD SPONSORS

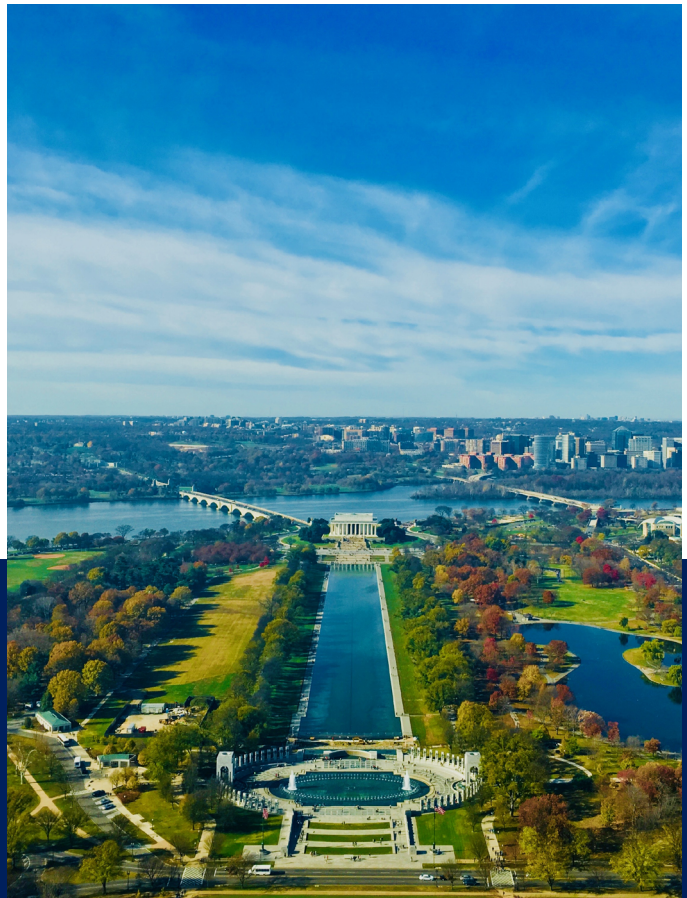
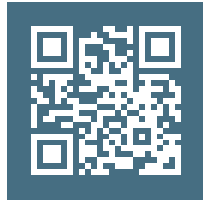


SILVER SPONSORS



BRONZE SPONSORS





# WELCOME TO DC

Our nation's capitol is home to some of the most exciting destinations and activities including the Smithsonian Museums, national monuments, and so much more. The Madison Hotel is where all events will take place and is nearby historical Georgetown where you can take part in some of the best that DC has to offer. Some of these experiences include tours of the rich historical landmarks such as the C&O Canal, the African American Heritage Trail, Blues Alley, cupcake tours, and more.

Dinner is on your own both nights of the Policy Forum so you and your colleagues will have plenty of opportunities to walk from the hotel to some of DC's top restaurants like Quill, Siroc Restaurant, and Commissary.



Washington  
Monument



Cherry  
Blossoms



Lincoln  
Memorial



Capitol  
Hill





# ABOUT THE MADISON HOTEL

Named after the 4th President of the United States, James Madison, and lightened with a dash of the First Lady Dolley's wit, energy, and levity. Boutique in feel and generously brightened by a warm and welcoming lobby filled with the spark of Washington's fabled never-ending energy. The Madison draws visitors, families, and locals alike for meals and meetings, overnights, and nightcaps, seeing the city and governing the country.

Enjoy breakfast, lunch and dinner at the hotel's convenient and high-quality restaurant, or finish off the evening with a drink at the Lady Madison.





## DIAMOND SPONSOR

TOTAL COST - \$10,000

The best sponsorship opportunity for companies who want to broaden their brand reach and help build a dedicated customer base!

### **Benefits:**

- Complimentary Premium Tabletop exhibit (6 ft. table w/ 2 chairs)
- Complimentary Policy Forum Registration for up to three people
- 60 SECOND Commercial to be played at General Session on May 1st
- Access to attendee Contact List, post-conference (\$1,000 value)
- Sponsored E-Blast to Pre-Conference Attendees (\$1,000 value)
- Opportunity to provide literature or gift in attendee gift bag (sponsor provides)
- Company highlighted in all Forum materials, including the Forum website

### ***Diamond Sponsors Pick One Exclusive Promo Opportunity:***

#### **1. OPTION TO HOST MAY 1<sup>ST</sup> OR MAY 2<sup>ND</sup> RECEPTION**

- Onsite or offsite option for attendees on closing night
- Complimentary bar for attendees, hosted by your company

#### **2. WELCOME GIFT FOR POLICY FORUM ATTENDEES *Limited to One Sponsor***

- Check-in gifts available for attendees staying at the Madison Hotel
- Company branding & custom welcome messages available

#### **3. SPONSOR KEYNOTE SPEAKER OR GENERAL SESSION ON MAY 1<sup>ST</sup>**

- Opportunity to introduce company and speaker
- Keynote speeches/general sessions 20-40 minutes

# SPONSORSHIP OPPORTUNITIES



## SUPPLIER ADVISORY BOARD SPONSOR

*INCLUDED IN MEMBERSHIP*

Exclusive to SAB Members - [JOIN TODAY](#) to access these benefits!

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### ***Benefits:***

- Complimentary Premium Tabletop exhibit (6 ft. table w/ 2 chairs)
- Complimentary Forum Registration for two people
- Access to Attendee Contact List, post-conference (\$1,000 value)
- Sponsored E-Blast to Pre-Conference Attendees (\$1,000 value)
- 30 second Commercial to be played at General Session May 1<sup>st</sup>
- Opportunity to provide literature or gift in attendee gift bags (sponsor provides)
- Company highlighted in all Forum materials, including the Forum website.
- \$5k Discount on sponsorship upgrades to Diamond sponsorship

# SPONSORSHIP OPPORTUNITIES



## GOLD SPONSOR

TOTAL COST - \$7,500

This is a great sponsorship opportunity for companies who want to build a customer base and brand awareness.

### **Benefits:**

- Complimentary Forum Registration for two people
- Opportunity to provide literature or gift in attendee gift bags (sponsor provides)
- Company highlighted in all Forum materials, including the Forum website

### **Gold Sponsors Pick One Exclusive Opportunity:**

#### **1. LANYARD SPONSOR** *Limited to One Sponsor*

- Opportunity to have the company logo on attendee lanyards

#### **2. TRANSPORTATION SPONSOR** *Limited to One Sponsor*

- Exclusive sponsorship recognition of shuttles taking all attendees to Capitol Hill on May 2nd

## MOBILE APP SPONSOR

TOTAL COST - \$5,000

This is the perfect unique sponsorship opportunity to highlight your organization.

Includes two complimentary registrations and special branding on app and website.

***\*add this on to any existing sponsorship for a special rate of \$3,500!***

# SPONSORSHIP OPPORTUNITIES

## SILVER SPONSOR

*TOTAL COST - \$3,500*

A great opportunity to showcase your company to new customers.

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### ***Benefits:***

- Complimentary Forum Registration for one person
- Opportunity to provide literature or gift in attendee gift bags (sponsor provides)
- Company highlighted in all Forum materials, including the Forum website.

## BRONZE SPONSOR

*TOTAL COST - \$1,500*

A sponsorship opportunity that is great for companies looking to support the Network at a more affordable level.

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### ***Benefits:***

- Complimentary Forum Registration for one person
- Company highlighted in all Forum materials, including the Forum website.



# SPONSORSHIP OPPORTUNITIES



## A LA CARTE MARKETING SPONSORSHIP OPTIONS

Choose as many or as few of the following additional Sponsorship opportunities! *(Must at least sponsor at "Bronze" level)*

- Host a Webinar on RESNET platform in 2024 (limit 1 per company) – **\$2,500**
- 90 second Commercial to be played on RESTalk, RESNET's Monthly Podcast – **\$2,000**
- 60 second Commercial to be played at General Session (limit 1 per company) - **\$1,500**
- Sponsored E-Blast to Pre-Conference Attendees (limit 1 per company) - **\$1,000**
- 30 second Commercial for the General Session (limit 1 per company) - **\$750**
- Company Highlight on RESNET's social media platforms (limit 1 per company) – **\$750**
- Sponsored push notification sent during the conference (limit 1/day per company) – **\$500**

### OTHER SPONSORSHIP OPPORTUNITIES

Do you have a sponsorship idea that will fit more within your company's scope or want to customize a package based on your organization's needs for this event? We want to partner with you! Please email [conference@resnet.us](mailto:conference@resnet.us) to discuss customized opportunities.

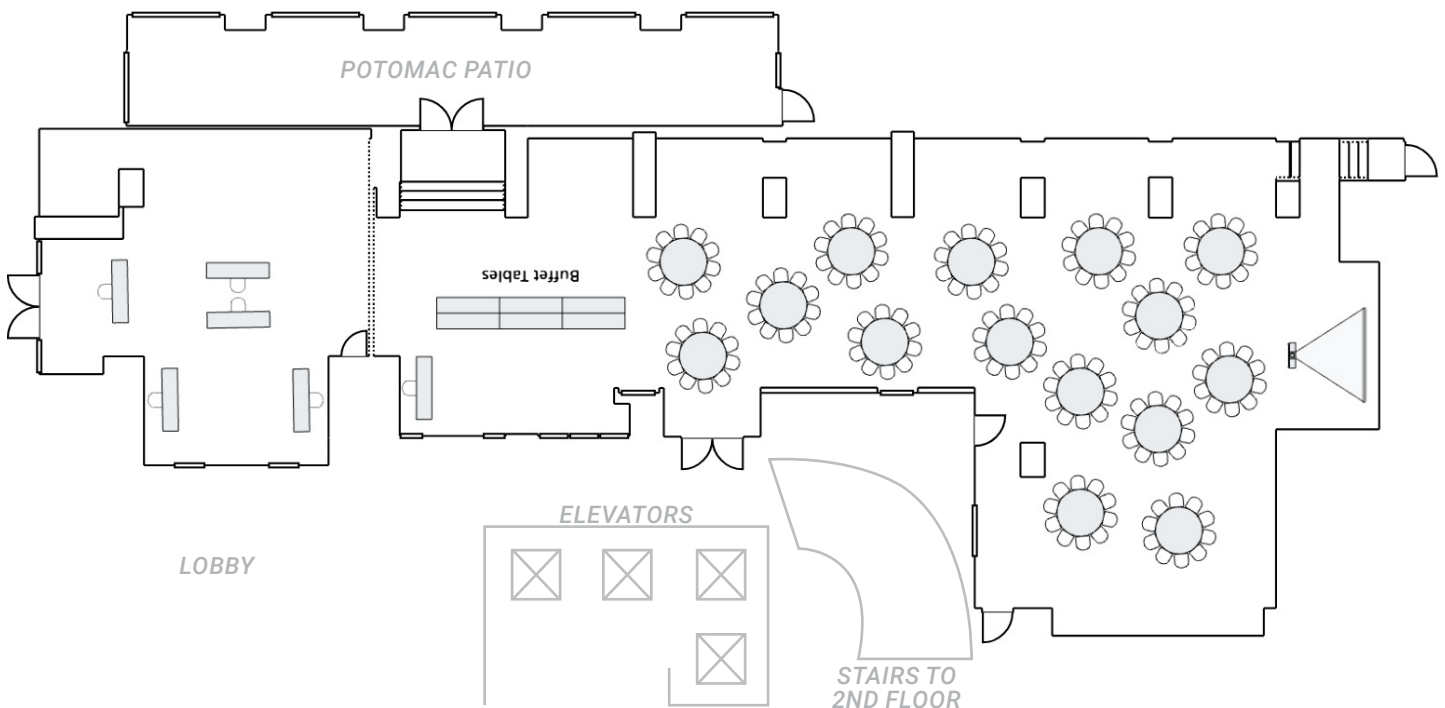
***Ensure your company registers ASAP as deliverables are first come first served. Conference Staff cannot ensure access to full deliverables if sign-up is after March 1st, 2024.***

# TABLETOP EXHIBITOR INFORMATION

RESNET is excited to include an exclusive exhibitor experience which will include tabletop exhibits and exposure to all attendees present at the forum. It will be an excellent opportunity to showcase your newest products and services to the best of the best in the building performance industry. Just like you are eager to present in person, participants are just as eager to attend in person! Please note that exhibitor tables are extremely limited- reserve one today to ensure you get a spot.

All Exhibitor tabletops come with a 6' draped table, and 2 chairs.

*To become an exhibitor or sponsor, contact [conference@resnet.us](mailto:conference@resnet.us)*



Potomac A-C Event Space Diagram



# SCHEDULE AT A GLANCE

*\*SUBJECT TO CHANGE*

## Wednesday May 1st, 2024

**7:45AM-8:45AM** Breakfast Buffet

**9:00AM-9:30AM** Welcome Address from  
Congressman Ellzey (R-TX)

**9:30AM-10:30AM** Presentations by Federal  
Policy Makers and Industry Stakeholders

**10:30AM-11AM** Coffee Break

**11:00AM-12:00PM** Secondary Mortgage Market

**12:00PM-1:00PM** Lunch

**1:00PM-3:00PM** Presentations on Outlook in  
Congress

**3:00PM-3:30PM** Afternoon Break

**3:30PM-5:00PM** Advocacy Training and Q&A  
from Carl Chidlow with Winning Strategies  
Washington (Open only to those who will be  
visiting Capitol Hill)

**5:30PM** Dinner on your own

## Thursday May 2nd, 2024

**7:30AM-8:30AM** Breakfast Buffet

**8:45AM-11:00AM** Shuttles leave for Capitol Hill

**LUNCH ON OWN**

**12:00PM-3:00PM** Shuttles return to The  
Madison Hotel



**RESNET**<sup>®</sup>  
RESIDENTIAL ENERGY SERVICES NETWORK



**MAY 1-2 2024**  
THE MADISON HOTEL  
WASHINGTON, DC

*We look forward  
to seeing you!*

## **QUESTIONS? CONTACT US:**

For any questions or additional information needed,  
reach out to [conference@resnet.us](mailto:conference@resnet.us)

Visit us at <https://whova.com/web/AvkZV9fjevPr%-40g58i-Kvra6tAPq%40mT4nkx-GJ5i%40wLA%3D/> for  
more info.