
BUILDING PERFORMANCE CONFERENCE SPONSOR PROSPECTUS

A NEW PATH TO THE FUTURE



A NEW PATH TO THE FUTURE

#RESNET2021

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CELEBRATING OUR 20TH CONFERENCE YEAR!

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 CONFERENCE

2021 marks RESNET's 20th Annual Building Performance Conference and while we hoped to celebrate this milestone face-to-face, the COVID-19 pandemic has changed the way we do business and interact with others.

Due to health concerns to the RESNET community, the 2021 RESNET Conference will shift from its traditional in-person event to an interactive, virtual alternative. We will offer a robust experience built on the tradition of the RESNET Conference with added benefits.

About THEME

The theme of the 2021 RESNET Conference is "A New Path to the Future." Having a virtual conference clearly fits within the context of the theme. As we navigate a "new normal," our industry continues to innovate and find ways to adapt to an ever-evolving environment.

Like every year, our priority is to offer high-caliber information from our nation's leading industry experts. Moving virtual, we will have some compelling opportunities to provide to attendees from the safety and comfort of your home or office!



LETTER FROM THE PRESIDENT

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Conference Sponsors and Exhibitors,

2020 has been a challenging year, both personally and professionally, making it one for the books. With all that has happened in the past six months, we can be thankful that the housing market is strong. Our industry knows how to adapt to a constantly changing environment, and together we will overcome these unique times.

Moving the RESNET 2021 Conference to a virtual event was a decision that took a lot of time, consideration, and research by RESNET's Staff and Board of Directors. I will miss getting to meet the membership on a more personal level, possibly over a beer, but the health and safety of our network is our highest priority. That said, we are proud to present the 2021 conference theme: "A New Path to the Future."

Our sponsors and exhibitors are essential to creating a valuable attendee experience, and for 2021 we are asking for your support in hosting our virtual conference. With different levels of sponsorship opportunities available, your company can choose the best way to promote yourself to the entire RESNET network. Opportunities include: a virtual exhibit hall, social media posts, pre-conference marketing exposure, live-stream sponsorship commercials, and more.

We hope to have you pioneer this event with us as a supporter for the first-ever RESNET Virtual Conference. Your sponsorship serves as a reminder that we are all in this together. Be sure to register early to receive maximum exposure and company recognition.

Sincerely,



MATT GINGRICH

Energy Diagnostics

RESNET Board President



BUNDLE DELIVERABLES
AND SAVE!

SPONSORSHIP PACKAGES

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RESNET 2021 VIRTUAL CONFERENCE

SPONSORSHIP PACKAGES

Platinum Event Sponsor \$12,500

15 complimentary attendee passes for staff or customers to attend virtual event (\$7,500 value)

Receive attendee contact list post-conference (\$1,000 value)

Free expo booth in virtual exhibit hall (\$2,000 value)

Complimentary "Scavenger Hunt" card (\$500 value) – See marketing add-ons for details

20% off 2022 exhibit hall booth registration (\$500+ value)

Designated social post on RESNET social media highlighting company sponsorship and virtual booth (\$500 value)

Live-stream break sponsorship: 10-minute break promoting your product or service on the virtual platform (*Sponsor must provide video*) (\$4,000 value)

Sponsored e-blast to attendees (\$1,000 value)

Recognition as a sponsor with company logo on conference website and in all pre-conference marketing and registration materials

Total value \$17,000+ – SAVE \$4,500!

RESNET Supplier's Advisory Board (SAB) members can purchase this for an additional \$2,500 above their annual membership fee. Visit resnet.us/sab/ for more information.



REGISTER BY DECEMBER 31, 2020 TO RECEIVE MAXIMUM EXPOSURE AND ENSURE THAT YOUR COMPANY LOGO WILL BE INCLUDED ON ALL CONFERENCE PROMOTIONAL MATERIALS. VISIT [RESNET.US/CONFERENCE/SPONSOR](https://resnet.us/conference/sponsor) TO SIGN UP

BUNDLE DELIVERABLES
AND SAVE!

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RESNET 2021 VIRTUAL CONFERENCE

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Diamond Event Sponsor \$10,000

12 complimentary attendee passes for staff or customers to attend virtual event (\$6,000 value)

Receive attendee contact list post-conference (\$1,000 value)

Free expo booth in virtual exhibit hall (\$2,000 value)

Complimentary "Scavenger Hunt" card (\$500 Value) – See marketing add-ons for details

20% off 2022 exhibit hall booth registration (\$500+ value)

Designated social post on RESNET social media highlighting company sponsorship and virtual booth (\$500 value)

Sponsor commercial: 30-second commercial (*Sponsor must provide video*) to be presented between live-stream sessions (\$2,000 value)

Recognition as a sponsor with company logo on conference website and in all pre-conference marketing and registration materials

Total value \$12,500+ – SAVE \$2,500

RESNET Supplier's Advisory Board (SAB) members receive this sponsorship package as part of their annual membership fee. Visit resnet.us/sab/ for more information.

Gold Event Sponsor \$8,000

10 complimentary attendee passes for staff or customers to attend virtual event (\$5,000 value)

Receive attendee contact list post-conference (\$1,000 value)

Free expo booth in virtual exhibit hall (\$2,000 value)

Complimentary "Scavenger Hunt" card (\$500 value) – See marketing add-ons for details

20% off 2022 exhibit hall booth registration (\$500+ value)

Designated social post on RESNET social media highlighting company sponsorship and virtual booth (\$500 value)

Recognition as a sponsor with company logo on conference website and in all pre-conference marketing and registration materials

Total value \$9,500+ – SAVE \$1,500

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BUNDLE DELIVERABLES
AND SAVE!

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RESNET 2021 VIRTUAL CONFERENCE

À LA CARTE PACKAGES

Silver Event Sponsor \$6,000

Select one of the following options:

NETWORK EVENT SPONSOR (LIMITED 3)

Opportunity to host interactive networking event for attendees during conference. Includes social post on RESNET network and giveaway of item valued at \$500. Sponsor will work with production company and RESNET staff to produce session.

LUNCH AND LEARN (LIMITED 3)

Opportunity to present during live-stream session for up to 45- minutes – Sponsor will work with production company and RESNET staff to produce session.

Silver à la carte packages include the following:

7 attendee passes to virtual event (\$3,500 value)

Free expo booth in virtual exhibit hall (\$2,000 value)

10% off 2022 exhibit hall booth registration (\$250 value)

Recognition as a sponsor with company logo on conference website and in all pre-conference marketing and registration materials



REGISTER BY DECEMBER 31, 2020 TO RECEIVE MAXIMUM EXPOSURE AND ENSURE THAT YOUR COMPANY LOGO WILL BE INCLUDED ON ALL CONFERENCE PROMOTIONAL MATERIALS. VISIT [RESNET.US/CONFERENCE/SPONSOR](https://resnet.us/conference/sponsor) TO SIGN UP

BUNDLE DELIVERABLES
AND SAVE!

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Bronze Event Sponsor \$4,000

Select one of the following options:

WORKOUT CLASS SPONSOR (LIMITED 3)

Sponsor a 45-minute workout class prior to live-stream event. Includes: 30-second video promotion prior to class (*Sponsor must provide video*)

- Includes social post on RESNET network & giveaway of an item valued at \$100

COCKTAIL CLASS SPONSOR (LIMITED 3)

Sponsor a 30-minute cocktail class prior to the networking event. Includes: 30-second video promotion prior to class (*Sponsor must provide video*)

- Includes social post on RESNET network & giveaway of an item valued at \$100

VIRTUAL EXHIBITOR + MARKETING BUNDLE

Receive all marketing add-ons to attract attendees to your virtual booth (save \$500!)

BREAK SPONSOR

10-minute (maximum) break to promote your product service on the virtual platform with a pre-recorded video (*Sponsor must provide video*)

Bronze à la carte packages include the following:

5 attendee passes to virtual event (\$2,500 value)

Free expo booth in virtual exhibit hall (\$2,000 value)

Recognition as a sponsor with company logo on conference website and in all pre-conference marketing and registration materials

10% off 2022 exhibit hall booth registration (\$250 value)

Virtual Exhibitor \$2,000

Company will have a profile created in the virtual "expo" on the RESNET conference platform.

Includes the following:

3 attendee passes to the virtual event (\$1,500 value)

10% off 2022 exhibit hall booth registration (\$250 value)

Conference Supporter \$1,000

Includes the following:

1 attendee passes to the virtual event (\$500 value)

Listing as a conference sponsor

RESNET 2021 VIRTUAL CONFERENCE MARKETING ADD-ONS

\$3,000 Full Marketing Bundle

Receive ALL add-ons in the add-on categories below (total value of \$5,000!)

NOTE

Companies must purchase a sponsorship package or à la carte sponsorship opportunity to purchase marketing add-ons.

Sponsors may not have the opportunity to promote their company with all marketing deliverables when signing up later than December 31, 2020. Be sure to sign up early to ensure you are well promoted!

\$2,000 Add-On

SPONSOR COMMERCIAL

30-second commercial between live-stream sessions (*Sponsor must provide video*)

\$1,000 Add-Ons

E-BLAST

Dedicated e-blast through the RESNET server to engage attendees pre-conference

POST-CONFERENCE ATTENDEE LIST

Receive conference attendee list post-conference

\$500 Add-Ons

SOCIAL MEDIA POST

Dedicated social post on RESNET's social media highlighting company sponsorship and virtual booth

SCAVENGER HUNT CARD

Give attendees a reason to find your booth! For a chance to win prizes, attendees will have to prove they chatted with a representative from your company on the virtual platform

MEDIA SPONSORSHIPS

Willing to help us promote the 2021 conference to your network? Depending on your network distribution size, you could receive complimentary attendee passes and company recognition during the virtual event. Contact emma@resnet.us for more information.

HAVE ANOTHER IDEA ON HOW YOU WOULD LIKE TO SPONSOR THE CONFERENCE?

Let us know how we can best cater and promote your company!

WE LOOK FORWARD TO (VIRTUALLY) SEEING YOU!

QUESTIONS? CONTACT:

EMMA BENNETT

✉ E-Mail: emma@resnet.us

🌐 Website: resnet.us/conference/sponsors

