

# INTO THE FUTURE



**RESNET**<sup>®</sup>

RESIDENTIAL ENERGY SERVICES NETWORK



**INTO THE FUTURE**

Austin, TX  
2.21-2.23

**IN-PERSON**

**2022**

**VIRTUAL 3.10-3.11**

#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 In-Person Event

The RESNET 2022 in-person event will be reimaged for attendees to experience an intimate environment with expanded networking opportunities to interact and have fun with your peers with exclusive sessions at the Hilton Austin Downtown.

### *What is new for 2022:*

Expect more general sessions, table-top exhibits in lieu of an expo hall, longer expo networking hours, more sponsorships based around enhancing the attendee experience (like gifts and receptions), a new product session exclusive to RESNET sponsors... and more! In addition to returning to our live-event we are also offering a virtual conference March 10th -11th that will be similar to [#RESNET2021](#).

## COVID-19 Health and Safety Information

RESNET has partnered with a public health safety consulting firm, Emergency Concierge International (ECI), and VOW Digital Events to establish the best practices in public health to create as safe an environment as possible. **To view the public health best practices, please refer to our COVID-19 Prevention Protocol infographic: [download here.](#)**

## Sponsorship Opportunities

The sponsorship opportunities are broken into 3 sections – in-person and digital conference sponsorship, virtual expo, and marketing add-ons. Those planning to attend the face-to-face event, including speakers and sponsors, must provide proof of vaccination. For those who will not be attending the in-person conference, we are offering virtual-only exhibiting or marketing add-on options to provide an opportunity to show your support and network with your potential customers virtually. **Because we are limiting the number of seats, the multi-channel sponsorships will be sold on a first-come-first serve basis.**

### *Other Ideas on How to Sponsor?*

We are here to make sure you receive the most value for conference. Contact us if you would like to discuss how we can best promote your company or tailor a sponsorship package for you: [conference@resnet.us](mailto:conference@resnet.us)

# LETTER FROM THE PRESIDENT

## ***Conference Sponsors and Exhibitors,***

All our businesses are dealing with challenges we never thought we would have to deal with. But we will get through this, and we must look to the future. The housing market is strong, and our industry continues to grow at a steady pace. Working together with our building partners, industry professionals and planning for the future we will prevail.

Our 2021 Virtual Conference was a huge success and I want to thank all of you that supported RESNET's first Virtual Conference. We learned a lot over the years hosting all in-person events and we learned even more from hosting our first Virtual Conference. Our 2022 Conference will be another first for us. A Two-Part Event: In-Person and Virtual.

Our sponsors and exhibitors are essential to creating a valuable attendee experience, and for 2022 we are asking for your support in hosting our In-Person and Virtual Conference. With the different levels of sponsorship opportunities available, your company can choose the best way to promote your Brand while supporting the success of the Conference.

We have a wide range of opportunities for your company to Sponsor or Exhibit. I encourage you to sign up early to set the stage of how your company will be part of another successful RESNET Conference. Whether you are joining the In-Person event in beautiful Austin Texas or the Virtual part we expect you will enjoy the conference.

Thank you for partnering with RESNET and together we are building an industry of professionals.



Sincerely,

*John Hensley*

**JOHN HENSLEY**

Building Performance Solutions, LLC  
RESNET Board President



The #RESNET2022 in-person conference will be held at the downtown Austin Hilton.



## Pre-Conference Schedule

### SATURDAY, FEBRUARY 19

8:00 AM – 5:00 PM Pre-Conference Sessions

### SUNDAY, FEBRUARY 20

8:30 AM – 5:00 PM Pre-Conference Sessions

5:00PM – 7:00 PM NAIMA Reception

## Conference Schedule

### MONDAY, FEB. 21 - WEDNESDAY, FEB. 23

8:30 AM – 10:30 AM Opening General Session  
 10:30 AM – 11:00 AM Break - Exhibits & Networking  
 11:00 AM – 12:00 PM Breakout Session  
 12:00 PM – 1:30 PM Lunch  
 1:30 PM – 2:30 PM Breakout Session  
 2:30 PM – 3:00 PM Break - Exhibits & Networking  
 3:00 PM – 4:00 PM Breakout Session  
 5:00 PM – 7:00 PM Networking Reception



## Virtual Conference Schedule

### THURSDAY, MARCH 10 - FRIDAY, MARCH 11

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

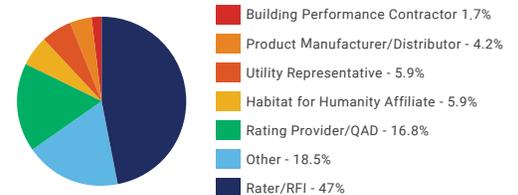
## Attendee Data

### 2021 Virtual Conference Data Summary

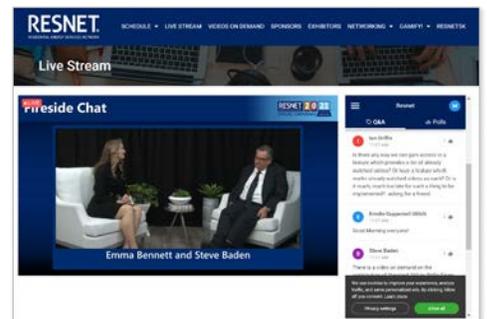
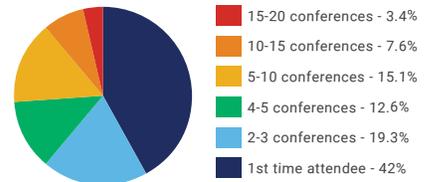
Based on survey data collected from this past conference, there is a wide range of attendees from many different segments in the industry, but a majority of RESNET Conference Attendees are HERS® Raters and Rating Providers.

In 2021, virtual attendance was over 1,100 people from across the country. Being in Texas for 2022, we are limiting seats to 400. We expect that many Raters in that area will join us in Austin. Sponsors and exhibitors will have exposure to both audiences for our in-person and virtual events.

### How would you best describe yourself?



### How many RESNET Conferences have you attended?



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

## 2022 MULTI-CHANNEL SPONSORSHIP OPTIONS

### Platinum Sponsor - \$20,000

**Pick One Exclusive Promo Opportunity:**

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

- Work to provide luxury gifting experience at the conference, RESNET will help to coordinate
- Sponsor welcome to include literature and/or branded gifts in the bag (estimated 400 attendees)

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

- Premier sponsor for Monday or Tuesday night reception February 22 - RESNET to help coordinate F&B and entertainment

### **Additional Benefits in Austin February 21-23**

- Complimentary table – premier booths
- Push text message notification to attendees on-site with event information
- 2 Complimentary in-person passes
- New product highlight session opportunity (15-minute promo slot)
- Networking station for reception Monday, February 21
- Premium tabletop exhibit in front of breakout session rooms Monday-Wednesday February 21-23 (booths #9-#22)
- 60 second commercial to be played at general session M-W
- Opportunity to include literature / gift in bags

### **Virtual Benefits March 10-11**

- 15 Complimentary Attendee virtual registrations
- Receive Attendee Contact List Post Conference for Virtual & In-Person (\$1,000 value)
- Comped [virtual exhibit in online expo](#) (\$2,000 Value)
- Designated social post on RESNET social media highlighting company sponsorship and virtual booth (\$500 Value)
- 30 second commercial (sponsor provides) to be presented between live-stream sessions (\$2,000 value)
- Sponsored E-Blast to Attendees (\$1,000 value)
- Recognition as in-person AND virtual with company logo in all Pre-Conference marketing and registration materials and on conference website

## 2022 MULTI-CHANNEL SPONSORSHIP OPTIONS

### Diamond Sponsor - \$15,500

*Pick One Exclusive Promo Opportunity:*

#### 1. WEDNESDAY (CLOSING) RECEPTION SPONSOR *Limited to One Sponsor*

- Premier offsite sponsor for Wednesday (closing) night reception February 23 off-site in Austin, TX - RESNET to help coordinate F&B and entertainment

#### 2. KEYNOTE SESSION SPONSOR *Limited to Three Sponsors*

- Opportunity to introduce keynote speaker crowd Monday, Tuesday, or Wednesday Feb 21-23 (approx. 300+ attendees)
- Sponsor commercial to be played after keynote session

#### **Additional Benefits in Austin February 21-23**

- Push text message notification to attendees on-site with event information
- 2 Complimentary in-person passes
- New product highlight session opportunity (15-minute promo slot)
- Networking station for reception Monday, February 21
- Premium tabletop exhibit in front of breakout session rooms Monday-Wednesday February 21-23 (booths #9-#22)
- Opportunity to include literature in gift bags

#### **Virtual Benefits March 10-11**

- 12 Complimentary Attendee virtual registrations
- Receive Attendee Contact List Post Conference for Virtual & In-Person (\$1,000 value)
- Comped [virtual exhibit in online expo](#) (\$2,000 Value)
- Designated social post on RESNET social media highlighting company sponsorship and virtual booth (\$500 Value)
- 30 second commercial (sponsor provides) to be presented between live-stream sessions (\$2,000 value)
- Recognition as in-person AND virtual sponsor with company logo in all Pre-Conference marketing and registration materials and on conference website

REGISTER BY DECEMBER 31, 2021 TO RECEIVE MAXIMUM EXPOSURE AND ENSURE THAT YOUR COMPANY LOGO WILL BE INCLUDED ON ALL CONFERENCE PROMOTIONAL MATERIALS. VISIT [RESNET.US/CONFERENCE/SPONSOR](#) TO SIGN UP

# MULTI-CHANNEL EVENT SPONSORSHIP PACKAGES



## 2022 MULTI-CHANNEL SPONSORSHIP OPTIONS

### Gold Sponsor - \$13,000

**Pick One Exclusive Promo Opportunity:**

#### 1. SESSION BREAK SPONSOR

- Premier sponsor for morning or afternoon break Monday-Wednesday; RESNET to coordinate F&B

#### 2. LANYARD SPONSORSHIP *Limited to One Sponsor*

- Opportunity to have company logo on attendee lanyard

#### 3. CHARGING STATION SPONSOR *Limited to One Sponsor*

- Exclusive recognition of a stationed charging stations that attendees can use for phones and laptops

### **Additional Benefits in Austin February 21-23**

- 1 Complimentary in-person pass
- New product highlight session opportunity (15-minute promo slot)
- Networking station for reception Monday, February 21
- Premium tabletop exhibit in front of breakout session rooms Monday-Wednesday February 21-23 (booths #9-#22)
- Opportunity to include literature in gift bags

### **Virtual Benefits March 10-11**

- 10 Complimentary Attendee virtual registrations
- Receive Attendee Contact List Post Conference for Virtual & In-Person (\$1,000 value)
- Comped [virtual exhibit in online expo](#) (\$2,000 Value)
- Designated social post on RESNET social media highlighting company sponsorship and virtual booth (\$500 Value)
- 30 second commercial (sponsor provides) to be presented between live-stream sessions (\$2,000 value)
- Recognition as in-person AND virtual sponsor with company logo in all Pre-Conference marketing and registration materials and on conference website

REGISTER BY DECEMBER 31, 2021 TO RECEIVE MAXIMUM EXPOSURE AND ENSURE THAT YOUR COMPANY LOGO WILL BE INCLUDED ON ALL CONFERENCE PROMOTIONAL MATERIALS. VISIT [RESNET.US/CONFERENCE/SPONSOR](#) TO SIGN UP

## 2022 MULTI-CHANNEL SPONSORSHIP OPTIONS

# Supplier Advisory Board Sponsor

*Free with Membership | Exclusive to SAB Members - Join today to get these benefits!*

### **Additional Benefits in Austin February 21-23**

- 1 Complimentary in-person pass
- New product highlight session opportunity (15-minute promo slot)
- Networking station for reception Monday, February 21
- Premium tabletop exhibit in front of breakout session rooms Monday-Wednesday February 21-23 (booths #9-#22)
- Opportunity to include literature in gift bags

### **Virtual Benefits March 10-11**

- 8 Complimentary Attendee virtual registrations
- Receive Attendee Contact List Post Conference for Virtual & In-Person (\$1,000 value)
- Comped [virtual exhibit in online expo](#) (\$2,000 Value)
- Designated social post on RESNET social media highlighting company sponsorship and virtual booth (\$500 Value)
- 30 second commercial (sponsor provides) to be presented between live-stream sessions (\$2,000 value)
- Recognition as in-person AND virtual sponsor with company logo in all Pre-Conference marketing and registration materials and on conference website



# MULTI-CHANNEL EVENT SPONSORSHIP PACKAGES



## 2022 MULTI-CHANNEL SPONSORSHIP OPTIONS

### Silver Sponsor - \$7,500

#### ***Additional Benefits in Austin February 21-23***

- 1 Complimentary in-person pass
- New product highlight session opportunity (15-minute promo slot)
- Networking station for reception Monday, February 21
- Premium tabletop exhibit in front of breakout session rooms Monday-Wednesday February 21-23 (booths #9-#22)

#### ***Virtual Benefits March 10-11***

- 5 Complimentary Attendee virtual registrations
- Comped [virtual exhibit in online expo](#) (\$2,000 Value)
- Designated social post on RESNET social media highlighting company sponsorship and virtual booth (\$500 Value)
- Recognition as in-person sponsor with company logo in all Pre-Conference marketing and registration materials and on conference website

### Networking Sponsor - \$4,000

#### ***Additional Benefits in Austin February 21-23***

- 1 Complimentary in-person pass
- Networking station for reception Monday, February 21
- Tabletop exhibit in front of breakout session rooms Monday-Wednesday February 21-23 (booths #1-#8)

#### ***Virtual Benefits March 10-11***

- 3 Complimentary Attendee virtual registrations
- Comped [virtual exhibit in online expo](#) (\$2,000 Value)
- Recognition as in-person sponsor with company logo in all Pre-Conference marketing and registration materials and on conference website

# MULTI-CHANNEL EVENT SPONSORSHIP PACKAGES

## 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 and company recognition during the virtual event. Contact [conference@resnet.us](mailto:conference@resnet.us) for more information.

## 2022 VIRTUAL EVENT SPONSORSHIP



### Virtual Expo - \$2,000

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

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

**Note:** Virtual exhibitors can sponsor the in-person event even if they are not able to attend. Contact [conference@resnet.us](mailto:conference@resnet.us) for more information.

# MARKETING ADD-ONS

## MARKETING ADD-ONS

**NOTE:** Companies must purchase a sponsorship package or virtual 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, 2021**.

Be sure to sign up early to ensure you are well promoted!

### \$3,000 Full Marketing Bundle

#### ALL ADD-ONS

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

### \$2,000 Add-On

#### SPONSOR COMMERCIAL

30 second commercial sponsor provides to be present between live-stream sessions for in-person and virtual (sponsor must provide video)

### \$1,000 Add-Ons

#### 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-Ons

#### DESIGNATED SOCIAL POST

Designated social post on RESNET social media highlighting company sponsorship and virtual booth



# WE LOOK FORWARD TO SEEING YOU!

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QUESTIONS? CONTACT:

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**EMMA BENNETT**

✉ E-Mail: [emma@resnet.us](mailto:emma@resnet.us)

🌐 Website: [resnet.us/conference/sponsors](https://resnet.us/conference/sponsors)

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