

SPONSORSHIP PACKAGES & OPPORTUNITIES



BUILDING SIMULATION 2017

AUGUST 7-9 • SAN FRANCISCO

HYATT REGENCY
EMBARCADERO

SAN FRANCISCO
CALIFORNIA, USA



THANK YOU FOR YOUR INTEREST IN THE BUILDING SIMULATION 2017 INTERNATIONAL CONFERENCE

The International Building Performance Simulation Association (IBPSA) will host Building Simulation 2017 in San Francisco, August 7-9, 2017. This is the 15th conference in the series that is the premier gathering of building performance simulation specialists from around the world. IBPSA has a membership of more than 4,000 and convenes a Building Simulation conference every 2 years.

Building performance simulation (BPS) is a burgeoning field centered around computerized modeling of the behavior of existing or proposed structures. Model predictions can be used to optimize building performance in areas such as energy use, daylighting, occupant comfort, acoustics, emissions, building operation, or egress safety. As such, the field is central to achieving a built environment that delivers health, comfort and productivity at acceptable environmental and economic costs.

Building owners, architects, engineers, and modeling experts are using BPS at an accelerating rate to validate design ideas, select products for their projects, and demonstrate compliance with building codes and rating systems. Design practitioners, software vendors, building physics researchers, computer scientists, and students will assemble at the conference to exchange current simulation ideas and methods from an international perspective. With growing demand for advanced, energy-efficient, and alternative building technologies, there is great interest in developing, validating, and implementing suitable building simulation tools.

Participation in Building Simulation 2017 as a sponsor will allow access to this group of increasingly influential specialists. This will provide sponsors opportunities to showcase their products, meet potential clients, recruit staff, and promote their stature within the simulation community. IBPSA anticipates robust attendance at the conference due to both the steady growth of BPS and the strong appeal of San Francisco as a travel destination.

The following pages outline a range of sponsorship arrangements, designed to meet every scale. Please consider joining us in San Francisco at Building Simulation 2017 and I look forward to seeing you there.

Sincerely,
Philip Haves, *Conference Chair*
Building Simulation 2017

CONFERENCE DETAILS AT A GLANCE

Venue

- Hyatt Regency Embarcadero
- Exciting downtown location on the waterfront
- Conference layout provides excellent networking opportunities

Conference Purpose

- Present and discuss new developments in building simulation
- Generate active exchange between practitioners, researchers and software developers
- Promote communication and engagement between attendees from around the world

Primary Topics

- Building energy simulation
- Electric lighting and daylight simulation
- Airflow and contaminant simulation

Anticipated Attendees

- Simulation consultants
- Simulation tool developers
- Architects and design engineers
- Researchers
- Utility program designers and managers
- Policy analysts
- Government policy makers

Program

- Plenary sessions – current context and new approaches for major and emerging markets
- Invited technical presentations by international experts
- Oral and poster presentations of refereed papers
- Competitions – Virtual Solar Decathlon
- Software demonstrations
- Reception for new graduates and potential employers

Training

- Facilities available for training sessions on August 6 and August 10

Exhibition

- Exhibit space adjacent to meeting areas provides excellent exposure to attendees for the duration of the conference.
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SPONSORSHIP OPPORTUNITIES

	PLATINUM	GOLD	SILVER	BRONZE
Signage	●	●	●	●
Plenary Screens	●	●	●	●
Conference Website	●	●	●	●
Complimentary Registrations	●	●	●	●
Exhibition	●	●	●	
Mailing List	●	●		
Spotlight Session	●			
Student Reception	●	●	●	●
Speaking Opportunity	●	●		
Collateral Marketing	●	●	●	●

Platinum | \$25,000 *(Three Available)*

Signage

Logo featured on all conference directional and informational signage

Plenary Screens

Logo featured on the conference transition slides between sessions and breaks

Conference Website

Logo prominently featured on the conference website including a link to your organization's website

Complimentary Registrations

Three

Exhibition

One 8'x20' Exhibition Area in the best traffic location

Mailing List

Two Email based marketing announcements sent in advance to all registered attendees

Spotlight Session

3 minute spotlight presentation in the plenary session

Students Reception

Four tickets to the Student Reception

Speaking Opportunity

45 minutes lunchtime breakout session

Collateral Marketing

One Full Page Advertisement in the Conference Program Guide

Gold | \$10,000 *(Ten Available)*

Signage

Logo featured on all conference directional and informational signage

Plenary Screens

Logo featured on the conference transition slides between sessions and breaks

Conference Website

Logo prominently featured on the conference website including a link to your organization's website

Complimentary Registrations

Two

Exhibition

One 8'x10' Exhibition Area

Mailing List

One Email based marketing announcement sent in advance to all registered attendees

Students Reception

Two tickets to the Student Reception

Speaking Opportunity

45 minutes lunchtime breakout session

Collateral Marketing

One 1/2 Page Advertisement in the Conference Program Guide

Silver | \$5,000 *(Ten Available)*

Signage

Logo featured on all conference directional and informational signage

Plenary Screens

Logo featured on the conference transition slides between sessions and breaks

Conference Website

Logo prominently featured on the conference website including a link to your organization's website

Complimentary Registrations

One

Exhibition

One 8'x10' Exhibition Area

Students Reception

Two tickets to the Student Reception

Collateral Marketing

One 1/4 Page Advertisement in the Conference Program Guide

Bronze | \$2,500 *(Twenty-five Available)*

Signage

Logo featured on all conference directional and informational signage

Plenary Screens

Logo featured on the conference transition slides between sessions and breaks

Conference Website

Logo prominently featured on the conference website including a link to your organization's website

Complimentary Registrations

One

Students Reception

Two tickets to the Student Reception

Collateral Marketing

One 1/8 Page Advertisement in the Conference Program Guide

BRANDING OPPORTUNITIES

Lanyard Sponsor

Along with the IPBSA Conference Identity, your Name or Company Logo will be featured on all Conference Lanyards.

\$5,000

Mobile Application Sponsor

The conference mobile application will feature the conference agenda, a list and biography of all speakers, a layout of the conference exhibition, the poster session schedule and presenters, all meals and reception details.

\$10,000

Conference Program or USB Drive Sponsor

The conference guide publishes all conference related information including the schedule, speakers, sessions, activities, meals, FAQ's, as well as, all advertisements paid and sponsored, along with all session handouts and conference CLE materials.

\$15,000

Gift Item Sponsor

Include a personalized note, specialty gift item, business card or company marketing collateral in the conference gift bag presented to all delegates.

\$500

Information Table Sponsors

Display brochures of your business or recruiting efforts at the Information Table located adjacent to Registration.

\$250

Wireless Internet Sponsor

Feature your company logo or homepage on the landing page of the conference Internet.

\$10,000

Cyber Café Sponsor

Sponsor the computer stations and refreshments in the Cyber Café. This is a location for impromptu meetings or meet-up's that are surrounded by your company identity.

\$10,000

Hospitality Suite Sponsor

For any company looking for a private room to host guests or conduct private or group meetings, we offer up one of the conference suites. Perfect for hospitality or entertaining guests.

\$10,000

Conference Bag Sponsor

The conference bag sponsor will have their logo featured on the conference bags given to all delegates. Your logo will be seen throughout the conference and long afterwards.

\$20,000

Hotel Key Card Sponsor

Display your company logo on the hotel key cards given to everyone at the Hyatt Regency Embarcadero.

\$5,000

Escalator Decals

Feature your company name on large decals affixed to the escalators that move guests from one part of the hotel to the other. Great exposure.

\$5,000

Room Drops

If you're interested in having an item or flyer sent to every guest room in the hotel that is participating in the conference, you can do so by sponsoring a room drop. The item is your choice and can be fun or informative.

\$5,000

Pocket Agenda

Accompanying the conference badges will be a paper insert featuring the daily schedule and a map of the hotel. Your company logo is featured on the pocket agenda, plus details of your booth or participation in the conference.

\$5,000

Welcome Reception

Sunday evening pre-conference event for all registered attendees, with heavy appetizers, drinks, and musical entertainment. Sponsor logo on tables and 5 minute presentation opportunity.

\$10,000

Student Reception

An evening gathering and recruiting opportunity for sponsors with refreshments. Sponsor logo on all tables and 5 minute presentation opportunity.

\$10,000

Breakfast (three available)

The Breakfast sponsor logo will be featured on all buffet tables, plus we will place a brochure, piece of collateral or gift at each breakfast setting, as well as your company logo featured on all the breakfast tables.

\$5,000

Lunch (three available)

The Lunch sponsor logo will be featured on all buffet tables, plus we will place a brochure in each lunch box, as well as your company logo featured on the box itself.

\$7,500

Breaks (three available)

Sponsor the morning or afternoon coffee breaks with logo cups, napkins and signage featuring your brand.

\$3,500

Banquet/Reception Event Sponsor

This event is a prominent sponsorship opportunity and you receive ten tickets, as well as an opportunity to address the audience for up to 5 minutes. Your logo is featured on any signage, screens and collateral.

\$25,000

CONFERENCE GUIDE ADVERTISING

The conference program is available for multiple advertising opportunities. All conference attendees will receive a full-color conference program listing the agenda, as well as all conference sponsors and exhibitors.

Back Cover\$10,000
Interior Full Page\$5,000
Interior Half Page\$2,500
Interior Quarter Page\$1,750
Interior Eighth Page\$875

SAMPLE OF PAST CONFERENCE ATTENDEES

Arup - Project Manager

Atelier Ten - Director

Autodesk - Simulation Researcher

Bayer Material Science - Modeling Team Leader

Bentley Systems - Research Director

Buro Happold - Project Engineer

Carrier - Product Manager

Daikin - Efficiency Specialist

Dow Corning - High Performance Buildings Specialist

EDF - Researcher

Foster and Partners - Environmental Analyst

Hydro-Quebec - Group Leader

IBM - Business Analyst

Norconsult AS - HVAC Engineer

Parsons Brinkerhoff (Asia) - Sustainability Consultant

Samsung - Design Engineer

Siemens - Controls Specialist

Skidmore, Owings & Merrill - Project Leader

Stantec Consulting - Mechanical Engineer

Toshiba - HVAC Marketing Leader

Trane Company - Software Group Leader

United Technologies Research Center - Researcher

WSP - Technical Director

PAST CONFERENCE AND IBPSA SPONSORS

Autodesk

BuildLAB

Carrier

Cradle

DesignBuilder Software

EDF R&D

Equa Simulation

Integrated Environmental Solutions

Pacific Gas & Electric

Saint Gobain

Sefaira

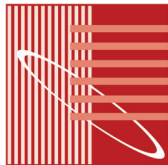
Simuwatt

Taylor and Francis

Trane

US Department of Energy





INTERNATIONAL
BUILDING
PERFORMANCE
SIMULATION
ASSOCIATION

For more information on sponsorships,
please feel free to email or call one of
the following:

Philip Haves
phaves@lbl.gov

Sherry Hu
S1HU@pge.com

Ron Johnson
rjohnson@mosaicevents.com
415.908.2650

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