

The Net-Zero Energy Buildings Conference

October 7-8, 2008 | McGraw-Hill Headquarters Building | New York City



Masdar Headquarters. (c) Adrian Smith + Gordon Gill Architecture, Client: The Masdar Initiative

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Key Corporate Sponsorship Package

Price: \$35,000 (net)

Exclusive to Key Corporate Sponsor:

- **Panel Participation – At the Event!**
This is a unique opportunity to solidify your company's expertise in its field – for your qualified expert from technology, R&D or building science area to participate on panel and present a five-minute case study. Availability limited to appropriate panel size and balance of experts.

Before the Conference

- **Company name and logo** included on all promotional materials
- **Supply names of customers and prospects** to be included in attendance marketing efforts
- **Logo and link to company's website** included on event website
- **Showcase your products or services** in an online product slideshow on architecturalrecord.com and enjoy year-long exposure.
- **White paper online**

At the Event

- **Panel Participation:** An exclusive benefit that provides the highest visibility and utmost credibility
- **10 registrations** for your executives, customers, prospects or other guests
- **Logo and 50 word organizational overview** in event program guide
- **Recognition from the podium**
- **Logos displayed on signage** throughout the event
- **Tabletop display** in exhibit area

Beyond the Conference

- **Two page ad** (1Pg. ad + 1 Pg. advertorial) in the Innovation Conference Reports Section of *Architectural Record* (Dec.'08)
- **Acknowledged in a full page ad** in *Architectural Record's* follow-up issue and online at architecturalrecord.com
- **Three one-sixth page Spotlight Ads** in the October, November & December issues of *Architectural Record* and architecturalrecord.com
- **Link to the issue's editorial coverage** at architecturalrecord.com
- **Event attendee list** for one time use

Corporate Sponsorship Package

Price \$25,000 (net)

Before the Conference

- **Company name and logo** Included on promotional materials
- **Supply names of customers and prospects** to be included in attendance marketing efforts
- **Logo and link to company's website** included on event website
- **Showcase your products or services** in an online product slideshow on architecturalrecord.com and enjoy year-long exposure.
- **White paper online**

At the Event

- **10 registrations** for your executives, customers, prospects or other guests
- **Logo and 50 word organizational overview** in event program guide
- **Recognition from the podium**
- **Logos displayed on signage** throughout the event
- **Tabletop display** in exhibit area

Beyond the Conference

- **Three one-sixth page Spotlight Ads** in the October, November & December issues of *Architectural Record* and architecturalrecord.com
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- **Link to the issue's editorial coverage** at architecturalrecord.com
- **Event attendee list** for one time use

Product Gallery Sponsorship

Price \$7,500 (net)

At the Event

- **Company name and logo** Included on signage at the event
- **Logo and 50 word organizational overview** in event program guide

- **Tabletop display** in exhibit area
- **Table top sign** with company logo for your display table
- **2 registrations** for your executives, customers, prospects or other guests

Beyond the Conference

- **Event attendee list** for one time use
- **Link to the issue's editorial coverage** at architecturalrecord.com

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