



**2018**

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Sponsor  
& Exhibitor  
Prospectus



# BCxA Sponsorship

## Why Sponsor the BCxA?

Your business is the very core of our business. Commissioning professionals – specializing in meeting the design, construction and operational challenges of integrated systems and complex commercial buildings – are the cross functional link for performance.

This year, all of us connected to the building industry are in the race to keep up with the evolution of automation, monitoring and data-centric building projects. Even though the commercial building sector is traditionally conservative, a global Big Four firm, KPMG, has named 2018 the building industry's "Year of Digital Disruption."

**Sponsors** of the BCxA and our annual Conference, have the opportunity to influence major players and industry leaders who have the inside track on building performance opportunities, results, and transformative technologies.

**Exhibitor** participation provides competitive advantages and results in key business benefits, such as direct person-to-person marketing and increased revenue generation.

**Each year, we ask leading organizations like yours to step forward to invest in the value of commissioning** by sponsoring the BCxA and its highly respected annual Conference. Your generous support allows the BCxA to continue to develop and deliver technical training programs, advance professional development, mobilize advocacy, and foster a higher standard of care and best practices.

Your partnership as a Sponsor or Exhibitor contributes directly to the future of a sustainable built environment:

- **Building Delivery.** Up-to-date tools and technologies to deliver integrated, efficient, safe and resilient buildings, performance-tested and verified to meet Owners' project requirements.
- **Workforce Availability, Education and Training.** Sponsorship is crucial for getting the necessary building science knowledge, skills and experience into the marketplace as baby boomers retire.

## Sponsors & Exhibitors Enjoy Great Benefits

We offer a variety of sponsorship options that give you plenty of BCxA exposure all year long plus your Conference presence. We are happy to work with you to customize a sponsorship package that best represents your vision.

- **All Year Long.** You will enjoy exposure to 6,000+ viewers through our emails and social media content, a continuous BCxA web presence, and recognition at the annual Conference.
- **BCxA Annual Conference.** The BCxA Conference is the industry's annual deep dive into emerging technologies, practices, and market issues. This event draws an audience of commissioning providers, owners, facility managers, designers, builders, technology manufacturers, service providers, and other stakeholders in delivering buildings that work.

Your opportunities to "show and tell" can include participation in showcase panels, exhibit booths, and presentations.

We urge you to participate and support the commissioning profession. You are invited to share your experience and innovations to help educate the building community about the technologies, methods and programs you represent, from cutting-edge thinking to the next cool thing to advance and accelerate the value of commissioning!

**For more information on Sponsorships and Exhibiting please contact:** BCxA staff at 877.666.2292

"I would and do highly recommend the BCxA to all of my colleagues. BCxA brings significant value to the building industry through its comprehensive training courses and the opportunity of being involved in local chapters to develop commissioning not only to a variety of regions nationally but now internationally as the BCxA moves its leadership role in whole building commissioning forward into the global space."

- Carl Lundstrom, PE, CCP - Dewberry

# BCxA Conference

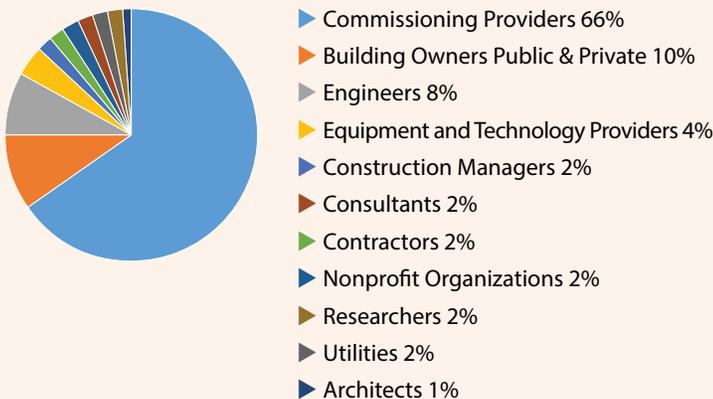
## BCxA Celebrates 20 Years!

**2018 marks the 20th Anniversary of the Building Commissioning Association!** Professionals from North America and beyond will again connect in one place to build alliances and share the best ways to integrate, educate and deliver buildings that work for people. The exciting and legendary “Music City” of Nashville, TN, will provide the conference backdrop from October 15-17 at the Gaylord Opryland Resort and Convention Center.

For a quick glance at the enthusiastic participation and spirit of BCxA Conference, [click here](#).

## October 15-17, 2018 Nashville, Tennessee

### Who Attends BCxA Conference?



■ The chart above reflects participation over the last three years.



## BCxA Conference Industry Presence

The BCxA Conference has established a respected industry presence and a personality of its own. The conference attracts new Cx professionals and experienced providers who say:

- Of course, the most memorable moment was accepting the award from Dr. Hogan for Outstanding Monitoring Based Commissioning... But my favorite quote from the conference was from Janine Benner who said, “A building that works as expected should be business as usual.” It’s a simple but powerful statement that echoes everything we’ve been trying to accomplish for the life of our company. — **Kevin Fuller**
- After attending 20 of the 25 NCBC’s, the one moment that stands out to me from this year’s NCBC was during the Opening when Liz was polling the attendees about how many NCBCs they had attended and then she asked all of the people to stand that were attending their first NCBC. The number of first year attendees was startling and heartwarming at the same time. Years from now, when I look back at NCBC-2017, I believe I will always remember that moment of pride that the next generation isn’t on the way, they are already here and anxious to learn from the best. — **Craig Hawkins**
- I was thrilled to see David Sellers receive the Benner Award. I know of no one more deserving, and his humble acknowledgement of the mentors that supported him during his career was truly inspirational. — **Ryan Stroupe**
- This year’s NCBC was a blend of everything I enjoy about the conference: excellent learning and education, connecting with friends, and expanding my comprehension of larger industry trends. From the Annual Dinner to the Closing Ceremony, NCBC 2017 was a beneficial and fun experience. — **Candice Rogers**
- I have been to numerous NCBCs going back as far as 2001, and concur with the comment I heard from a University Owner who was in attendance, this year was one of the best and most professional NCBC conferences ever with extremely high quality presentations ... I see an outcome of the conference as a transformation to a new deeper level of expert sessions with a sharing of deep technical knowledge as a great opportunity for the entire commissioning industry to learn from, both young and old. — **John Villani**
- I was sitting at the table behind David Sellers when he received the Benner Award. While Liz read the long list of Dave’s achievement, I was watching David and Karl Stum sitting side by side in front of me. Dave said something to Karl and then Karl leaned over to reply. Later Karl told me that Dave did not recognize his own resume. He was truly surprised which, in itself, explains exactly who David Sellers is. — **Treasa Sweek**

# Sponsorship Opportunities

## Sponsor BCxA

The following is a list of Sponsorship Packages for your consideration that can give you plenty of BCxA exposure all year long plus your Conference presence. We are happy to work with you to customize a sponsorship package that best represents your vision.

### Platinum Sponsor - \$10,000+

Available: Unlimited

- **BCxA Membership:**
  - One yearly corporate membership (the equivalent of two individual memberships)
  - One additional individual membership
- Logo recognition on BCxA Home page and BCxA Sponsor page
- Logo recognition in 12 BCxA Newsflash announcements to 6,000+ BCxA contacts
- Complimentary exhibit space at BCxA Conference (10' x 10' booth)
- Three conference registrations
- VIP seating at conference opening plenary session
- Three tickets to the BCxA Annual Dinner held at the Conference
- One full-page black and white ad in conference guide
- Logo and link on conference website
- Logo and link placed in all emails announcing the conference
- Logo in conference guide and brochure
- Verbal recognition during opening plenary session

### Gold Sponsor - \$5,000

Available: Unlimited

- **BCxA Membership:**
  - One yearly corporate membership (the equivalent of two individual memberships)
- Logo recognition on BCxA Sponsor page
- Logo recognition in 6 BCxA Newsflash announcements to 6,000+ BCxA contacts
- One conference registration
- Exhibit booth space at BCxA Conference for half price (\$750)
- One ticket to the BCxA Annual Dinner held at the Conference
- One full-page black and white ad in the conference guide
- Logo and link on conference website
- Logo and link placed in 6 emails announcing the conference
- Logo in conference guide and brochure
- Verbal recognition during opening plenary session

### Silver Sponsor - \$3,000

Available: Unlimited

- One individual membership
- Logo recognition on the Sponsor page of BCxA website
- One conference registration
- Logo and link on conference website
- Logo and link placed in 3 email announcing the conference
- Logo in conference guide and brochure
- Verbal recognition during opening plenary session

### Annual Meeting & Dinner Sponsor - \$3,500

Available: Two

The BCxA International Board of Directors' Annual Dinner is the signature BCxA event at the annual Conference. In 2013 we tagged this event "not your ordinary Annual Meeting," and we intend to keep it that way in 2018! This high-spirited trend continues, and our planning committee has a great lineup for 2018 in Nashville! For further details call Liz Fischer at 971.245.6078.

- One conference registration
- Four tickets to the BCxA Annual Dinner held at the Conference
- One blog post
- Logo and link recognition on the BCxA and Conference Sponsor web pages
- Logo and link placed in all emails announcing the Annual Dinner and Conference
- Logo in conference guide and brochure
- Verbal recognition during opening plenary session
- Signage at the event including cocktail napkins



## Sponsor BCxA Conference

The exclusive BCxA Conference sponsorship opportunities, described below, may be added to your BCxA sponsorship to maximize value, or purchased separately.

BCxA Conference 2018 will be held on October 15-17, 2018 in Nashville, Tennessee.

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### Exhibitor Reception Sponsor - \$5,000

Available: One

- Two conference registrations
- One 10' x 10' booth space at the show
- One full-page black and white ad in the conference guide
- One 30-minute webinar with the opportunity to discuss your product. This webinar will be available on the BCxA YouTube Channel for one year.
- Logo and link on conference website
- Logo in all conference reminder emails
- Signage at the event including cocktail napkins
- Logo in conference guide and brochure
- Verbal recognition during opening plenary session

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### Conference Notepads - \$3,500

Available: One

- One conference registration
- Name and logo on notepads
- Logo in conference guide and brochure
- Verbal recognition during opening plenary session

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### BCxA Conference Lunch Sponsor - \$2,500

Available: One

- One conference registration
- VIP seating at the lunch
- Logo placed prominently on lunch signage
- Display table near registration
- Logo in conference guide and brochure
- Verbal recognition during opening plenary session

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### BCxA Conference Lanyard Sponsor - \$3,500

Available: One

- One Conference registration
- Logo on lanyards for the conference attendees
- Logo in Conference guide and brochure
- Verbal recognition during opening plenary session

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### BCxA Conference Break Sponsor - \$1,000

Available: One per Break

- Logo placed prominently on break signage
- Display table in lobby during break
- Name listed in conference guide on the agenda

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### BCxA Conference Guide Ad - \$350

Available: Unlimited

- One full-page black and white ad in the conference guide



**Please Note:** Some sponsorships are available on a first-come, first-served basis.

# Exhibitor Benefits

## Who Should Exhibit at BCxA Conference?

- Cx Software Providers
- Building Automation Software Providers
- Lighting Control Products
- Design Tools
- Sensor and Monitor Manufacturers
- Enclosure Testing Tools
- Instrumentation Tools
- Utility Programs
- Energy Management Consultants

As an Exhibitor you have the perfect opportunity to network, showcase your products and services and build relationships with a diverse audience looking for cutting-edge tools, technologies, and practices for whole building commissioning. The evening Exhibitor Reception on the first day plus the following day in the Exhibit Hall allows for plenty of opportunities to connect with prospective clients.

## By Exhibiting You Can:

- Link your URL on the Exhibitor page and receive a direct link to your products and services
- Create or maintain your visibility and brand
- Arrange meetings with new and key customers
- Demonstrate your product capabilities
- Introduce new products or test market your new concept
- Get on-the-spot customer feedback
- Meet with channel partners
- Capture leads and write orders

## What Is Included In Your Booth Package?

- 10 x 10 Booth, (1) 6-foot skirted table, (2) chairs
- One full conference registration
- Two exhibit registrations for booth staff for the duration of the show
- Discounted advertising in the conference guide. Just \$250 (\$100 off) for a full-page black and white ad.
- One-time use of electronic attendee list
- Furniture upgrades available
- Company listed in on-site official guide
- Pre or Post conference webinar marketed to all BCxA contacts and also saved to the BCxA YouTube Channel for one year.

## About BCxA

The Building Commissioning Association is a non-profit professional membership organization focused exclusively on total building commissioning and advancing high standards of performance in commercial buildings.

The mission of the BCxA is to maximize the value of building commissioning to the built environment and its stakeholders. BCxA helps create, promote and provide leadership and education on current and evolving best practices in commissioning for building owners, managers, operators, designers, builders and commissioning providers. In other words, we ARE our mission.

Go to [www.BCxA.org/conference/exhibitors](http://www.BCxA.org/conference/exhibitors) to download the Exhibitor Application and view the floor plan to select your booth.

Move in time is on Monday, October 15, 2018 from 12:00 to 4:30 pm.

**For more information please contact:**  
BCxA staff at 877.666.2292



"This conference presents us with a great opportunity to see and connect with our clients who are located all over the United States."

- Eric Forman - Facility Grid

**B**UILD.  
**C**ONNECT.  
**A**CHIEVE.



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