



# HIGH PERFORMANCE HOME SUMMIT 2018

**EEBA**<sup>™</sup>

OCTOBER 16-18 | SAN DIEGO, CA

## 2018 Sponsor Opportunity Packages



**BUILDING THE FUTURE: SOLUTIONS FOR HEALTHY, RESILIENT AND AFFORDABLE HIGH PERFORMANCE HOMES**

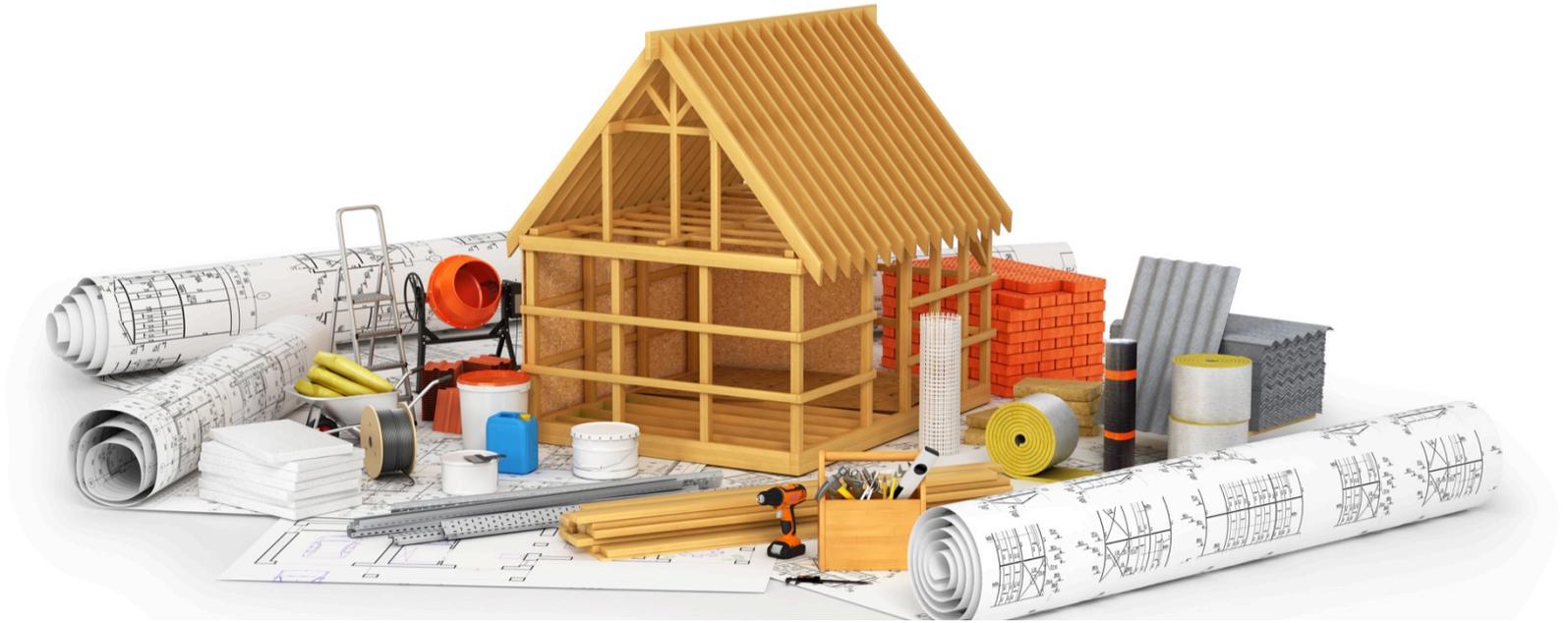


**WHERE:** Bahia Resort Hotel, San Diego, CA

**WHEN:** October 16-18, 2018

**WHAT:** An educational symposium and networking opportunity, which brings together all the most up-to-date information on Building the Future, featuring solutions for healthy, resilient and affordable high performance homes

**PLUS:** New builder certification program, home health track, and manufacturer showcase



### THE HIGH PERFORMANCE HOME SUMMIT MISSION:

To educate builders and other industry professionals on the latest in building science, combined with real-world application and problem-solving around the topics of healthy, resilient and affordable high performance and zero-energy homes.

**Day One:** A look back at where the home building industry has been

**Day Two:** The present-day realities of high performance home building

**Day Three:** The future – who and what will take us there?

# BE PART OF THE INDUSTRY'S MOST MEANINGFUL AGENDA

## 8 Learning Tracks

- Sales & Marketing
- Building Science
- Energy Codes & Policy
- One-Day Certification Course
- Healthy Homes/IAQ/Ventilation
- Innovation & the Future
- Water Efficiency & Conservation
- Resiliency, Durability & Quality

## 36 Sessions

Sessions organized into three days focused on the **past, present and future.**

Sessions further split into basic topical categories, allowing attendees to **customize their experience.**

## Top Industry Speakers

- Suzanne Shelton**, President and CEO of the Shelton Group
- Gene Myers**, CEO of Thrive Home builders, President of EEBA's Board of Directors
- Members of the **California Energy Commission**
- Sam Rashkin**, Chief Architect at the Department of Energy
- ...and many more!**

## NEW Certification Track

Three-Day Certification Track: Earn the title of **"EEBA Certified High Performance Builder."**

Taught by **Andy Oding**, General Manager of Building Knowledge and **Mike Barcik**, Southface

Our agenda is **PACKED** with knowledge that builders need to build the kind of homes that consumers are increasingly demanding. Learn how to market a high performance home. Get up to speed on the latest in codes and standards. Whether you're interested in new technology, or IAQ, or insulation, we've got it all, taught by the best minds in the field.

Click [here](#) to see the full agenda.

# REACH A DEMOGRAPHIC WORTH REACHING

Gender/Age



80-85% Male,  
Age 40-60

Profession



Top 5: Builder,  
Manufacturer, Consultant,  
Architect, Engineer

Experience



Highly Experienced

Executive Status



Key man

EEBA's High Performance Home Summit can, and does, benefit attendees at any experience level.  
 The vast majority, however, have many years of experience.  
 Most are high-level decision-makers.

# ADD YOUR NAME TO A GROWING LIST...

## 2018 CURRENT SPONSORS



...of companies supporting **educational initiatives** for  
**high performance home** building success



## SPONSORSHIP OPPORTUNITIES



### THERE'S A SPONSORSHIP LEVEL FOR EVERYONE

EEBA High Performance Home Summit attendees are highly engaged. They come to listen, and learn, and experience new ideas. Use this opportunity to your greatest advantage to make an impact with our audience. Choose from an array of sponsor opportunities to fit your needs.

# Top-Tier Sponsorship Opportunities



## OPENING KEYNOTE BREAKFAST | \$5,000

Kickoff to the Summit with a full General Session, plus a hot plated breakfast. Attendees will enjoy Passive House pioneer Harold Orr and his look back on where we came from. Harold is a recent winner of the prestigious Order of Canada award, and an EEBA legend.

### Includes:

- Two full Summit registrations
- Recognition on all marketing and promotions, in the Summit app, and on-site signage
- A dedicated e-blast, to our full member list
- Opportunity to provide the welcome introduction



## DEPARTMENT OF ENERGY HOUSING INNOVATION AWARDS LUNCHEON | \$5,000

Always the best-attended event of the Summit, this event allows the DOE to recognize the very best in innovation on the path to zero-energy ready homes. Awards are given in five categories, and one Grand Award Winner will be announced from among the winners in each of these categories at the ceremony.

### Includes:

- Two full Summit registrations
- Recognition on all marketing and promotions, in the Summit app, and on-site signage
- A dedicated e-blast, to our full member list
- Opportunity to provide the welcome introduction

### EVENING SOCIAL EVENT: DINNER CRUISE ON BAHIA RESORT STERNWHEELER | \$5,000



This incredible event will take place on Bahia Resort's William D. Evans Victorian-styled sternwheeler, which can hold 450 passengers for a **two-hour dinner cruise featuring an open bar, and three International food stations**. Three levels of vintage décor, plus the Boiler Room Bar decked out in twenty feet of copper and brass. Take in scenic views of Mission Bay from every level.

Sponsors will enjoy their logos displayed on-board, as well as a high top table. All attendees will receive a passport as they board, along with passport stamps for making the rounds at each of the sponsors' tables. Those with stamps from all sponsors will be entered in a drawing for prizes.

#### Includes:

- Recognition on all marketing and promotions, in the Summit app, and on-site signage
- A dedicated e-blast, to our full member list
- Ten event tickets
- High top table display with balloons and signage

## Tier-One Sponsorship Opportunities

### NETWORKING RECEPTION | \$4,000



End the day with all attendees in the Bayside Pavilion, enjoy drinks and appetizers, and network! Meet our speakers, and chat with others who've walked the zero energy road. Sponsors will enjoy logos on reception signage, as well as the benefits listed on the right.

Includes:

- One full Summit registration
- Recognition on all marketing and promotions, in the Summit app, and on-site signage

### DAY 2 OR DAY 3 BREAKFAST | \$3,500



**Day 2:** Another full General Session in the Mission Bay Ballroom with the plenary speaker from the California Energy Commission, focused on where we are today.

**Day 3:** Breakfast, again in the Mission Bay Ballroom, with plenary speaker Ron Jones, focused on transforming the future of the built environment.

Includes:

- One full Summit registration
- Recognition on all marketing and promotions, in the Summit app, and on-site signage

## Tier-Two Sponsorship Opportunities



### “REFRESH” AFTERNOON TEA & COFFEE BREAK | \$3,000

Need an afternoon pick-me-up? Sponsor an afternoon break on Day 1 (focused on EEBA history) or Day 2 (focused on where we are today) and provide coffee and tea at the Manufacturers Showcase in the Bayside Pavilion.

Includes:

- One full Summit registration
- Recognition on all marketing and promotions, in the Summit app, and on-site signage



### TRACK SPONSORSHIPS | \$2,500

Sponsor the track of your choosing, from Water Efficiency & Conservation, Sales & Marketing, Innovation & The Future, Building Science, and more! Get recognition on all marketing materials, plus the benefits listed here.

Includes:

- One full Summit registration
- Recognition on all marketing and promotions, in the Summit app, and on-site signage

## Tier-Three Sponsorship Opportunities



### PECHAKUCHA EVENTS | \$1,500

Each year these fast-paced, high energy presentations are standing-room only. Each speaker has only 7 minutes to present their slides, and only 20 seconds per slide. It's an experience you won't forget, and a memorable sponsorship opportunity. There are three events to choose from this year, all with the sponsor benefits listed here:

Includes:

- One full Summit registration
- Recognition on all marketing and promotions, in the Summit app, and on-site signage

### PECHAKUCHA WITH HOUSING INNOVATION AWARD WINNERS | \$1,500

This event will feature the award winners and their amazing homes. This exclusive sponsorship gives you an opportunity to participate and also includes the extras listed here.

**SOLD OUT**

### PECHAKUCHA WITH THE INDOOR airPLUS LEADER AWARD WINNERS | \$1,500

Brand new to the Summit this year – the Indoor airPLUS Leader Awards. This sponsorship gives you an opportunity to participate in this “lightning round”-style presentation that keeps the audience on its toes.

### PECHAKUCHA: RACE TO ZERO | \$1,500

Another brand new event at the Summit this year – a PechaKucha with participating Race to Zero students! Watch and listen as these winning students present their team's submissions, which had to meet the competition's cost-effective, high performance building energy requirements, as well as demonstrate strong design concepts.

## At-A-Glance Sponsorship Opportunities

2018 SPONSOR OPPORTUNITIES	SPONSORSHIP LEVEL	NUMBER AVAILABLE	FREE SUMMIT REGISTRATIONS	COMPANY LOGO	DEDICATED E-BLAST	OPTIONAL SPEAKING OPPORTUNITIES	OTHER
Opening keynote breakfast	\$5,000	2	2	On Summit app, all marketing materials, and on-site signage	✓	Welcome introduction	
Department of Energy Housing Innovation Awards luncheon	\$5,000	2 – 1 LEFT	2	On Summit app, all marketing materials, and on-site signage	✓	Welcome introduction	
EPA'S Indoor airPLUS Leader Awards luncheon	\$5,000	SOLD OUT	2	On Summit app, all marketing materials, and on-site signage	✓	Welcome introduction	
Evening social event: Dinner cruise on Bahia Resort sternwheelers	\$5,000	5	-	On Summit app, all marketing materials, and on-site & on-board signage	✓		10 event tickets, tabletop display,
Networking reception	\$4,000	4 – 3 LEFT	1	On Summit app, all marketing materials, and on-site signage			
Day 2 & Day 3 Breakfast	\$3,500	2/Day = 4	1	On Summit app, all marketing materials, and on-site signage			
Lanyards	\$3,500	SOLD OUT	1	On Summit app, all marketing materials			
EEBA Summit app	\$3,000	SOLD OUT	1	On Summit app (loading page, main menu), all marketing materials			
"Refresh" Afternoon tea and coffee break	\$3,000	2/day = 4	1	On Summit app, all marketing materials, and on-site signage			
Track sponsorships	\$2,500	10	1	On Summit app, website, and on-site signage			
Pechakucha with the Housing Award winners	\$1,500	SOLD OUT	1	On Summit app, all marketing materials, and on-site signage	✓		Participation in event
Pechakucha with the Indoor airPLUS Leader award winners	\$1,500	1	1	On Summit app, all marketing materials, and on-site signage	✓		Participation in event
Pechakucha: Race to Zero	\$1,500	1	1	On Summit app, all marketing materials, and on-site signage	✓		Participation in event

# Manufacturer's Showcase



### Table at the Manufacturer's Showcase

This year, the popular Manufacturer's Showcase will return! Showcase your latest products in the Bayside Pavilion, where many full Summit events are taking place, including breaks and networking receptions!

### Private Studio Add-On

Enhance your participation in the Showcase and reserve a private studio room to meet with builders and other key attendees to share confidential, new-product information, have more meaningful one-on-one meetings, or to use however you wish.

2018 SPONSOR OPPORTUNITIES	SPONSORSHIP LEVEL	NUMBER AVAILABLE	FREE SUMMIT REGISTRATIONS	COMPANY LOGO	DEDICATED E-BLAST	OPTIONAL SPEAKING OPPORTUNITIES	OTHER
Manufacturer's Showcase in the Bayside Pavilion	\$2,500 (through 8/31/18)	35 – 15 LEFT	1	On Summit app, website, and on-site signage			8' table , 2 chairs
Private studio add-on	\$900 (through 8/31/18)	20 – 6 LEFT	-	On Summit app			Studio meeting room

## High Performance Home Summit Feedback

“If you're going to be ready for the future, you have to be part of learning what the best builders are doing, what the best research results are providing, what the best marketing solutions are. If you're not at the Summit, you're not going to be positioned as well for the future.”

– SAM RASHKIN, CHIEF ARCHITECT AT THE U.S. DEPARTMENT OF ENERGY  
BUILDING TECHNOLOGIES OFFICE AND FOUNDER OF THE ENERGY STAR FOR HOMES PROGRAM

“If you're not currently building better than code, the Summit will be a mind-altering experience, because you will be exposed to a whole new perspective on building high performance homes. If you're already building to ENERGY STAR or above code, it will help you think about what's next.”

– ROB HOWARD, PERFORMANCE CONSTRUCTION MANAGER, MITSUBISHI ELECTRIC COOLING & HEATING

“I have attended four *Houses That Work* classes over the years and send all my employees to it. This is the best, easiest to understand, building science training I have ever received. It ties all the elements together on how to build better than code.”

– TODD USHER, ADDISON HOMES, GREENVILLE, S.C.



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**Thank you for your interest in supporting the  
High Performance Home Summit**

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**For more information, please call 952-881-1098**

**Or email [nancy@eeba.org](mailto:nancy@eeba.org) | [cristen@eeba.org](mailto:cristen@eeba.org)**

**[www.summit.eeba.org](http://www.summit.eeba.org)**