

# BUILDINGS EDUCATION

## Maximize Your Brand with Webinar and Educational Event Sponsorships.

BUILDINGS Education is designed to deliver events, educational courses and product solutions to our audience of building owners and facility management professionals.

### THE OPPORTUNITY

BUILDINGS Education sponsorships offers unprecedented opportunity to connect your brand to building owners and facility management professionals. With options for both hosted and produced courses, we work with you to get your message in the hands of facilities professionals. With a sponsorship of an education session or webinar, you will receive recognition among education attendees:

- Company logo and link featured on the event listing page.
- Sponsor recognition on promotional e-mails sent to the *BUILDINGS* audience.
- Recognition in intro and conclusion slides during the webinar broadcast.

### WHY PARTICIPATE?

With the BUILDINGS Education portal on BUILDINGS.com, facilities professionals will have ongoing access to the information they need, when they need it. Extend your brand to an excellent audience with this highly effective means of advertising.

### GENERATE HIGHLY QUALIFIED SALES LEADS.

- Gain year-long exposure at minimal cost per lead.
- Extend your market reach to new customers.
- Broaden the awareness of your brand offerings among commercial building decision makers.



SECURITY AIA



ROOFING AIA



LIGHTING AIA



HVAC AIA



ENERGY MANAGEMENT AIA



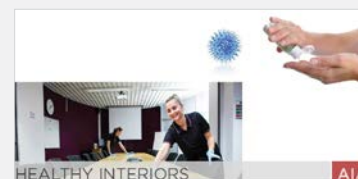
ROOFING AIA



LIGHTING AIA



SOUND MASKING AIA



HEALTHY INTERIORS AIA



ROOFING/ENERGY AIA

## **BUILDINGS** EDUCATION

# Sponsor one of our series on varying topics including Energy Management, HVAC, Sustainability, Roofing and more.

This sponsorship gives you added exposure by spreading your branding throughout all webinars in the series and includes expanded promotion of all events.

### Conference Sponsorship: \$15,000

#### SPONSORSHIP INCLUDES:

- Recognition of your sponsorship on the intro and conclusion slides for each series webinar event with your company logo and mention of your slogan and your website.
- Lead delivery of those individuals who registered or viewed each event session in the series during a 12-month posting on BUILDINGS.com. Lead database includes: e-mail, first name, last name, company, address, city, state, zip, country.
- Comprehensive analytics for you to qualify and rank your leads, including demographics on job title and primary business.

#### PRE-EVENT EXPOSURE INCLUDING:

- Logo with hotlink to your website featured on the series landing page as well as each event session landing page on BUILDINGS.com.
- Logo with hotlink to your website on the event's promotional e-mails sent by BUILDINGS to our audience of facilities management professionals.
- E-vite invitation template to send to your clients and prospects.

### Single Session Sponsorship: \$8,000

#### SPONSORSHIP INCLUDES:

- Recognition of your sponsorship on the intro and conclusion slides for the individual series session you have sponsored, including your company logo and mention of your slogan and your website.
- Lead delivery of those individuals who registered or viewed the sponsored series session during a 12-month posting on BUILDINGS.com. Lead database includes: e-mail, first name, last name, company, address, city, state, zip, country.
- Comprehensive analytics for you to qualify and rank your leads, including demographics on job title and primary business.

#### PRE-EVENT EXPOSURE INCLUDING:

- Logo with hotlink to your website featured on the sponsored series session page on BUILDINGS Education.
- Logo with hotlink to your website on the event's promotional e-mails sent by BUILDINGS to our audience of building owners and facilities management professionals.
- E-vite invitation template to send to your clients and prospects.



#### SMART SUSTAINABILITY SERIES

- Uncover Ways to Save Water
- Unearth Profits with Waste Management
- Retrofit Tips for Acoustics
- How to Promote Biking at Your Facility



#### SMART HVAC SERIES

- Cool Off Your Energy Bill with Chilled Beams
- Best Practices for Interior Air Quality
- Is Geexchange Right for Your Facility?
- HVAC Maintenance: Dos, Don'ts and Disasters



#### SMART ENERGY SERIES

- Hurdling the Financial Obstacle: How to Fund Your Energy Project
- Powering Up Your Energy Procurement
- Maximize Efficiency with Advanced Lighting Controls
- Energy-Efficient and Occupant-Centered Lighting



#### SMART ROOFING SERIES

- The Keys to Roof Inspection
- Protect Your Buildings with a Roof Warranty
- Is Your Building Right for a Vegetated Roof?
- The Vital Role of Insulation in Roofing Systems



### Smarter Buildings® Webinars

Sponsorship \$9,000  
 Exclusive: \$17,250  
 Add AIA and/or USGBC  
 Accreditation: \$500

Webinars are highly effective when your prospects see your marketing message multiple times. Smarter Buildings webinars give your message maximum reach and frequency before, during and after the webinar, not only during the fleeting hour when a webcast takes place. Contact your Media Consultant to discuss webinar topics available for sponsorship.



### Watch & Learn Webinars

Hosted: \$3,000  
 Produced: \$8,000  
 Add AIA and/or USGBC  
 Accreditation: \$500

Our Watch & Learn webinars gives you the opportunity to host your webinar on our site.

**Pick the option that suits you best:**

**HOSTED:** We will host your already produced webinar by collecting registration on our site and linking those viewers directly to your content placed in our Hosted Watch & Learn player.

**PRODUCED:** Provide us the slide deck for the content and subject matter of your choice and designate your speaker and leave the total production of your live webinar event to us.

## What does your sponsorship include?

		HOSTED 	PRODUCED 
Logo with hotlink to your website featured on the event landing page on BUILDINGS Education.	✓	✓	✓
Logo with hotlink to your website on the event's four promotional e-mails sent by BUILDINGS to our audience of facilities professionals.	✓	✓	✓
Lead delivery of those individuals who registered or viewed your event during a 12 month posting on BUILDINGS Education. Lead database includes: email, first name, last name, company, address, city, state, zip, country.	✓	✓	✓
Comprehensive analytics for you to qualify and rank your leads, including demographics on job title and primary business.	✓	✓	✓
Recognition of your sponsorship on the intro and conclusion slides for the event with your company logo and mention of your slogan and your website.	✓		✓
Up to three of your product literature pieces available for download by attendees during the presentation.	✓		✓



# Place your educational courses on BUILDINGS.com.

Reach facility management professionals who are seeking answers to their current problems. With placement of your educational course or product solution on BUILDINGS.com, we put your message in the hands of the buying power of today's commercial facilities.

**BUILDINGS Education** provides thought-provoking courses that engage our audience of more than 82,000\* facilities professionals looking for fresh solutions for the management and maintenance of today's commercial facilities.

This presents a great opportunity for you to reach the BUILDINGS audience with your content designed to educate them on why they need you for their next renovation project. Your content is sure to be viewed by those who come to rely on BUILDINGS for solutions on the operation, maintenance and efficiency of their facilities, as well as their own personal professional development.

### HOW IT WORKS

We will host your already produced educational course or content on BUILDINGS.com. We collect registration on our site and link those viewers directly to your content placed in our BUILDINGS Education platform.

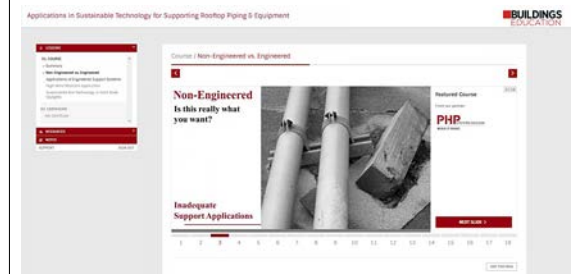
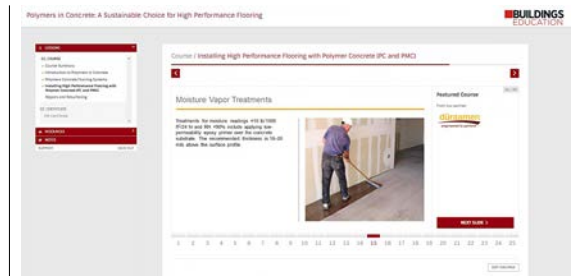
The program is turn-key and it's easy to get started, but most importantly it provides you with actionable leads from key decision makers.

### WHAT'S INCLUDED IN THE EDUCATION COURSE SPONSORSHIP:

- Your course hosted on the BUILDINGS Education platform for 1 year.
- Logo with hotlink to your website featured on the course landing page.
- Lead delivery of those individuals who registered or viewed your event during your 12 month posting and includes first name, last name, email, company name, address, city, state, zip, and country.
- Comprehensive analytics for you to qualify and rank your leads, including demographics on job title and primary business.
- Logo with hotlink to your website included on four of BUILDINGS Education promotional e-mails sent by BUILDINGS to our audience of facilities professionals to drive traffic to your course and promote your company.

### RATES

1 Year Posting | \$3,000



\*BPA Brand Report, June 2017