

Facade
Tectonics

2020
WORLD
CONGRESS

2020 WORLD CONGRESS SPONSORSHIP PROGRAM

About The Facade Tectonics Institute

The Facade Tectonics Institute (FTI) is a non-profit member organization for the AECO industry and a research and education institution focused on healthy buildings and livable urban habitat. The Institute's mission is to accelerate transformative change in the built environment toward common goals of resilience and sustainability. FTI members share recognition of the building facade as the lynchpin of this endeavor. Integral to this mission is a robust research agenda and the dissemination, to membership and the building marketplace, of historical, theoretical and practical information derived from this research.

Our Mission

FTI promotes innovation in the art, science, and technology of building facades in pursuit of accelerating change in the performance of built environments. We envision a future that fully realizes the role and potential that innovative facade designs have in catalyzing sustainability and resiliency in the built environment.

About The World Congress

The Facade Tectonics Institute's biennial World Congress gathers more than 400 of the built environment's most influential players for blind, peer-reviewed paper presentations, expert-led group discussions, highly curated content, poster presentations, a dedicated virtual Expo (vExpo) and exclusive networking opportunities. This year's virtual World Congress will be presented online through a virtual platform providing a unique forum for a diverse cross section of the design and real estate communities to discuss the innovations and advancements revolutionizing the design and delivery of the building skin.

With a minimum of 10 tracks and more than 100 live and on-demand presentations, the World Congress is a must-attend event for the domestic and international building communities. The virtual platform offers sponsors and attendees an unprecedented level of educational and networking opportunities through an action-packed schedule delivered by the industry's most influential leaders and academics.

600+ Industry professionals	ATTENDEES TRAVELED FROM 30+ Different countries	18+ Hours of dedicated networking breaks and vExpo hours
300+ Firms	40+ US states	12+ Hours of continuing education

Expected attendance based on 2018 World Congress metrics

Please contact Katie Gould at kgould@facadetectonics.org with any questions.

Sponsorship Levels & Benefits

To register as a sponsor, please complete the application form included at the end of this package.

1. Event Sponsorships

All Event Sponsorships include:

- ✓ Attendee list provided before and after the event
- ✓ Company logo and website link on event page, virtual event platform, and related communications
- ✓ Recognition by conference representative during plenary sessions
- ✓ Special designation in the conference directory

FTI member discounts:

Partner.....	40%
Executive.....	30%
Associate.....	20%

Learn more about membership on our [website](#).

Diamond \$25,000

(minus member discount)

- ✓ Participation in the organization and planning of 2020 World Congress
- ✓ Host up to 3 per week (12 total) "Birds of a Feather" break out networking sessions around specific topics of company's choosing
- ✓ Present 4 demos within dedicated vExpo hours
- ✓ Company featured during an exclusive ad break as part of the official 2020 World Congress podcast special, released before the congress, and distributed widely to the facades industry
- ✓ Company spotlight feature in one event-related email blast to FTI's list of 12,000+ facade industry contacts (one company featured per e-blast)
- ✓ vExpo booth with the highest level of visibility, including lead generation and visitor data analytics
- ✓ Inclusion in our vExpo eblast spotlight sent twice during the World Congress to 12,000+ facade industry contacts granting free access to company's trade show booth; includes short company bio and a direct, public link to vExpo booth
- ✓ Company logo and website link displayed on session landing pages
- ✓ 8 Complimentary registrations
- ✓ Registration discount: 10%

Platinum \$20,000

(minus member discount)

- ✓ Host 2 per week (8 total) "Birds of a Feather" break out networking sessions around specific topics of company's choosing
- ✓ Present 2 demos within dedicated vExpo hours
- ✓ Company featured during an exclusive ad break as part of the official 2020 World Congress podcast special, released before the congress, and distributed widely to the facades industry
- ✓ Company spotlight feature in one event-related email blast to FTI's list of 12,000+ facade industry contacts (one company featured per e-blast)
- ✓ vExpo booth with the second highest level of visibility, including lead generation and visitor data analytics
- ✓ Inclusion in our vExpo eblast spotlight sent twice during the World Congress to 12,000+ facade industry contacts granting free access to company's trade show booth; includes short company bio and a direct, public link to vExpo booth
- ✓ Company logo and website link displayed on session landing pages
- ✓ 6 Complimentary registrations
- ✓ Registration discount: 10%

<p>Gold \$15,000 (minus member discount)</p>	<ul style="list-style-type: none"> ✓ Host 1 per week (4 total) "Birds of a Feather" break out networking sessions around specific topics of company's choosing ✓ Company featured during an exclusive ad break as part of the official 2020 World Congress podcast special, released before the congress, and distributed widely to the facades industry ✓ Company spotlight feature in one event-related email blast to FTI's list of 12,000+ facade industry contacts (one company featured per e-blast) ✓ vExpo booth with visibility based on sponsorship level, including lead generation and visitor data analytics ✓ Company logo and website link displayed on session landing pages ✓ Inclusion in our vExpo eblast spotlight sent twice during the World Congress to 12,000+ facade industry contacts granting free access to company's trade show booth; includes short company bio and a direct, public link to vExpo booth ✓ 4 Complimentary registrations
<p>Silver \$10,000 (minus member discount)</p>	<ul style="list-style-type: none"> ✓ Host 2 (total) "Birds of a Feather" break out networking sessions around specific topics of company's choosing ✓ vExpo booth with visibility based on sponsorship level, including lead generation and visitor data analytics ✓ Company logo and website link displayed on session landing pages ✓ Inclusion in our vExpo eblast spotlight sent twice during the World Congress to 12,000+ facade industry contacts granting free access to company's trade show booth; includes short company bio and a direct, public link to vExpo booth ✓ 2 Complimentary registrations
<p>Bronze \$5,000 (minus member discount)</p>	<ul style="list-style-type: none"> ✓ vExpo booth with visibility based on sponsorship level, including lead generation and visitor data analytics ✓ 1 Complimentary registration
<p>Supporting \$1,000 (minus member discount)</p>	<ul style="list-style-type: none"> ✓ Registration discount: 10%

2. Educational Sponsorship | \$3,000

Integral to FTI's mission is bridging the gap between academia and practice. We are seeking organizations to provide funding for registration fees in support of academics and students wanting to attend.

- ✓ Company logo and website link in all virtual conference sessions
- ✓ Complimentary registration for 30 students and 2 faculty

3. Start-up Sponsorship | \$1,200

FTI is offering discounted sponsorships to start-up organizations, early-stage companies that have been operating for 3 years or less.

- ✓ vExpo booth in dedicated section alongside other start-ups, including lead generation and visitor data analytics
- ✓ 1 Complimentary registration

Event Sponsor Levels	Diamond \$25,000	Platinum \$20,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000	Educational \$3,000	Supporting \$1,000	Start-Up \$1,200
Participation in the organization and planning of 2020 World Congress	✓							
Present demos within dedicated vExpo hours (live or pre-recorded)	4	2						
Company spotlight feature in one event-related email blast	✓	✓	✓					
Company featured during an exclusive ad break as part of the 2020 World Congress podcast special	✓	✓	✓					
Inclusion in the vExpo eblast spotlight sent twice during the World Congress	✓	✓	✓	✓				
Host "Birds of a Feather" break out networking sessions around specific topics of company's choosing	12	8	4	2				
VExpo booth, including lead generation and visitor data analytics	✓	✓	✓	✓	✓			✓
Company logo and website link displayed on session landing pages	✓	✓	✓	✓		✓		
Complimentary registrations	8	6	4	2	1	30 students + 2 faculty		1
Registration discount	10%	10%					10%	
Attendee list provided before and after the event	✓	✓	✓	✓	✓	✓	✓	✓
Company logo and website link on event page, virtual event platform, and related communications	✓	✓	✓	✓	✓	✓	✓	✓
Special designation in the conference directory	✓	✓	✓	✓	✓	✓	✓	✓
Recognition by conference representative during plenary sessions	✓	✓	✓	✓	✓	✓	✓	✓

What is a vExpo booth?

Example virtual booth

1 Virtual Booths & Listings

Booth space in the vExpo can be customized with your company logo, description, keywords, documents and video.

Each exhibitor's "booth staff" appear on the page for greater personalization and interactivity. Sponsors at the Diamond and Platinum levels have the ability to participate in exhibitor showcases where attendees can join booth staff in live group demos.

2 Lead Generation

Exhibitors receive lead contact information from attendees who messaged them to learn more about their product or services. Real-time insights offer a view showing which attendees visited their booth, as well as how many times they visited. Exhibit booth staff can react instantly by reaching out to those visitors to connect.

3 Live Conversations

Scheduled trade show hours allows attendees to get that real, in-person trade show feel to booth staff through real-time video chat by simply "entering" their vExpo booth – launching them into a live video conversation.

Reach Out to Our Board Members!

If you have any questions about the Facade Tectonics Institute, sponsorship opportunities, membership, or our upcoming events, please feel free to reach out to one of our Board members.

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What Do Sponsors Say?

“FTI provides a much-needed platform for dynamic dialogue and industry networking in a rapidly changing industry. One of the most rewarding aspects of sponsoring FTI events is being given an influential role in the conversations and decisions that are transforming our skylines.”

– Kelli Close, Marketing, Technoform North America

TECHNOFORM

“As a World Congress sponsor, our team felt an unprecedented level of involvement and commitment to bettering the built environment. FTI events provide the perfect environment for us to directly connect with a vast array of market sectors and business owners as we look to forge new industry relationships.”

– Brad Davis, Director of Architectural Services,
Schüco USA LLLP

SCHÜCO

“Through our sponsorship experience, we’ve increased our visibility as a supplier partner to architects, facade consultants, engineers, and glazing contractors.”

– Ron Hull, Marketing Manager, Kuraray America

kuraray

Please contact Katie Gould at kgould@facadetectonics.org with any questions.



facadetectonics.org

FACADE TECTONICS 2020 WORLD CONGRESS

Sponsorship Application Form

To apply for sponsorship, please fill out the following form and submit to **Katie Gould** at kgould@facadetectonics.org

Contact Information

Individual's Name:

Job Title:

Company Name:

Company Address:

Email Address:

Office Phone:

Cell Phone:

I would like to purchase the following Event Sponsorship:

Diamond..... **\$25,000**

Silver..... **\$10,000**

Platinum..... **\$20,000**

Bronze..... **\$5,000**

Gold..... **\$15,000**

Supporting..... **\$1,000**

I would like to purchase an Educational Sponsorship..... **\$3,000**

I would like to purchase a Start-Up Sponsorship..... **\$1,200**

Company Website:

Years of Operation (Must have been a newly formed organization within the past 3 years):

Number of Employees:

