

# WE'RE BACK, TOGETHER & STRONGER

2023 CONFERENCE

**RESNET**<sup>®</sup>

RESIDENTIAL ENERGY SERVICES NETWORK



**SAN DIEGO, CA**  
NOVEMBER 15-17, 2023



#RESNET2023 CONFERENCE  
SPONSORSHIP PACKAGES

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#RESNET2023

WE'RE BACK  
TOGETHER & STRONGER



## About RESNET

The Residential Energy Services Network (RESNET) was founded in 1995 as an independent non-profit organization to help homeowners reduce the cost of their utility bills by making their homes more energy efficient. Based on the RESNET mission, goals, and foresight for where the building performance industry is headed, we cater our annual conference to bring the most valuable information to you and your customers.



#RESNET2023

# LETTER FROM THE PRESIDENT

## ***Conference Sponsors and Exhibitors,***

These past three years have been challenging, complex, and transformative. We are all thankful that during this time of immense change, the housing market has not only stayed strong, but also boomed. Living through a pandemic has taught us that this industry is resilient and that together we can overcome unique challenges and uncertainties.

RESNET is very excited to have our Conference in-person in 2023! After a resounding decision made at the 2022 HB 3215 Code Compliance Leadership Forum to host this year's conference in person, planning is in full swing among the RESNET Staff. I am eager to meet the membership in person and get to know our network better on a more personal level.

Our sponsors are vital to creating a meaningful and memorable experience for our attendees. With many different sponsorship opportunities, your company can choose the best way to promote yourself and engage with the RESNET community. Opportunities include, Platinum Sponsor, Reception Sponsor, Networking Sponsor and many more.

We hope that you join us in person this year at the 2023 Conference and enjoy all the things we have missed from in-person events. Your partnership serves as a reminder that this industry is resilient, adaptable, and ready for anything. Be sure to register early to maximize your company's exposure and recognition.



Sincerely,

*Mark A. Johnson*

**MARK A. JOHNSON**

RESNET Board of Directors, President

Executive VP & Director of Business Development

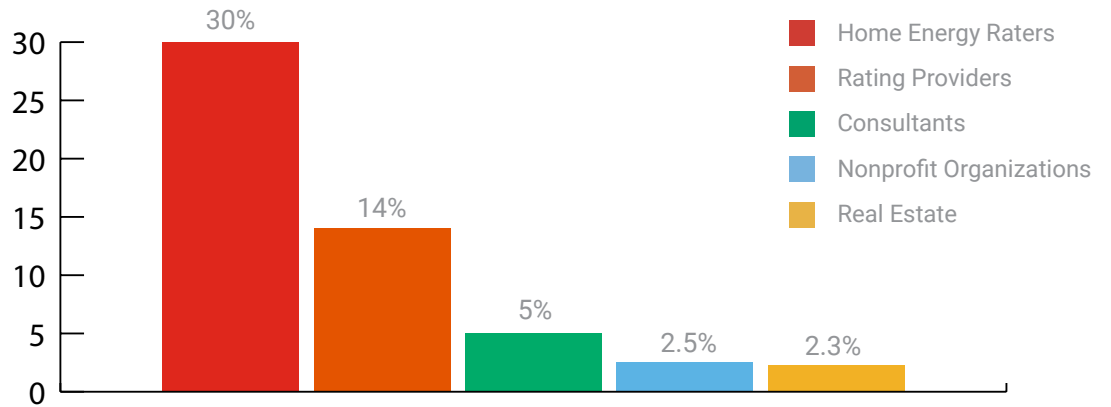
International Code Council

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# 2022 STATS

## 2022 VIRTUAL CONFERENCE ATTENDEES BY FIELD

Out of our 772 virtual attendees in 2022, the following fields represented the highest numbers in attendance.



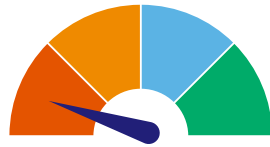
### REStalk PODCAST

Approximately 200 downloads per monthly episode.



### MAILING LISTS

Contact list includes 1,500+ previous conference attendees, with more than 4,200 total contacts.



273 SUBSCRIBERS



1K FOLLOWERS

## SOCIAL REACH



6.6K FOLLOWERS



7K FOLLOWERS



11.9K FOLLOWERS

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# 2022 EVENT SPONSORS

## SUPPLIER ADVISORY BOARD SPONSORS



## OTHER SPONSORS



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# ABOUT RESNET 2023 CONFERENCE

## **AFTER TWO YEARS OF VIRTUAL EVENTS, THE RESNET® 2023 CONFERENCE IS BACK AS A FULL IN-PERSON EVENT.**

This is an opportunity to expand your network, interact with your peers, and enjoy your time together in person at the Catamaran Resort Hotel and Spa in beautiful San Diego, CA.

At the 2022 HB 3215 Code Compliance Leadership Forum, it was determined by RESNET staff, network professionals and RESNET Board members that the 2023 Conference would be held in-person and be revamped to fit into the post-pandemic landscape.

Based on previous conference survey data, RESNET has determined that most registrants are Raters, and Rating Providers, making up more than 44% of 2022's virtual attendees.

The 2022 Conference was entirely virtual, RESNET had an average of more than 900 viewers per day with 500+ participants engaging online with our sponsors and exhibitors.

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**Your target  
demographics  
and leads are the  
majority of RESNET's  
conference attendees.**

Your target demographics and leads are the majority of RESNET's conference attendees. This includes emerging and seasoned professionals as well as new members of the RESNET community looking to further their industry knowledge and tools.

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**Please consider supporting your current and  
potential customers at this event!**

# WELCOME TO SAN DIEGO



#RESNET2023

PACIFIC BEACH



BELMONT PARK



KATE SESSIONS  
PARK



MISSION BAY



Enjoy the beautiful beaches and lively neighborhood of Pacific Beach in sunny San Diego! While not at the conference, explore the boardwalk, clothing shops, or one of the many beautiful beaches. After your time at the beach relax and enjoy Kate Sessions Park or play and have fun at Belmont Park!

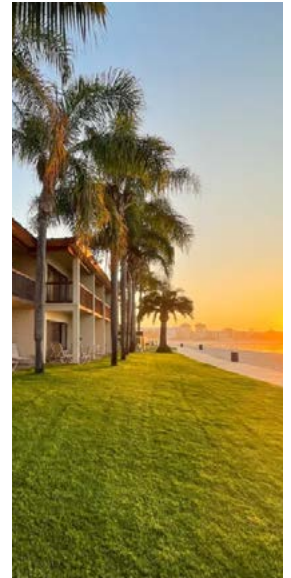


# CATAMARAN RESORT & SPA HOTEL



The Catamaran Resort Hotel and Spa is a tropical hideaway located in San Diego's Pacific Beach community. This Polynesian-themed resort offers casual elegance with palm trees, lush vegetation, tiki torches, koi ponds, waterfalls, and exotic birds that like to strike up conversations with guests. With Mission Bay as the backyard and the Pacific

Ocean across the street, there's no better choice among Pacific Beach San Diego hotels. Whether you enjoy sunbathing at the beach, relaxing by the pool, rejuvenating in The Catamaran Spa's hot tub that overlooks the bay, paddle boarding, or cruising up and down the boardwalk on a bike, The Catamaran has something for everyone.



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# 2023 CONFERENCE OVERVIEW

This year's event will feature General Sessions in the mornings with four concurrent breakout sessions to choose from in the afternoons.

**Breakout session topics will be submitted by members of the network within the coming weeks. Topics will fall into the following categories:**

- ✓ Carbon/ESG
- ✓ Water Efficiency & HERS<sub>H2O</sub>®
- ✓ HERS® as the Gold Standard
- ✓ California – Here We Come
- ✓ New Opportunities for the Rating Industry
- ✓ Energy Codes
- ✓ Tapping the Existing Homes Market
- ✓ Latest Developments in Building Science
- ✓ Workforce Development
- ✓ Financing Improving the Energy Efficiency of Homes

When participants are not attending sessions, they can enjoy refreshments in the Foyer and network with industry contacts and old friends, and learn about sponsor products and services.



#RESNET2023

## PLATINUM SPONSOR

TOTAL COST - \$20,000

The ultimate sponsorship option to showcase your company at the RESNET Conference. Highlight your company's generous dedication to the industry by becoming a Platinum Sponsor!

### **Benefits:**

- Complimentary Premium Tabletop exhibit (8 ft. table w/ 2 chairs in Foyer)
- Complimentary Conference Registration for up to four people
- Access to Attendee Contact List, post-conference (\$1500 value)
- Sponsored E-Blast to Pre-Conference Attendees (\$1000 value)
- Designated posts on RESNET social media (\$750 value)
- Opportunity to welcome attendees at General Session or to moderate Roundtable
- 90 second Commercial to be played on RESTalk, RESNET's Monthly Podcast (sponsor provides)
- 60 second Commercial to be played at General Session Thursday, November 16th (sponsor provides)
- Company highlighted in all conference materials, including the Conference website.
- Opportunity to include literature and gift in the welcome bag
- 5 minute speaking opportunity at General Session OR option to moderate Industry Roundtable
- Complimentary year of SAB Membership (offered to new SAB Members only)

### **Platinum Sponsors Pick One Exclusive Promo Opportunity:**

#### **1. ATTENDEE RECEPTION HOST**

- Be a premier sponsor for attendee reception
  - Thursday, November 16th

#### **2. LUXURY GIFTING EXPERIENCE**

- Option to provide luxury gifting experience to attendees

#### **3. EDUCATIONAL PROGRAM RECOGNITION**

- Exclusive recognition for educational program
  - Thursday, November 16th OR Friday, November 17th

## DIAMOND SPONSOR

TOTAL COST - \$15,000

The best sponsorship opportunity for companies who want to broaden their brand reach and help build a dedicated customer base.

### **Benefits:**

- Complimentary Premium Tabletop exhibit (8 ft. table w/ 2 chairs in Foyer)
- Complimentary Conference Registration for up to three people
- 60 second Commercial to be played at General Session Friday, November 17th
- Access to Attendee Contact List, post-conference (\$1500 value)
- Sponsored E-Blast to Pre-Conference Attendees (\$1000 value)
- Opportunity to include literature and gift in the welcome bag
- Company highlighted in all conference materials, including the Conference website.
- Free year of SAB Membership (offered to new SAB Members only)
- 3 minute speaking opportunity at General Session on Thursday, November 16th OR Friday, November 17th

### **Diamond Sponsors Pick One Exclusive Promo Opportunity:**

#### **1. CLOSING RECEPTION HOST (NOVEMBER 17TH) *Limited to One Sponsor***

- Onsite or offsite option for attendees on closing night
- Complimentary bar for attendees, hosted by your company

#### **2. WELCOME GIFT FOR CONFERENCE ATTENDEES *Limited to One Sponsor***

- Check-in gifts available for attendees staying at the Catamaran Resort Hotel & Spa
- Company branding & custom welcome messages available

## SUPPLIER ADVISORY BOARD SPONSOR

*INCLUDED IN MEMBERSHIP*

Exclusive to SAB Members - [JOIN TODAY](#) to access these benefits!

### **Benefits:**

- Complimentary Premium Tabletop exhibit (8 ft. table w/ 2 chairs in Foyer)
- Complimentary Conference Registration for two people
- Access to Attendee Contact List, post-conference (\$1500 value)
- Sponsored E-Blast to Pre-Conference Attendees (\$1000 value)
- 30 second Commercial to be played at General Session Thursday, November 16th OR Friday, November 17th
- Opportunity to include literature or gift in attendee gift bags (sponsor provides)
- Company highlighted in all conference materials, including the Conference website.

### **SAB Sponsors Exclusive Promo Opportunity:**

#### **1. DISCOUNT ON SPONSORSHIP UPGRADES**

- \$10k discount on sponsorship upgrades to Diamond or Platinum sponsorship



# SPONSORSHIP OPPORTUNITIES

## GOLD SPONSOR

TOTAL COST - \$7,500

This is a great sponsorship opportunity for companies who want to build a customer base and brand awareness.

### Benefits:

- Complimentary Premium Tabletop exhibit (8 ft. table w/ 2 chairs in Foyer)
- Complimentary Conference Registration for up to two people
- 60 second Commercial to be played at General Session Friday, November 17th
- Access to Attendee Contact List, post-conference (\$1500 value)
- Sponsored E-Blast to Pre-Conference Attendees (\$1000 value)
- Opportunity to include literature and gift in the welcome bag (sponsor provides)
- Company highlighted in all conference materials, including the Conference website.
- Free year of SAB Membership (offered to new SAB Members only)

### Gold Sponsors Pick One Exclusive Opportunity:

#### 1. MOBILE APP SPONSOR *Limited to One Sponsor*

- Exclusive promotion in on-site conference app

#### 2. LANYARD SPONSOR *Limited to One Sponsor*

- Opportunity to have company logo on attendee lanyards

#### 3. CHARGING STATION SPONSOR *Limited to One Sponsor*

- Exclusive recognition of a charging station that attendees can use for phones and laptops

#### 4. ATTENDEE TOTE BAGS *Limited to One Sponsor*

- Opportunity to supply attendee tote bags (given at registration) with company logo or branding.

#### 5. SPONSOR KEYNOTE SPEAKER OR INDUSTRY EXPERT ROUNDTABLE

- Opportunity to introduce company and speaker, or moderate fireside chat
  - Thursday, November 16th OR Friday, November 17th
  - Keynote speeches/industry roundables will be approximately 20-40 minutes

## SILVER SPONSOR

TOTAL COST - \$3,500

A great opportunity to showcase your company to new customers and other vendors.

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### **Benefits:**

- Complimentary Conference Registration for one person
- Complimentary Tabletop Exhibit (Standard 6 ft. w/ 2 Chairs in General Session Room)
- Opportunity to include literature or gift in attendee gift bags (sponsor provides)
- Company highlighted in all conference materials, including the Conference website.

## BRONZE SPONSOR

TOTAL COST - \$1,500

A sponsorship opportunity that is great for companies looking to support the Network at a most affordable level.

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### **Benefits:**

- Complimentary Conference Registration for one person
- Company highlighted in all conference materials, including the Conference website.

### **OTHER SPONSORSHIP OPPORTUNITIES**

Do you have a sponsorship idea that will fit more within your company's scope or want to customize a package based on your organization's needs for this event? We want to partner with you! Please email [conference@resnet.us](mailto:conference@resnet.us) to discuss customized opportunities.

Ensure your company registers ASAP as deliverables are first come first served. Conference Staff cannot ensure access to full deliverables if sign-up is after August 15, 2023.

## A LA CARTE MARKETING SPONSORSHIP OPTIONS

Choose as many or as few of the following additional Sponsorship opportunities! (Must at least sponsor at "Bronze" level)

- Host a Webinar on RESNET platform in 2024 (limit 1/company) – **\$2,500**
- 90 second Commercial to be played on RESTalk, RESNET's Monthly Podcast – **\$2,000**
- Premium exhibit upgrade - 8' draped table, 2 chairs, and access to electricity in the foyer - **\$1,500**
- 60 second Commercial to be played at General Session (limit 1/day per company) - **\$1,500**
- Sponsored E-Blast to Pre-Conference Attendees (limit 1 per company) - **\$1,000**
- 30 second Commercial to be played at General Session (limit 1/day per company) - **\$750**
- Company Highlight on RESNET's social media platforms (limit 1 per company) – **\$750**
- Sponsored push notification sent during the conference (limit 1/day per company) – **\$500**
- Banner Ad on Conference app - **\$500**



# Sponsorship Comparison

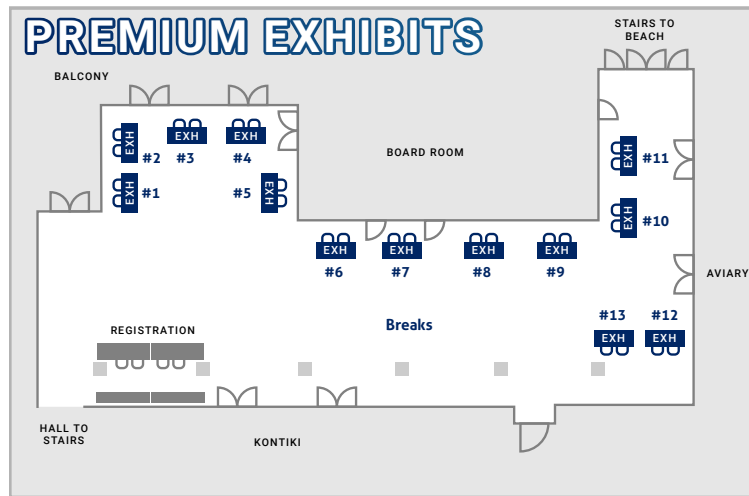
SPONSOR BENEFITS	PLATINUM	DIAMOND	SAB	GOLD	SILVER	BRONZE
Exclusive Promo Opportunity <i>See levels for details</i>	✓	✓	✓	✓		
Complimentary Conference Registration	✓ 4	✓ 3	✓ 2	✓ 2	✓ 1	✓ 1
Company Highlighted in All Conference Materials, Including Conference Website	✓	✓	✓	✓	✓	✓
Complimentary Tabletop Exhibit	✓ Premium	✓ Premium	✓ Premium	✓ Premium	✓ Standard	
Receive Attendee Contact List Post Conference	✓	✓	✓	✓		
Sponsored E-Blast to Attendees	✓	✓	✓	✓		
Opportunity to Include Literature/Gift in Welcome Bags	✓	✓	✓ must provide	✓ must provide	✓ must provide	
Commercial in General Session	✓ 60 second	✓ 60 second	✓ 30 second	✓ 60 second		
90 Second Commercial to be Played on RESTalk (sponsor provides)	✓					
3 Minute Speaking Opportunity at General Session Thursday or Friday		✓				
5 Minute Speaking Opportunity at General Session -or- Option to Moderate Roundtable	✓					
Free year of SAB membership (new SAB members only)	✓	✓		✓		
Opportunity to Welcome Attendees at General Session or Moderate Roundtable	✓					
Designated Post on RESNET Social Media	✓					

# TABLETOP EXPOSITION INFORMATION

RESNET is excited to have our in-person exposition return in 2023! We are rolling out a new concept for exposition experience that will include Tabletop Exhibitor opportunities. This will be an excellent chance to showcase your newest products and services to the best of the best in the building performance industry. Just like you are eager to present in person, participants are just as eager to attend in person!

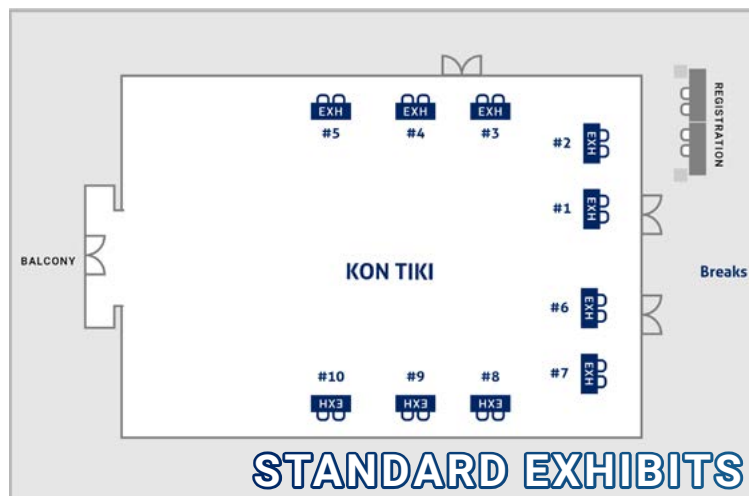
All Exhibitor Tabletops come with a 6' draped table, and 2 chairs in the General Session room, at the Silver sponsorship level. Upgrade to a Premium Tabletop, which includes an 8' draped table, 2 chairs, and access to electricity in the foyer by sponsoring at the Gold level or above, or with an additional \$1500 contribution to the event.

TO BECOME AN EXHIBITOR OR SPONSOR, VISIT OUR SPONSOR REGISTRATION PAGE TODAY TO SIGN UP!



**Premium Booths Assigned as of 07/24/23**

- #1 - Broan-NuTone
- #2 - ICC
- #3 - Energy Efficient Homes Midwest
- #4 - Maverick Builders
- #5 - APA
- #6 - Owens Corning
- #7 - EPA-Indoor Airplus
- #8 & 9 - Retrotech
- #10 - Aroseal
- #12 - Aprilaire
- #13 - DuPont



**Standard Booths Assigned as of 07/24/23**

- #2 - Resideo
- #3 - TruTech Tools

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WE LOOK FORWARD  
TO SEEING YOU!

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QUESTIONS? CONTACT:

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✉ E-Mail: [conference@resnet.us](mailto:conference@resnet.us)

🌐 Website: [resnet.us/2023](https://resnet.us/2023)

2023 CONFERENCE

**RESNET**<sup>®</sup>

RESIDENTIAL ENERGY SERVICES NETWORK

