USIBD™
U.S. Institute of BUILDING DOCUMENTATION

Sponsorship Kit
The Leading Resource for the Building Documentation Industry

Contact Jill Rosoff at jill.rosoff@usibd.org or (833) 874-2348 to sign up.
Why Sponsor USIBD?

The U.S. Institute of Building Documentation (USIBD) was established in 2012 by a perceptive group of practitioners in the Building Documentation field who realized there was a need for overall standardization in the industry.

This non-profit membership organization is the only association currently looking inclusively at all the components of Building Documentation. USIBD provides information that is relevant in all levels of job functions, from leadership/management to technicians. The USIBD’s members are influential in the industry, and are from all over the world, including the U.S., Canada, Europe, South America and the Pacific Rim.

USIBD brings together various stakeholders involved in Building Documentation: Architects, Engineers, Service Providers, Surveyors, Hardware and Software Manufacturers and Developers, Building Owners/Operators, and Contractors as a distinct industry.

The vision of USIBD is to be the leading resource of the Building Documentation Industry, establishing guidelines, standards, best practices and a codification of ethics. In creating an overall Manual of Documentation, USIBD is codifying the standards and practices in this burgeoning industry.

By sponsoring USIBD, you have the opportunity to participate in the organization in reaching these goals, and increasing your reach the global Building Documentation community. Please consider becoming a USIBD Sponsor, and join with us in a mutually beneficial partnership.

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“the BuildUP”

Engage USIBD members with a featured informational article in USIBD’s Quarterly Newsletter about your Building Documentation-related concept or offering, with a teaser e-blast sent out a week preceding the Newsletter publication.

As sole-sponsor, your logo and a 160 x 600 skyscraper image are the exclusive ads in the Build Up email notification. You receive lead details from members who click on your logo or skyscraper ad.

- Sole-sponsored piece for greater visibility
- Limited two BuildUPs per Newsletter
- We blast it out for you to our membership
- Lead generation priority
- Engage readers before a hot story breaks
- BuildUP with an imbedded video link

**Investment:** $250 per issue

- Volume discounts available
- One BuildUP included in Annual sponsorship at the two top levels

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Opportunities in 2019

Webinars

Generate Leads While Educating Industry Decision-Makers
USIBD Webinars are turnkey products that successfully generate leads for our sponsors. Our Membership Director will work with you to promote your webinar.

Benefits of Sponsoring a Single-Sponsor Webinar:

- Registration list providing high-quality sales prospects, including: names, companies, phone numbers and e-mail addresses
- Credibility with customers/prospects
- Extended value with on-demand viewing
- Brand building and unmatched exposure
- Educate your customers/prospects
- No travel costs associated with sales calls or trade shows
- Sole sponsorship
- Polls and Surveys – Gather important information and perspectives from attendees

Investment: $350 per webinar

- Volume discounts available
- Included in higher tiers of annual sponsorship

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Opportunities in 2019

Webinar Series 1

Tech Tips
This new webinar series is hosted by the USIBD’s Education Committee highlighting some of the latest ready-for-primetime technologies. This series features unique tips from leading industry experts on how to get the most value out of the latest vendor products. This is a great way to showcase your products to the USIBD membership.

- Company mention in all webinar promotional e-blasts
- Company mention in social media pushes including Facebook, LinkedIn and Twitter
- Logo outro. “Brought to you by...” with your logo onscreen as the webinar ends.
- Your product(s) featured exclusively in the webinar
- Registration list providing high-quality sales prospects
- Authority with customers/prospects
Opportunities in 2019

Webinar Series 2

LOA (Level of Accuracy) / LOD (Level of Development) 101, or “When is Close Enough, Close Enough”

This webinar features how the LOA & LOD Specifications work and how they can be used together to improve project performance and reduce risk. This webinar can be featured online specifically to your audience. It is presented at conferences around the country including the USIBD’s Symposium, SPAR International, Hexagon and the AGC’s BIMForum.

- Company mention in all webinar promotional e-blasts
- Company mention in social media pushes including Facebook, LinkedIn and Twitter.
- Logo outro. “Brought to you by...” with your logo onscreen as the webinar ends.
- Shared registration list providing high-quality sales prospects
- Credibility with customers/prospects showing support of major industry standards
- Increase your exposure via USIBD’s email marketing
- On-demand showing extends your Ad dollars

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Focus Group Report

Sponsored Industry Survey
This survey and report is designed specifically with you in mind. Focus Group Reports provide sponsors a way to gather feedback and opinions, through an independent trusted third party (USIBD), of products and/or services they are developing for the Building Documentation industry. The survey respondents targeted include all primary Building Documentation Stakeholders: Architects, Engineers, Contractors, Software and Hardware Developers, Owner/Operators, Surveyors and Service Providers.

How Focus Group Reports Work
We work with you to develop the survey theme and questions for the Focus Group survey (10 questions minimum). Questions are developed through a research meeting between Sponsor and USIBD – Focused on the goal of “I want to know ...” The USIBD will broadcast the survey through its member and non-member network of more than 6,500 contacts, and leverage social media and USIBD media channel partners for maximum reach. Responses will be compiled into a report. The sponsor will receive the Focus Group Report along with the raw survey data and stats on those who participated in the survey.

Benefits of Sponsoring a Focus Group Report
- Receive highly targeted industry feedback on your specific products and services
- Leverage the USIBD’s position in the industry as an independent, trusted third party to deliver the survey
- You decide the number of questions and the cost
- Raise market awareness of your product or service

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• In addition to our report, you will obtain the raw data to perform your own analysis
• ‘White label’ option if sponsor wishes to remain anonymous
• Distribution to USIBD’s full list of over 6,500 contacts

**Price Determined by You**

The price for a single report is $1,500, which includes 10 survey questions, the report and raw data. Add additional questions for $150 each. Discounts are available if you wish to sponsor a series of reports.
Meet-Ups

The Meet-ups have been established to create a place where members of USIBD and those with an interest in Building Documentation can meet face-to-face, to encourage information sharing, networking, and encourage membership in USIBD. These Sponsorships are stand-alone sponsorships.

At each session, a specific topic will be presented, sent to break-outs for consideration, and then a final coming back together to present findings and further discussion. At the end of the year, the findings from each session will be compiled into a report, and published.

As a Meet-up sponsor, your logo will appear in all Meet-up notifications, via email, on the USIBD website, and in all press releases. It will be linked to whichever landing page on your website you indicate.

**EVENT SPONSORSHIP:** $500 per event

- A five-minute presentation by your representative at the event
- We blast marketing out for you to our 6,500+ contact list, and share it with you for sending to your mailing lists, including your logo
- Your logo included in the Powerpoint presentation shown at each Meet-up
- A table at the event, for your company’s collaterals
- A list of all registrants at the event
- Recognition in the year-end report from the Discussion at each session
- Limited to two Sponsors per Meet-up

**REFRESHMENTS SPONSOR:** $250 per event

**OPPORTUNITY DRAWING:** donate item for drawing of at least $100 in value.

**COMBINED SPONSORSHIP PACKAGE:** $700.00, includes event, food and opportunity drawing.

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Annual Sponsorship Packages

Support USIBD Annually

Exposure and Lead Generation
USIBD Annual Sponsorships are designed to keep your company in front of our Membership constantly throughout the year, as well as to the greater USIBD audience. Studies have shown greater success in converting a sale through repetitive messaging. Generate leads all year long!

Benefits of Becoming an Annual Sponsor

• Tiered sponsorship options to fit your budget, combining individual offerings
• Participation in committees at sponsorship levels that include complimentary memberships
• Standing with customers/prospects showing support of the industry through recognition on the USIBD website
• Strategic Delivery – Reach primary Building Documentation Stakeholders: Architects, Engineers, Contractors, Owner/Operators, Surveyors and Service Providers
• E-mail campaigns for your approved educational offerings broadcast to USIBD audience of over 6,500 contacts, on social media, and receive extended reach through our network of media partners.
**Annual Sponsorship Level Matrix**

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Laser</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Copper</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Annual Investment</strong></td>
<td>$7,500</td>
<td>$5,000</td>
<td>$3,500</td>
<td>$2,500</td>
<td>$1,000</td>
</tr>
<tr>
<td>In all locations where your company name appears it shall receive the USIBD's most prestigious designation: Premier Sponsor</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Your Company logo listed as a Sponsor in a prominent location in our booth at all trade shows where the USIBD exhibits</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Your Company logo listed on the USIBD website, with a link to your website</td>
<td>Home &amp; Sponsor Page</td>
<td>Home &amp; Sponsor Page</td>
<td>Home &amp; Sponsor Page</td>
<td>Home &amp; Sponsor Page</td>
<td>Home &amp; Sponsor Page</td>
</tr>
<tr>
<td>Your Company logo listed in the sponsor section of the USIBD Quarterly Newsletter, with a link to your website (alphabetical)</td>
<td>Top position</td>
<td>2nd Position</td>
<td>3rd Position</td>
<td>4th Position</td>
<td>5th Position</td>
</tr>
<tr>
<td>Your Company Logo included on select USIBD email blasts, with a link to your website</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>-</td>
</tr>
<tr>
<td>A one-year Membership for the listed number of Individual Memberships</td>
<td>7</td>
<td>5</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>A one-year subscription to the USIBD Newsletter for all listed individual Members included in your selected sponsor package</td>
<td>7</td>
<td>5</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Presentation of listed number of webinars to your company's audience, with marketing emails showing your company logo</td>
<td>5</td>
<td>4</td>
<td>2</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>The BuildUp in a USIBD Quarterly Newsletter issue.</td>
<td>2</td>
<td>1</td>
<td></td>
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<td>-</td>
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<tr>
<td>Meet-up Sponsorship</td>
<td>3</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A USIBD Sponsor widget indicating your sponsorship level for you to include on your website and on your email signatures</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

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