



2019 Annual Conference

RETROFITTING TO SCALE: 50,000 BUILDINGS IN 10 YEARS

June 18th, 2019 | New York City

Urban Green Council Sponsorship Opportunity

In the near future, all New York City buildings larger than 25,000 square feet will likely be required to improve their energy efficiency.

The city's largest energy retrofit firms only complete 50 or so large projects each year. The NYC Retrofit Accelerator, the city's designated program to facilitate building retrofits, is on track to complete 500 small and large energy efficiency projects per year. In comparison, **policies under consideration in NYC would require 5,000 building retrofits annually.**

Retrofitting to Scale will explore solutions for NYC and other cities. What are the barriers to upgrading buildings now? What will need to change to make upgrades on this scale feasible? What business opportunities will emerge?

SESSION 1: Greatest Opportunities
SESSION 2: Innovations & Examples of Scale
SESSION 3: Scaling it Up

Who Attends? Urban Green Conferences attract industry leaders who will be responsible for energy use in New York City buildings for decades. The audience is comprised of 250+ attendees from real estate, government, construction, facilities management and finance, as well as architects and engineers with expertise in high-performance buildings.



SPONSORSHIP OPTIONS

Premier Package: \$25,000

- Most prominent placement of logo and/or name on all marketing materials (Urban Green website and dedicated outreach emails, as well as the event program, slideshow, and digital signage)
- Option to provide welcome remarks at conference opening
- 10 complimentary conference passes.
- Complimentary back-cover program advertisement
- Onsite briefing by Urban Green CEO on the latest sustainability trends and public policies

Host Package: \$10,000

- Logo and/or name on all marketing materials (Urban Green website and dedicated outreach emails, as well as the event program, slideshow, and digital signage)
- 3 complimentary conference passes
- Complimentary full-page advertisement

Supporter Package: \$5,000

- Name on all marketing materials (Urban Green website and dedicated outreach emails, as well as the event program, slideshow, and digital signage)
- 2 complimentary conference passes
- Complimentary half-page program advertisement

Retrofitting to Scale
June 18th, 2019
Kimmel Center for University Life
New York University
9 am — 12:30 pm

FIVE GREAT REASONS TO BE A SPONSOR

- 1. Get your brand in front of members of one of the most trusted organizations in sustainable development:** Urban Green Council. Urban Green members and newsletter subscribers include over 7,700 seasoned professionals from the worlds of real estate, design, engineering, architecture and government.
- 2. Retrofitting to Scale will be marketed via our partner organizations,** including the Real Estate Board of New York (REBNY), AIA New York, ASHRAE New York, the Rent Stabilization Association, and BOMA New York.
- 3. Be part of a timely, thought-provoking program** delivered by an organization with a great track record of delivering top-notch educational events.
- 4. Make important connections.** Past attendees include staff from Vornado Realty Trust, Tishman Speyer, Related Companies, Brookfield, The Durst Organization, and SL Green, as well as design firms and brokers, including Skidmore Owings & Merrill, JLL and Cushman & Wakefield, among others.
- 5. Meet over 250 engaged decision-makers** at multiple networking opportunities throughout the conference.

Sponsorship of *Retrofitting to Scale* ensures high-level exposure to the New York region's most savvy green building professionals. We hope you'll join us.

For more information, please contact
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Bloomberg	Related
Bright Power	Robert A.M. Stern Architects
Brookfield	Rudin Management
Carrier	Sidewalk Labs
Citibank	Skidmore, Owings & Merrill
Con Edison	SL Green Realty
COOKFOX	Syska Hennessy
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