



2019 Annual Conference

# RETROFITTING TO SCALE: 50,000 BUILDINGS IN 10 YEARS

June 18th, 2019 | New York City

## Urban Green Council Sponsorship Opportunity

The New York City Council recently passed the most ambitious climate legislation for buildings enacted by any city in the world. This historic law sets tough carbon emissions caps for energy use in NYC's largest buildings starting in 2024. The new legislation impacts about 50,000 buildings and will lead to thousands of building retrofits each year.

To comply with these regulations, building retrofits will have to occur on a scale never before experienced in NYC—or anywhere else.

*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 tickets to networking lunch
- 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 tickets to networking lunch
- 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 tickets to networking lunch
- Complimentary half-page program advertisement

Retrofitting to Scale  
June 18<sup>th</sup>, 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.

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For more information, please contact  
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## FIRMS REPRESENTED AT PAST CONFERENCES

32BJ SEIU	JLL
AKF Group	Kohn Pedersen Fox
Albanese Organization	Lend Lease
Arup	New York Power Authority
Beyer Blinder Belle	Pelli Clarke Pelli Architects
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
Cosentini Associates	Thornton Thomasetti
Dagher Engineering	Tishman Speyer
FXCollaborative	Turner Construction
Goldman Sachs	United Technologies Corp.
Hannon Armstrong	Vidaris
HR&A Advisors	Vornado
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