



2022 Annual Conference

ELECTRI-FICTION TO ELECTRIFICATION

June 15, 2022 • NYU Kimmel Center

1:00 - 5:00 p.m. • Cocktail Reception to Follow

ELECTRI-FICTION TO ELECTRIFICATION

Urban Green is the go-to resource on electrification in NYC, with industry-leading research including: *Going Electric, State of the NYC Grid* and our newest report, *Grid Ready*. Our half-day conference will build on this work and is guaranteed to be thought-provoking, drawing 300-400 attendees and marketed through 20-plus partner organizations.

Planned Conference Sessions:

Making the Case for Electrification

- Local Law 97 as electrification driver
- Focusing on equity
- Benefits of electrification

Electrifying the Energy Code

- Status of NYC and NYS fossil fuel bans
- Future of carbon in codes
- Federal policy

Retrofits in Multifamily Buildings

- Alleviating cost of electrification
- Ensuring safety and resilience
- Big retrofit issues

Warming Up to Hot Water

- Water heating systems in new buildings
- The changing market
- Application in retrofits



SPONSORSHIP OPTIONS

Lead Conference Sponsor: \$25,000

****SOLD OUT****

- Logo listing in all marketing materials (Urban Green website, dedicated outreach emails, social media and newsletter)
- Full page program advertisement on back cover
- 30-second video ad
- 10 complimentary conference passes
- Information table at event

Supporting Event Sponsor: \$15,000

- Logo listing in all marketing materials (Urban Green website, dedicated outreach emails, social media and newsletter) and at the event
- Full page ad in conference program
- 30-second video ad
- 5 complimentary conference passes

Lead Cocktail Party Sponsor: \$15,000

- Welcome remarks at post-event cocktail reception
- Logo listing in all marketing materials (Urban Green website, dedicated outreach emails, social media and newsletter) and at the event
- Full page ad in conference program
- 30-second video ad
- 10 complimentary conference passes

Supporting Cocktail Sponsor: \$7,500

- Logo listing in all marketing materials (Urban Green website, dedicated outreach emails, social media and newsletter) and at the event
- Half-page ad in conference program
- 5 complimentary conference passes