

THE NATION'S LARGEST
CONFERENCE DEDICATED TO COLD
CLIMATE RESIDENTIAL BUILDING

EXHIBIT/SPONSOR

Show the most innovative residential builders and remodelers in the Midwest the latest and greatest technologies and services you have to offer. Support workforce development and demonstrate your commitment to energy efficient homes.

Our conferences are...

TOP RATED

4.4 overall rating out of 5 points.



INSPIRING

92%

picked up new ideas they will implement.



IN DEMAND

2020 marks 22 years of dedicated B4 attendees from the buildings industry.



1998

We balance relevant business and building science content.

2020

Our attendees are...

FROM A DIVERSE ARRAY OF
PROFESSIONAL DISCIPLINES

800 attendees



TOP THREE DISCIPLINES:

- Builders and remodelers
- Weatherization personnel
- Product manufacturers, suppliers and/or distributors

ENGAGED LEADERS



82%

are involved in purchasing decisions.

Our exhibitors and sponsors are...

VALUED CUSTOMERS WHO RECEIVE

ACCESS

to not only the EXPO, but all core conference sessions and networking events.



CONNECTIONS

to attendees to help keep conversations going year round. An attendee list (including emails) is circulated post conference.



RECOGNITION

prior to, during and after the conference.



Thank you to our exhibitors and sponsors!

LOYAL PARTNERS **60** EXHIBITORS, 20 made a bigger impact through conference sponsorship.

2019 EXHIBITORS AND SPONSORS

Alliant Energy
Amwood Homes Inc.
BlackHawk Industrial
Blenker Building Systems
BlueGreen Alliance Foundation
BRINC Building Products, Inc.
Cellulose Insulation—Aplagate Manufacturing
CertainTeed
CLEAResult
Dakota Supply Group
Delta Electronics (Americas) Ltd.
Division of Energy, Housing and Community Resources
EFI—Energy Federation Inc.
Enercept SIPs
Energy Panel Structures
Envision Home at Last
Focus on Energy
GAF
GreenHome Institute
Hallmark Building Supplies
Huber Engineered Woods
Hydro-Flo Products
InSoFast Specialty Insulation, LLC
Madison Gas and Electric
Menominee Tribal Enterprises
Merillat Cabinetry
Metropolitan Builders Association
Midway Windows/Alliance
Midwest Energy Efficiency Alliance
Midwest Renewable Energy Association

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2020

BETTER BUILDINGS: BETTER BUSINESS®
WISCONSIN CONFERENCE

March 9–11, Wisconsin Dells | b4conference.org

POWERED BY

slipstream



TESTIMONIALS...

The conference stands out because you can pretty much find whatever you need here. There is a full spectrum of high performance housing and answers.

*–Tim Denissen
Neighbor Works Green Bay*

Cutting-edge building science information was presented that will help my students meet the demands of the sustainable energy industry.

*–Jenny Brinker
Northeast Wisconsin Technical College*



This conference always showcases some of the best building and business innovations available.

–Steve Romme, eFree Advisors, LLC

I've been attending for years and it's a conference I always look forward to. It's always good to brush up on your skills and I enjoy networking with the people that attend. There is always really good attendance and a variety of sessions and technical expertise. They bring some of the best people in the country. I would recommend the conference and will continue attending.

–Jeff McCarthy, Alliant Energy

The quality of the presentations and what I learned will have a direct positive impact on my business.

–Mark Flock, Flock's Heating & Air Conditioning

There is clearly a high level of knowledge demonstrated by conference attendees. This is where the conscientious builders go to learn even more. B4 attendees get it—they have the building science minds. Discussions are always great and we learn so much.

–Dan Wojtusik, Composite Panel Systems

Networking at this conference is as easy as just showing up. Attendees are always ready to talk, sit by you and discuss what they do and how they do it. It's so easy to find opportunities for "coopertition" or mutual referrals. Even for me, as a relatively introverted person, I find I end up talking almost the entire day. P.S. The food is GREAT too.

–Chad Laibly, Focus on Energy

I just started my apprenticeship doing home energy audits six months ago and wasn't sure what to expect at this conference. I came to soak up knowledge and see what it's all about. The amount of information and resources available was eye opening. I was looking forward to meeting new people that have the same professional goals and interests and this conference proved to be a great networking opportunity.

–Kadin Stewart, Home Perfect

We brought a Nissan leaf vehicle for the showroom floor and found there was a lot of interest in electric vehicles. We had a great experience at the conference, it's very well attended with a lot of networking opportunities. It's a great event to be a part of!

–Lorrie Lisek, Wisconsin Clean Cities

This conference brings great speakers with good topics and it's a great event for networking with other people in the building science community.

–Leah Samson, Madison Gas and Electric

I would definitely recommend this conference to anyone in our industry looking to learn about new techniques and products. The location and time of year for this conference are great, and the networking opportunities are excellent.

–Lyle Kunze, Northern Crossarm

I enjoy seeing the new types of technology and products in the industry and networking with people at the conference. There is always great attendance and a good variety of sessions and speakers.

–Mary Eiler Radl, Alliant Energy



2019 EXHIBITORS AND SPONSORS—continued

MiTek Industries
Mitsubishi Electric Cooling & Heating
NARI Madison Chapter
NARI Milwaukee Chapter
Net-Zero Energy Coalition
Northern Crossarm
Olive Promotions
Panasonic Ventilation
Pella Windows & Doors of Wisconsin
Pin Foundations
RENEW Wisconsin
RenewAire
RESNET
Retrotec
Rockwool
SEMCO Windows and Doors
Slipstream
SunRun
The Energy Conservatory
Universal Forest Products
USGBC—Minnesota
Wausau Supply Company
WBA-Insurance Services
We Energies
Weather Shield Windows & Doors
Weekes Forest Products
Wisconsin Builders Foundation
Wisconsin Building Supply
Wisconsin Clean Cities
Wisconsin Geothermal Association
Wisconsin Public Service
WPPI Energy
Wojan Window & Door
Xcel Energy

WHAT'S INCLUDED IN MY SPONSORSHIP?

	BENEFIT	DIAMOND	PLATINUM	GOLD	EMERALD	SILVER	BRONZE
		\$35,000	\$27,500	\$17,500	\$10,000	\$5,500	\$2,750
MARKET INTELLIGENCE	Attendee list	■	■	■	■	■	■
VISIBILITY	General session recognition	■	■	■	■	■	■
	Logo placement on website	■	■	■	■	■	■
	Listing in program	■	■	■	■	■	■
	Conference marketing tools	■	■	■	■	■	■
	Keynote speaker sponsorship	■	NA	NA	NA	NA	NA
CONNECTION	Complimentary registrations	7	6	5	4	3	2
	Free booth(s)—Expo	2	2	1	NA	NA	NA
	One leadership package option	■	■	■	■	■	■

Leadership package options are based on the level of sponsorship provided. Options include, but are not limited to: recognition as a speaker, track, lunch, breakfast, break, reception or happy hour sponsor.



PRODUCT SPONSORSHIPS AVAILABLE

Get more brand recognition. Have your product embedded into the content and used as visual support during a session. Contact John Viner to learn more.



WHAT'S INCLUDED IN MY EXHIBITOR PACKAGE?

ACCESS	Two registrations (per booth) to get into all core conference sessions and networking events
CONNECTIONS	Attendee list with contact details to help keep conversations going year round
RECOGNITION	Listing on the conference website and in conference materials
RATES	
Standard booth	Contact Peggy Heisch for information on rates
Double booth	

LEARN MORE

ABOUT EXHIBITING



Contact Peggy Heisch at exhibits@slipstreaminc.org or 608.210.7139

ABOUT SPONSORSHIP



Contact John Viner at sponsorship@slipstreaminc.org or 608.210.7146