



**BETTER BUILDINGS:
BETTER BUSINESS®**

POWERED BY  slipstream

FEBRUARY 27 and 28, 2025 | KALAHARI RESORT, WISCONSIN DELLS

B4 IS BACK—AND BETTER THAN EVER. Bringing innovation home!

The **Better Buildings: Better Business (B4) Conference** is the premier two-day conference focused on sustainable building best practices and energy efficiency services for building professionals. B4 brings together building science industry leaders, experts, and practitioners from around the state and Midwest region!

Builders, remodelers, and retrofit professionals will gather to deepen their understanding of changes in the sustainable building landscape and connect with the home improvement technology manufacturers and distributors, building code experts, and energy service providers. Holistically, we will lift our industry to provide our region’s residential customers with the expertise, cost-effective strategies, and ultimately the home comfort they seek from trusted building professionals.

The B4 Community Seeks Supporting Sponsors!

Building up and continuing to support our residential service professionals takes an all-hands approach. B4 offers many sponsorship opportunities that can align with your organization’s goals and objectives. Become a sponsor and create a lasting legacy in the home building and remodeling industry!

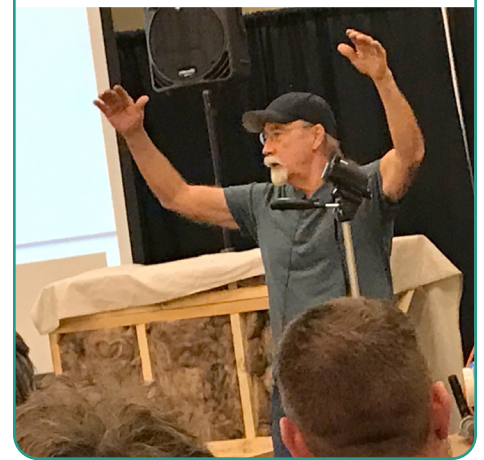
SPONSOR BENEFITS

Elevate your brand

Build meaningful relationships

Generate leads

Empower new practitioners



SPONSOR LEVELS	STEEL	GLASS	BRICK	CONCRETE	WOOD
INCLUDES	\$25,000	\$17,500	\$10,000	\$5,000	\$2,500
Attendee list	yes	yes	yes	yes	yes
Marketing package	A	A	B	B	C
Complimentary registrations	10	7	5	2	2
Number of Premier Marketing Sponsorships (your choice based on availability) see page 2	2	1	NA	NA	NA
Number of Exclusive Marketing Sponsorships (your choice based on availability) see page 2	NA	NA	1	NA	NA
Booth type	20' x 10'	20' x 10'	10' x 10'	10' x 10'	High Top Table

→ **MARKETING PACKAGES A, B, C—detailed on page 2**

MARKETING PACKAGES A, B, C—details

Marketing package includes	C	B—all of package C plus below	A—all of packages C and B plus below
SIGNAGE: Logo on signage throughout conference location	yes	Logo on signage associated with exclusive sponsored choice	Logo on signage associated with premier sponsored choice
WEBSITE: Listed on exhibitor page with link to your website	yes	Listed on sponsor page with link to website	
EVENT APP: Listed and linked to in the app as an exhibitor and sponsor	yes		
SOCIAL MEDIA: Listed in B4 social media account posts	yes	Listed in the featured sponsors posts on B4 and Slipstream social media platforms	Business or organization specific post on B4 and Slipstream social media platforms
EMAILS: Listed in the featured exhibits and sponsor emails	yes	Listed in the featured sponsors emails	Individual email mentioning sponsor to B4 email list
VIDEO SLIDESHOW		Logo featured during the B4 reel between sessions, in the hallways, and at meals	
LIVE at the B4 Conference		Recognized at the start of sponsored sessions or meals	

PREMIER Marketing Sponsorship Choices



Turbulence: Sponsor the Slipstream House Band as they perform live during the B4 Happy Hour

Happy Hour: Sponsor the Happy Hour for all attendees

Opening Session: Sponsor the Opening Session in the main ballroom, featuring the B4 Keynote Speaker

Closing Session: Sponsor the Closing Session in the main ballroom, featuring the B4 Keynote Panel

Master Speakers: Sponsor a well-known industry expert in one of the largest sessions

EXCLUSIVE Marketing Sponsorship Choices

Breakfasts (2 available) | **Lunches** (2 available)

Networking Breakouts (4 available): Sponsor snacks and beverages

À LA CARTE Marketing Opportunities

COST OPPORTUNITY

- \$3,000** **WIFI**—Your organization's name is the password providing great visibility whenever attendees log-on to the wifi.
- \$3,000** **EVENT APP**—Your organization will be mentioned everytime the app is opened.
- \$3,000** **LANYARDS**—Each attendees nametag will be on a lanyard with your organization's logo and B4 2025.
- \$5,000** **BAGS**—Each attendee will receive a custom bag featuring your logo and the B4 2025 logo.
- \$1,000** **SCHOLARSHIPS**—You can make a difference by sponsoring as many scholarships as you choose. Scholarships will include registration as well as accommodations for up and coming professionals in the built environment. **All Scholarship Sponsors** will receive additional mentions during B4 videos, on the B4 website plus more!

LET'S GET STARTED

Follow the **orange arrows** on page 3 to select your sponsorship level, make your marketing choice(s) selections, and complete the application.

SPONSOR LEVELS	STEEL	GLASS	BRICK	CONCRETE	WOOD
	\$25,000	\$17,500	\$10,000	\$5,000	\$2,500

Select Sponsorship Level

Marketing choices and opportunities

PREMIER

EXCLUSIVE

À LA CARTE (available to all)

PREMIER—STEEL (select 2) GLASS (select 1)

Your choice based on availability

- Turbulence:** Sponsor the Slipstream House Band as they perform live during the B4 Happy Hour
- Happy Hour:** Sponsor the Happy Hour for all attendees
- Opening Session:** Sponsor the Opening Session in the main ballroom, featuring the B4 Keynote Speaker
- Closing Session:** Sponsor the Closing Session in the main ballroom, featuring the B4 Keynote Panel
- Master Speakers:** Sponsor a well-known industry expert in one of the largest sessions

EXCLUSIVE—BRICK (select 1)

Your choice based on availability

- Breakfast:** Thursday
- Breakfast:** Friday
- Lunch:** Thursday
- Lunch:** Friday
- Networking breakout:** Thursday AM
- Networking breakout:** Thursday PM
- Networking breakout:** Friday AM
- Networking breakout:** Friday PM

À LA CARTE Marketing Choices

Your choices based on availability

- WIFI—\$3,000**
- EVENT APP—\$3,000**
- LANYARDS—\$3,000**
- BAGS—\$5,000**
- SCHOLARSHIPS—\$1,000**
indicate number of scholarships

Sponsor Information

Sponsorship commitment \$ _____ Signature _____

Please add À LA CARTE marketing choice cost to sponsorship amount above

Organization name _____

Organization website address _____

Contact name _____ Title _____

Mailing address _____

City _____ State _____ Zip code _____

Phone _____ Fax _____

Email _____

Payment Information

Check enclosed (payable to Slipstream)

Visa

Mastercard

American Express

Card # _____ Exp. date ____ / ____ CSV _____

Signature _____

Name on card _____

Submit your application and payment to Slipstream.

MAIL: Slipstream Attention: Hallie Jahr
431 Catalyt Way, Madison, WI 53719

EMAIL: B4conference@slipstreaminc.org

Submit your logo in .eps (vector graphic) in both black/white and color versions. Vector graphic required for large signage.