



**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 Exhibitors!

Take this opportunity to showcase your business in front of an audience of colleagues, experts in the built environment, and potential new hires. Looking for business opportunities, employees, or partners? B4 is the place to exhibit to connect with people that will help your business grow. A limited number of booths and tables are available. Reserve your space before we sell out!

### Exhibitor Information

Exhibitor commitment \$ \_\_\_\_\_ Signature \_\_\_\_\_

Company name \_\_\_\_\_ Website address \_\_\_\_\_

Contact name \_\_\_\_\_ Mailing address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip code \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

### Payment Information

Check enclosed (payable to Slipstream)

Visa       Mastercard       American Express

Card # \_\_\_\_\_ Exp. date \_\_\_\_ / \_\_\_\_ CSV \_\_\_\_\_

Signature \_\_\_\_\_ Name on card \_\_\_\_\_



### EXHIBITOR OPTIONS

| INCLUDES   | \$1,200   | \$800          |
|------------|-----------|----------------|
| Booth type | 10' x 10' | High Top Table |

#### SELECT ONE

**1 Complimentary registration included with each exhibitor option**

**First come first serve**, limited number of booths available, event team will choose the location

**Important to note:** Electricity and other booth upgrades will be additional costs and paid/ordered directly through the expo company

**Recognition:** Name of company and website listed in exhibitor list for App and on website exhibitor list

**Submit your application and payment to Slipstream.**

#### MAIL

Slipstream Attention: Hallie Jahr  
431 Catalyst Way  
Madison, WI 53719

#### EMAIL

B4conference@slipstreaminc.org