

BES+



**2022 IIBEC/AEI BUILDING
ENCLOSURE SYMPOSIUM**

Exhibitor & Sponsorship Prospectus

**NOVEMBER
14-15, 2022
MILWAUKEE, WI**



Join Us

Join an expected 300 consultants, architects, engineers, design professionals, and other experts who specialize in roofing, waterproofing, windows, cladding, and other exterior wall technologies to exchange knowledge, expertise, and the latest advancements in roofing technology. Attendees design building enclosure projects (commercial roofing, facades, and building waterproofing) and advise building owners on management of their enclosure, leading to the direct purchase of millions of dollars' worth of product procurement annually.

BES 2022 marks a first-time partnership between the International Institute of Building Enclosure Consultants (IIBEC) and the Architectural Engineering Institute (AEI) of the American Society of Civil Engineers (ASCE). In addition to IIBEC's building enclosure design and performance technical sessions, AEI will provide a technical track centered in the integrated practice of Architectural Engineering. Together, IIBEC and AEI will provide the best cross-functional education for our members and the vendor community in one place this November in Milwaukee!

Target Audience

- Building enclosure design professionals who specialize in
 - Roofing
 - Waterproofing
 - Exterior walls
 - Building Commissioning
- Architectural Engineers
- Facility Managers
- Building Owners
- Engineers
- Architects
- Asset Managers



BES Demographics

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362 On-site Attendees
in 2019 (In-person)

242 Unique Viewers
in 2021 (Online)



Previous in-person exhibitors

acme cone

air barrier
abaa
association of
america

AXIS
BUILDING DETECTION

CETCO

DERBIGUM®

IR ANALYZERS
Vectr Mapping
Smarter Testing. Faster Response.

JM
Johns Manville

JR
JONES

MASTER®
BUILDERS
SOLUTIONS

MCELROY
METAL

MOMENTIVE™

National
Gypsum®

ROOFING AND WATERPROOFING SYSTEMS
POLYGLASS®
MAPEI GROUP

Polyguard®
Innovation based. Employee owned. Expect more.

ROOFTOP ANCHOR INC.®
A DIVERSIFIED FALL PROTECTION COMPANY

siplast

SOPREMA®

TREMCO
Construction Products Group

Exhibitor Opportunities

Tabletop Fees

Reserve your exhibit space to showcase your company's latest products, services, and technology. View the floor plan on page 8.

Member*	\$2,100
Non-member	\$2,500

Tabletop Fees Include:

- Two Full Conference Registrations
- One Skirted 30"×8" Table
- Two Chairs

* IIBEC and/or AEI/ASCE members are individuals rather than corporations. To qualify for the member rate, this contract must be associated with a current IIBEC and/or AEI/ASCE member employed by the exhibiting Company. Employee's member number must be included on the application.

Important Exhibitor Dates*

INSTALLATION/MOVE-IN

Sunday, November 13, Noon – 4:30 p.m.

EXHIBIT

Monday, November 14, 7:00 a.m. – 6:00 p.m.

Tuesday, November 15, 7:00 a.m. – 4:35 p.m.

DISMANTLE

Tuesday, November 15, 4:35 p.m. – 6:00 p.m.

*Times and dates are subject to change. Please refer to website or mobile app for the most up-to-date schedule.

Why Exhibit at BES+?

- A company listing on www.IIBEC.org
 - Access to hundreds of building enclosure professionals who specify millions in building products annually, and architectural engineers who engineer and design buildings and building systems
 - 2 full-conference registrations
 - Listing of IIBEC's 2022 Building Enclosure Symposium registrants:
 - The pre-registration list (opt-in only) will be sent to exhibitors three weeks prior to the event date
 - The final registration list (opt-in only) will be sent to exhibitors within two weeks of event completion
 - Signage at event
 - Prominently recognized in pre/post-conference IIBEC and AEI membership marketing and social media campaigns
 - Thank-you page in *IIBEC Interface*, IIBEC's technical journal
 - Acknowledgement at general sessions
 - Prominently recognized on-site print/digital promotional materials
 - IIBEC priority points
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Exhibitor Guidelines

Exhibitors must represent products and services that promote the building enclosure industry. Exhibitors may not permit any other party to exhibit in their space, any goods other than those manufactured or distributed by the contracting exhibitor, nor permit the solicitation of business by others within their booth space.

Exhibitor Registrations

Exhibitors will have access to the Exhibitor Service Center to register booth staff and to purchase additional exhibitor registration(s).

Hotel Reservations

Exhibitors will receive a link to reserve hotel rooms at the [Hilton Milwaukee](#) once they have registered for the conference. Hotel rooms at the group rate are reserved for registered attendees only.

Contract Process and Deadline

All tabletop exhibit contracts can be submitted using the [online form](#). Only completed contracts accompanied by payment will be considered.

Exhibitor Cancellation Policy

The cancellation policy is as follows:

If Exhibitor cancels this Contract, Exhibitor may only do so by giving notice thereof in writing sent to IIBEC with evidence of receipt. If such written notice is received at least 90 days prior to the opening date of the Event, then Exhibitor will remain liable for 50% of the total exhibit fee. If notice of cancellation is received less than 90 days prior to the Event, Exhibitor will remain liable for 100% of the total exhibit fee, regardless of when this Contract is executed by Exhibitor. In addition, Exhibitor will remain liable for 100% of all fees paid or payable in respect of sponsorships and promotional products, regardless of when this Contract is executed or cancelled by Exhibitor. Contact Arissa Cooper at acooper@iibec.org for more information.

Exhibitors must represent products and services that promote the building enclosure industry. Exhibitors may not permit any other party to exhibit in their space, any goods other than those manufactured or distributed by the contracting exhibitor, nor permit the solicitation of business by others within their booth space.

Sponsorship Opportunities

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All sponsorships include:

- Company logo featured on the event page on www.IIBEC.org
- Company logo incorporated into the on-site slideshow, and at bottom of promotional e-blasts for the duration of the event, beginning upon receipt of signed contract and payment of deposit
- Sponsor ribbons for all company employees to wear on their meeting badges
- Recognition on event signage
- Social media recognition
- Recognition in *IIBEC Interface*, technical journal of IIBEC

All sponsorship contracts can be submitted using the [online form](#).

Tuesday Lunch & 30-minute Product Demo

\$12,500 Exclusive Opportunity

Lunch keeps attendees in the exhibit hall to do business. This is an excellent opportunity to fill their bellies and generate interest and booth traffic during lunch. Attendees are always on the lookout for what is new and exciting in the industry. Your company will have 30 minutes on the general session stage during lunch to discuss and demo their product.

Conference Technology Package (Wi-Fi)

\$7,500 Exclusive Opportunity

Technology is a necessity and is always right at everyone's fingertips... so let your brand gain multiple impressions through IIBEC's technology package. Be the exclusive sponsor of technology during the BES Symposium. Your company's name will be used as the username to access the wi-fi.

Monday Evening Reception

\$5,000 Exclusive Opportunity

Be the exclusive sponsor of Monday evening's networking reception, which includes one-color branded napkins to be predominantly displayed at the bars and cocktail roundtables during the reception. In addition, the sponsor will have an opportunity to provide additional company-branded items throughout the reception area.

Monday Lunch

\$5,000 Exclusive Opportunity

Lunch keeps attendees in the exhibit hall to do business. As the exclusive lunch sponsor, your company logo will be displayed on the screen as attendees enter the room. IIBEC will work with the sponsor to incorporate company branded items provided by the sponsor onto the lunch buffets.

Sunday Evening Welcome Reception

SOLD!

\$5,000 Exclusive Opportunity (SOLD)

Help us welcome attendees to Milwaukee Sunday evening! Be the exclusive sponsor of the BES welcome reception! Your company's one-color logo will be branded on reception napkins displayed throughout the reception. IIBEC will work with you to incorporate branded items to decorate cocktail tables.

Breakfast

SOLD!

\$3,000 each Two Available (SOLD)

Start the day off right by sponsoring one or both breakfasts during the symposium! Attendees will see your company logo on branded coffee sleeves. The sponsor can provide branded coffee cups and napkins to be displayed and used during breakfast.

Afternoon Coffee/Snack Breaks

\$3,000 Two Available

Give attendees the fuel they need to last through the day! Sponsor one of four coffee breaks during the symposium. Your company's logo will be displayed on one-color branded coffee sleeves and predominately displayed on each coffee station. IIBEC will work with you to incorporate sponsor-supplied napkins and coffee cups.

Morning Coffee Breaks

\$2,000 Two Available

Give attendees the fuel they need to last through the day! Sponsor one of four coffee breaks during the symposium. Your company's logo will be displayed on one-color branded coffee sleeves and predominately displayed on each coffee station. IIBEC will work with you to incorporate sponsor-supplied napkins or coffee cups.

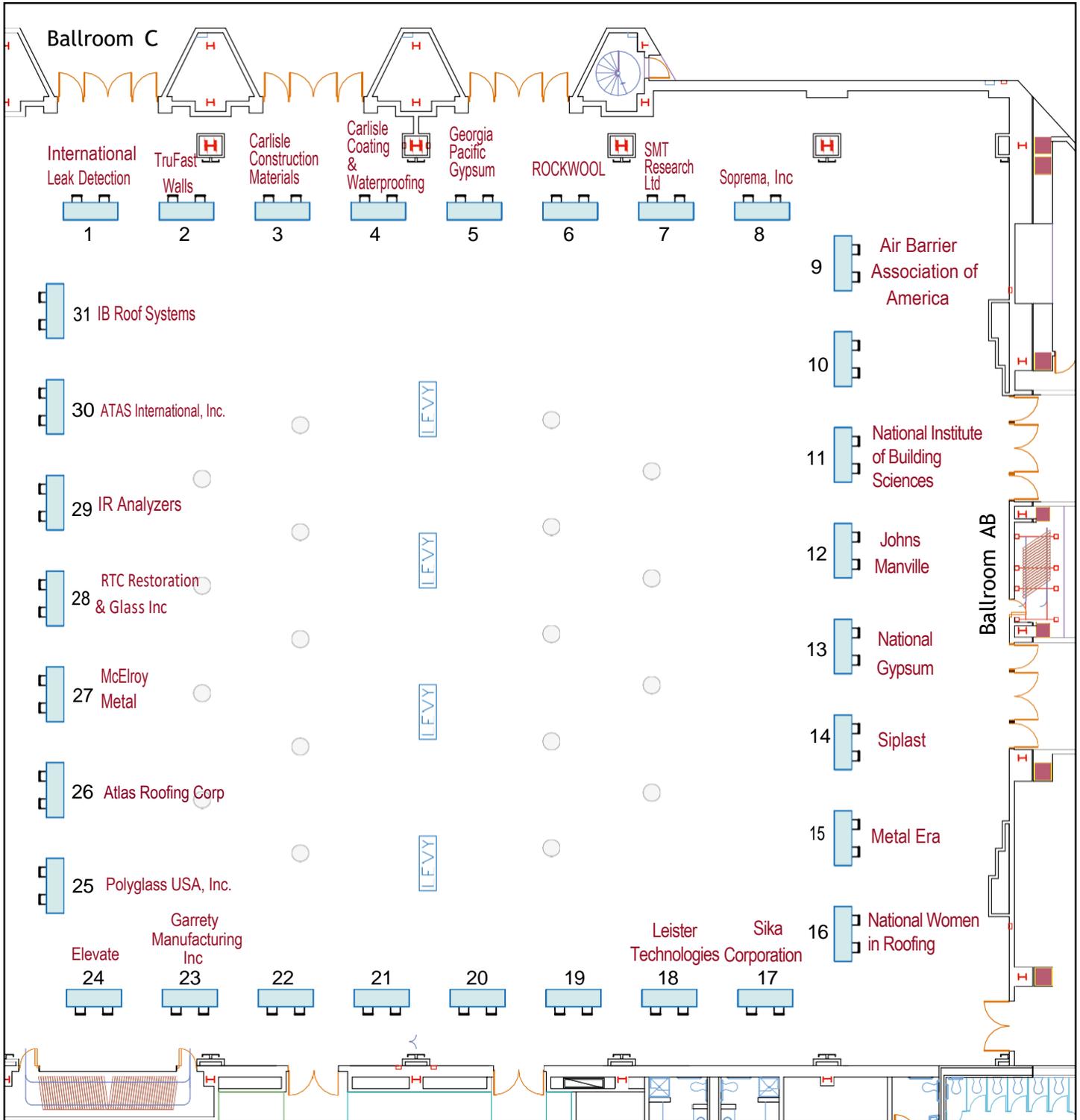
Lanyards

SOLD!

\$2,500 Exclusive Opportunity (SOLD)

Have your company's logo seen on everyone, and by everyone, with this stylish sponsorship opportunity. Your company's one-color logo will be featured on the exclusive symposium lanyard.

Exhibit Hall Map





2022 Program Committee

Craig Wetmore
FABAA, CDT, CBS
President
York Flashings

Jared Lawrence
NCARB, CDT
Co-Chair, Senior Architect
Terracon Engineers
& Scientist

Jay Rodriguez
IIBEC Central Texas
Chapter President
Market Makers, Inc.

Joseph Bukovec
RWC, RRO, PE
Director
Forensic Restoration
and Building Enclosure

Kristen Navaid
Building Envelope
Consultant
Walker Consultants

Mary Arntzen, PE
Senior Consulting
Engineer
Simpson Gumpertz
& Heger Inc.

Ryan Krug
National Practice Leader
Lerch Bates Inc

Samuel LaRoche
Senior Building Enclosure
Engineer
BC Building Science

**Sandy Hembroff, A.Sc.T.,
CET, REWC, REWO**
Arch Technology Engineer
Design Works Engineering
& Inspections

Scott Toller, RRO, CDT
Senior Specialist
Corgan Architects

Stephanie Robinson
B.A.Sc., P.Eng.
Co-Chair, Director
Eastern Canada Building
Sciences at WSP Canada

Travis J. St. Louis, P.E.
Senior Project Manager
Simpson Gumpertz
& Heger

Wendy Fraser, P. Eng
Technical Manager
Canadian Roofing
Contractors

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www.IIBEC.org/bes