

USGBC Summit | Dec 14-15, 2022

Bridging Occupant & Community Health

*Overview &
Prospectus*

usgbcbuildinghealth.org





Building Health Leadership

The USGBC Summit: Bridging Occupant & Community Health looks at key questions in promoting health for building occupants and communities.

How does the health of an individual relate to the health of a community? Whose health is the responsibility of the building industry?

The public health impact of buildings doesn't begin or end at a sliding door. Professionals from complimentary fields, Building Health and Public Health, will come together to discuss a 'community of practice' approach.

SUMMIT AT A GLANCE

Program & Engagement

- *High-level engagement with building health experts in an emerging field of work*
- *New technology and advanced case studies*
- *Bringing together leaders moving the market, including developers and leading firms*
- *Featuring 2 keynote addresses*
- *GBCI & AIA continuing education for professionals*
- *2 Days 5-hour program duration*
- *An interactive format with hosted audience discussions and collaborative whiteboard*

Audience & Impact

- **Reach:** *Approximately 200-300 individuals*
- **Geography:** *50% West Coast, 50% US other*
- **Industry Perspective:** *Building health professionals, Public health professionals and researchers, Owners and developers, Smart building technology and platforms*
- **Impact:** *100% of attendees believe the summit contributed to promoting health and well-being in their work**
- **Quality:** *94% of attendees described the event as Excellent/Very Good*

* 2021 BOCH Summit attendee survey

SESSION TOPIC PREVIEW



- ✓ **Keynotes from leaders in the field**
- ✓ **Changing Expectations on Healthy Workspaces**
- ✓ **Cooling Off in a Hotter World**
- ✓ **The Evolving Role of Building Health Professionals**
- ✓ **Contextualizing the Value of Technology Enabled Building Health**

SUMMIT AT A GLANCE



Summit Participation

200+ participants from the West Coast and 31 U.S. states.

Engage professionals at the leading edge.



Interactive Audience Engagement

Live interaction will be used to gather expert input and feedback.

Sustaining Sponsors co-host audience conversations.



Post-Event Recording

A full recording of the event will be made available as a resource to build upon this work.

Title Sponsor's opening remarks will be included in the summit recording.



Summit Reach

7,000 subscribers. 2,500 event page visits, 3,000 registration page views. 6,000 social media audience.

Expand awareness with building leaders.

SPONSORSHIP



Sponsorship Levels & Benefits	Title \$5,500	Sustaining \$3,000	Supporting \$1,000
Company recognition on event webpage	Logo + video	Logo + video	Logo
Logo on Summit slides during intros & breaks	✓	✓	✓
Social media spotlight	✓	✓	✓
Private USGBC/Arc briefing	✓	✓	✓
Number of complimentary registrations	20	15	10
Recognition in summit report out	Logo	Name	Name
Verbal recognition during event	✓	✓	
Guest article on usgbc.org	✓	✓	
Annual community sponsorship in CA	Silver	Bronze	
Opportunity to host or inform a breakout session	✓	✓	
Opportunity to provide opening remarks	✓		
First right of refusal to sponsor 2024 summit	✓		
Select insider opportunities	✓		

INDUSTRY LEADERSHIP

“This event was on the forefront of design for healthy communities.”

“The level of collaboration and transparency between companies and organizations at this year's summit was truly encouraging. These two words that have been buzzing around our industry for the last couple years have clearly made the transformation into action. This shift to action, where companies and organizations are now collaborating versus competing in the areas of research, technological development, and human experience design moves us toward more impactful developments of the necessary tools and strategies that are required to create healthy, safe and enjoyable spaces.”

“This Summit focused on a very important and timely topic. We need to combine an approach to climate change while simultaneously addressing human health in the built environment and social equity, and this Summit did just that.”

“The resources and insight shared were helpful -- this is an emerging area of practice for many firms and knowing where to start and how to evolve the thought process can be overwhelming.”

“I really appreciate the call to action for designers to consider themselves part of healthcare community.”



CONTACT



Melanie Colburn

*Director, Market Transformation
and Development, USGBC*



mcolburn@usgbc.org



(415) 745-1467