Welcome to the 9th Annual Net Zero Conference!

Featuring Content On:

Wednesday, 9/14 | Exhibitor Move-In
Thursday, 9/15 | Net Zero Conference
Los Angeles Convention Center | Los Angeles, CA

Introducing a new way of building your sponsorship package.
ALL LEVELS INCLUDE SEA
- Complimentary tickets to the event
- 10% discount on additional passes
- Linked logo on event website
- Logo included in event program
- Sponsor ribbon on conference name tag
- Event is marketed to 200k+ industry professionals

LAND
- Everything in level listed above
- In-person exhibitor space
- Access to attendee list

FOREST
- Everything in levels listed above
- Branded signage at conference
- Half-page ad in event program
- Exclusive social media posts
- Featured in pre- and post-event email blasts

MOUNTAIN
- Everything in levels listed above
- Full-page ad in event program
- Prominent booth location
- Verbal recognition during VG Founder’s Opening Remark

CLOUD
- Everything in levels listed above
- Complimentary All Access passes including the Trailblazer Awards Gala
- 5-minute speaking opportunity to introduce a Keynote Speaker
- Reserved VIP seating for Keynote Speakers

SKY
- Everything in levels listed above
- Sponsor of Need-Based Tickets
- 5-minute speaking opportunity during Opening Remarks
- Private On-Site Meeting Room
- Access to Registrant List

STAR
- Everything in levels listed above
- Published interview on Verdical Group blog
- Firm-specific writeup in conference program
- 30-second interview in conference video

Ask about our Non-Profit, Start-Up, and Marketing Partner opportunities

CLOUD levels can customize their package by selecting any of the additional benefits from this list:

NETWORKING
- Trailblazer Awards Gala
  - Logo included with all Gala marketing
  - 5-minute speaking opportunity during the Gala
  - VIP table at the Gala
- NZ22 Networking Event
  - Logo included with all Networking Event marketing
  - 5-minute speaking opportunity to kick-off the Networking Event
  - Expo table located at the Networking Event
- VIP Partner Lunch
  - Logo included with all Networking Event marketing
  - Discussion content of your choice
  - Hosted lunch

SUSTAINABILITY
- Zero Waste
  - Logo displayed by waste bins
  - Logo included with all Zero Waste marketing
  - Sponsorship covers zero waste third-party verification
- Carbon Offset
  - Logo included with all Carbon Offset marketing
  - Sponsorship covers post-event carbon offsetting costs

EDUCATION
- Dedicated NZ22 Session
  - Sponsor a session on a topic of your choice
  - Expo table located in conference room
  - Logo included with all marketing
  - Access to session registrant list

EXPOSURE
- Electric Vehicle
  - Space to showcase one electric vehicle
- Coffee Break
  - Logo displayed during coffee breaks
  - Logo included with all Coffee Break marketing
  - Sponsor has option to provide firm-branded napkins
- Advertise
  - 1-Minute commercial to be played after a Keynote
  - Custom visual billboard displayed on site
- Registration
  - Logo displayed within online registration
  - Logo displayed at on-site registration
  - Logo displayed in registration confirmation email
Thought Leadership

Education is at the heart of our conference as we inspire a net zero future. World-class speakers from multidisciplinary backgrounds have held the conference stage. Here’s a glimpse at some of our previous Keynote Speakers over the years.

- **Marcius Extavour**
  - Vice President
  - Energy & Climate
  - XPRIZE

- **Jedidiah Jenkins**
  - NYT Best Selling Author
  - and Entrepreneur

- **Nichol Whiteman**
  - Chief Executive Officer
  - Los Angeles
  - Dodgers Foundation

- **Winona LaDuke**
  - Executive Director
  - Honor the Earth

- **Jamie Margolin**
  - Activist, Co-Founder
  - Zero Hour

- **George Bandy Jr.**
  - Head of Worldwide
  - Sustainability & Corporate
  - Social Responsibility

- **Caroline Choi**
  - Senior Vice President
  - SCE, Edison International

- **Mahesh Ramanujam**
  - President & CEO
  - U.S. Green Building Council

- **Ed Mazria**
  - Founder
  - Architecture 2030

Marketing Reach

Data shown from October 2020 - September 2021:

**Social**
- LinkedIn
  - Impressions: 247,873

**Website**
- Sessions: 29,501

**Newsletter**
- Verdical Group Outreach
  - Subscribers: 16,794

**Partner Outreach**
- Subscribers: 200,000+

We pride ourselves on Transparency. The following pages include highlights and real numbers from the most recent Net Zero Conference. As always, please reach out if you have any questions.
Partner Growth

Total 105 Partners

Annual Partner Count 2014 - 2021:

- 2014: 5
- 2015: 10
- 2016: 20
- 2017: 45
- 2018: 75
- 2019: 100
- 2020: 112
- 2021: 105

Select Past Partners

- 1% for the Planet
- AIA Committee on the Environment Architecture 2030
- Arup
- ASSA ABLOY
- AT&T Fiber
- Autocase
- Automated Fenestration
- B Lab
- Beneficial State Bank
- Benjamin Moore
- Biomimicry Institute
- Building Decarbonization Coalition
- Building Energy Exchange
- Building Resilience Network
- California Energy Alliance
- Cascadia Windows & Doors
- Chase
- EcoDistricts
- Greenbuild
- Hathaway Dinwiddie
- HEC
- HDR
- Healthy Building Network
- Hensel Phelps
- Hilti
- HOK
- Int’l Living Future Institute
- Integral Group
- Keilhauer
- Knauf Insulation
- Knoll
- LADWP
- Lutron Electronics
- MechoSystems
- Metropolis Magazine
- MWD
- Miller Hull
- Mitsubishi Electric
- Mohawk Group
- Morrison Hershfield
- National Park Service
- NOMA
- Optima Energy
- Panelite
- Panelite
- Pankow Builders
- PCL Construction
- PENTA Building
- Philips
- Powersmiths
- Prosoco
- Public Utilities Commission
- Real Leaders Magazine
- Rockwool
- Rosendin Electric
- SageGlass
- Schneider Electric
- SKANSKA
- Sloan
- SoCal Ren
- Solatube
- Southern California Edison
- Syska Hennessy
- Teknion
- The Architect’s Newspaper
- The Passive House Network
- Turner Construction
- USG Corporation
- U.S. Green Building Council
- USGBC Los Angeles
- Webcor Builders
- WSP
- WindowMaster
- WINT
- WoodWorks
- XL Construction
- Young Professionals in Energy
- ZGF Architects

Attendees At-A-Glance

Total 1,030 Attendees

Annual Attendee Count 2014 - 2021:

- 2014: 170
- 2015: 315
- 2016: 450
- 2017: 675
- 2018: 910
- 2019: 1,200
- 2020: 1,500
- 2021: 1,030

Gender

- 50% Male
- 50% Female
- <1% Non-Binary, Queer, Human

Age

- 5% Under 21
- 26% 21-39
- 24% 30-39
- 20% 40-49
- 16% 50-59
- 7% 60-69
- 3% 70+

Thanks, Zoom fatigue!
Attendees (Cont.)

Location

89% USA | 37 States
63% California
48% <100 miles from Los Angeles
11% International | 27 Countries

Most attended states:
CALIFORNIA
WASHINGTON
NEW YORK
MASSACHUSETTS
DISTRICT OF COLUMBIA
GEORGIA
TEXAS
MARYLAND
COLORADO
PENNSYLVANIA
ILLINOIS
OREGON
FLORIDA
VIRGINIA

Most attended countries:
UNITED STATES
CANADA
INDIA
UNITED KINGDOM
UNITED ARAB EMIRATES
AUSTRALIA
BRAZIL
EGYPT

Time in the industry

15% New to the industry
18% 2-4 years
22% 5-10 years
13% 11-15 years
10% 16-20 years
21% 20+ years

Role in the industry

24% Architecture
8% Consulting
8% Contractor
5% Education
9% Energy
11% Engineering
4% Government/Municipal
3% Manufacturing
5% Non-Profit
5% Technology

2% or less:
Agriculture
Biophilia and Landscaping
Building Owner
Commissioning
Design
Entertainment and Events
Fashion
Finance
Food and Beverage
Health and Wellness
Marketing
Media
Products
Student
Supplier
Transportation
Utilities

Did you know? The Net Zero Conference has welcomed attendees from 53 countries and 45 U.S. states over the last eight years in total.
Verdical · (noun): An upward trend in positive environmental impact

**Verdical Group** is a nationally leading, full-service, green building consulting and sustainable event planning firm, founded in 2012 and headquartered in Los Angeles, California. We’re building an equitable net zero future for all people, now.

- Registered Benefit Corporation in the State of California
- Certified: Small Business, Green Business, and Social Enterprise
- Certified B Corporation
- 1% For the Planet Member Company

See you at #NZ22 | hello@verdicalgroup.com
www.netzeroconference.com