

Join the fast-growing home improvement retrofit market.

ACI conferences bring a diverse group of people together to learn, exchange ideas, do business, and create community.

Who attends?

Architects / Designers

Builders

Contractors

- Home Performance
- HVAC
- Insulation
- Weatherization

Consultants

Energy Raters / Auditors

Federal / State / Municipal Staff

Program Implementers / Managers

Remodelers

Researchers

Students

Suppliers / Manufacturers / Distributors

Trainers / Educators

Utility Staff

Since 1986, ACI has fostered the growth of careers, businesses, organizations, and innovations.

Welcome to ACI

Affordable Comfort conferences are the nation's leading education and business development resource for the home performance and weatherization industry. Individuals who are looking to start or advance their careers in the emergent world of home performance retrofitting attend ACI events to connect with subject matter experts, thought leaders, and influencers. Offering cutting edge plenaries, sessions, and practical workshops, each event brings the nation's working hands and leading minds together. ACI has played an integral part in the transformation of a niche market into the fastest growing segment of the construction trade in America.

Why do people attend ACI conferences?

Expert instruction. Whether they are presenting on moisture mitigation, internal air quality, building envelopes, energy policies, HVAC technology, or any number of surveyed topics that interest our growing audience, ACI presenters are tops in their fields. More than 200 instructors delivered our largest agenda ever at the last national conference. A highly selective process for session proposals guarantees an innovative, top notch program.

Face Time. Providing a seamless conference experience with plenty of networking opportunities, ACI fosters a vibrant community that is best experienced firsthand. Attendees leave with renewed enthusiasm and lots of new contacts to grow their careers and businesses.

Continuing Education Credits. To be competitive in this rapidly expanding market, it's essential to stay up to date. ACI's streamlined CEU process puts attendees on the fast track for advancing their professional careers with credits from allied organizations that include:

American Institute of Architects (AIA)

American Society of Home Inspectors (ASHI)

Building Performance Institute, Inc. (BPI)

International Association of Certified Home Inspectors (InterNACHI)

National Association of the Remodeling Industry (NARI)

National Association of Home Builders (NAHB)

North American Technician Excellence, Inc. (NATE)

Residential Energy Services Network (RESNET)

Best equipment, best practices. ACI has a well-earned reputation for bringing the latest advancements in diagnostic equipment and standards direct to our attendees.

Green Jobs. Unlike the construction industry at-large, job growth in the home performance and weatherization sector is wide open. The demand for this industry is expected to be greater than the supply of trained, qualified professionals as Americans tighten their home energy belts. As an industry leader, ACI has implemented a scholarship program to grow jobs and make education more accessible to deserving applicants.

Why sponsor?

ACI conferences attract record attendance for any event of its kind at regional and national levels, assuring a higher return on your investment. High-value, high-impact sponsorship opportunities let you raise your profile among the most qualified and most influential players in the industry.

Designed to suit a variety of budgets and marketing goals, ACI events offer multiple approaches to connect with attendees. At every level, an ACI sponsorship guarantees optimal brand and product exposure to those defining the energy world of tomorrow.

Why exhibit?

As a valued exhibitor at an ACI event, you will have the opportunity to showcase your business at the hub of the industry. Our national show is the largest of its kind, with exhibitors representing a wide range of manufacturers and distributors as well as nonprofits, trade and service organizations, training groups, and media and software companies. Exhibitors find that ACI attendees are incredibly engaged and frequently cite the ACI national conference as their most valuable event of the year. Trade shows at our regional conferences give your organization the exposure you need for local business expansion.

Attendance continues to grow each year as the demand for home performance training is at the forefront of the building industry. By partnering with ACI, your business will take part in the largest, most comprehensive, and inclusive industry trade show and conference in the U.S.

Sponsorship Levels for 2012

Sponsorship levels described below apply to any ACI event.

Sustaining Sponsorship - \$25,000 and above

Sustaining Sponsorship offers national exposure to those truly committed to ACI's vision. Each package is customized to maximize your marketing impact.

Platinum Sponsorship - \$20,000

- 8 complimentary registrations
- Exhibit space in trade show
- Full page advertisement in program book
- Ancillary meeting room (first come, first serve basis)
- List of participants in Excel format (post event)
- Company logo and link on ACI event website, with company biography on event sponsor page
- Company logo in conference brochure, email, program book, onsite signage and welcome presentation
- Annual report

Gold Sponsorship - \$15,000

- 6 complimentary registrations
- Exhibit space in trade show
- Half page advertisement in program book
- List of participants in Excel format (post event)
- Company logo and link on ACI event website, with company biography on event sponsor page
- Company logo in conference brochure, program book, onsite signage and welcome presentation
- Annual report

Silver Sponsorship - \$10,000

- 4 complimentary registrations
- Quarter page advertisement in program book
- List of participants in Excel format (post event)
- Company name and link on ACI event sponsor page, with company biography on event sponsor page
- Company name in conference brochure, program book, onsite signage and welcome presentation
- Annual report

Bronze Sponsorship - \$5,000

- 2 complimentary registrations
- Business card advertisement in program book
- Company name and link on ACI event sponsor page, with company biography on event sponsor page
- Company name in conference brochure, program book, onsite signage and welcome presentation
- Annual report

Benefactor

ACI welcomes any contribution from our friends and affiliated organizations. Sponsor packages can be customized to meet your budget, including such benefits as:

- Reduced price for conference registrations
- Company name on ACI event sponsor page
- Company name in conference brochure, resource guide, onsite signage, and welcome presentation

Sustaining Sponsor & Multi-Event Sponsorships

Want to sponsor one or more ACI events for 2012?

CONTACT:
Jim Browne
Sponsor Relations Manager
412-424-0070

Media Sponsorships

Media sponsorship agreements will be customized on a one-on-one basis.

CONTACT:
Eric Coffman
Director, Business Development
412-424-0027

Exhibitor Opportunities

ACI trade shows offer a first-rate opportunity to meet with your clients face-to-face.

CONTACT:
Chris Docchio
Trade Show Manager
412-424-0046

EXHIBITORS

Showcase your business at the hub of the industry.

Exhibitors will be positioned to have the highest level of interaction with a collaborative audience that is ready to do business. As a valued exhibitor taking part in ACI regional and national conferences, you will have access to over 5,000 professionals focused on the fields of home performance, weatherization, home building, HVAC, government agencies, nonprofits, and much more, offering you a first-rate opportunity to meet with your clients face-to-face.

Our attendance continues to grow each year as the demand for home performance training is at the forefront of the building industry. By partnering with ACI, your business will take part in the largest, most comprehensive, and inclusive industry trade show and conference of its kind in the U.S.

EXHIBITOR BENEFITS

2012 National Conference

- Two complimentary conference registrations with full conference access
- List of conference participants in Excel format (post event)
- Core conference meals on Wednesday & Thursday
- Exhibitor receptions on Tuesday, Wednesday, & Thursday
- All conference materials
- Six foot skirted table
- Two chairs & wastepaper basket
- Pipe & drape
- Identification sign with company & booth number

2011 & 2012 Regional Conferences

- A complimentary conference registration with full conference access
- List of conference participants in Excel format (post event)
- Exhibitor receptions
- Breakfast & lunch provided conference days
- All conference materials
- Six foot skirted table
- One chair & wastepaper basket

"We see a lot of old customers, new customers; it really helps us develop a business posture. The unique part about ACI is the networking capabilities with a variety of industries, products, and training organizations. It gets everybody on the same page to promote energy efficiency as a single unit. ACI always brings us a lot of business. We do a lot of networking here. We continue that through the weeks and months after the conference as we develop relationships for equipment and training principles for companies."

*Bret Monroe
President
Monroe Infrared Technology, Inc.*

CONTACT:

*Chris Docchio, Trade Show Manager
412-424-0070*

2011 National Exhibitors

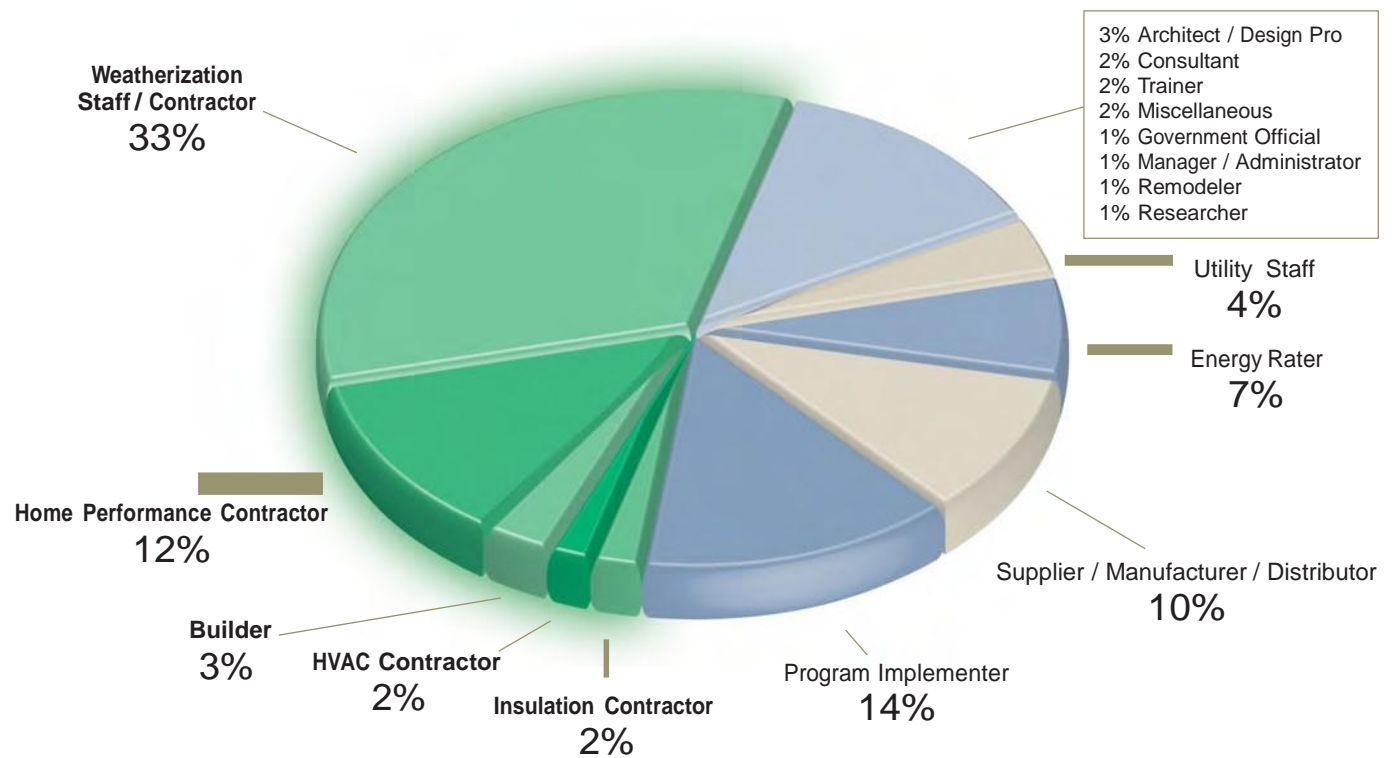
AccuVent / Brentwood Industries	GreenFiber
ACT, Inc., D'Mand Systems	GreenHomes America, LLC
Aeroseal, LLC	Home Energy Magazine
AM Conservation Group, Inc.	Home Energy Team
Applegate Insulation	ICF International
Applied Energy Products & Sales, Inc.	Indiana Community Action Association
Architectural Energy Corporation	Infrared Training Center
Association for Energy Affordability	InspectorTools
Bacharach, Inc.	Insulation Machine Corporation
Battic Door Energy Conservation Products	Intec
Build It Green	International Cellulose Corporation
Building Performance Engineering	Interplay Energy
Building Performance Institute	J & R Products, Inc.
Building Professionals Consortium, Inc.	Johns Manville
Building Science Energy Services	Knauf Insulation
CalCERTS, Inc.	Krendl Machine
CBPCA	LIUNA
Cellulose Insulation Manufacturers Association	Masco Contractor Services
CertainTeed Insulation	Monroe Infrared Technology
CHF	National Jewish Health
Chimney Balloon USA	New York State Weatherization Directors Association
C O-Experts	Niagara Conservation
Comfort Institute, Inc.	Palmer Wahl Instrumentation Group
Comfort RX	Panasonic Ventilation Products
Community Housing Partners / NRCERT	Pentair Water Pool and Spa
Conservation Services Group	Performance Systems Development
Conservation Strategies	Pro Materials Direct
Convenience Products	Professional Equipment
Corp. of Ohio Appalachian Development	Project Energy Savers
Dr. Energy Saver	Recurve, Inc.
Earth Advantage Institute	RenewAire
EEM Training and Energy Vanguard	RESNET
Efficiency First Elliott	RetroTec Energy Innovations
Management Empire	RHH Foam Systems, Inc.
Comfort System	Saturn Resource Management, Inc.
Energy Efficiency Training Academy	Spray Insulation Components
Energy Federation, Inc.	Tamarack Technologies, Inc.
EnergyCircle.com	Testo, Inc.
EnergyLogic	The Energygy
EnergySavvy.com	The Energy Conservatory
EnergyWright, Inc.	The Snell Group
EnTech Supply	TruTech Tools, LTD
ESS Energy Products, Inc.	U E i Test Instruments
Everblue Energy, Inc.	U.S. Department of Housing & Urban Development
FLIR Systems, Inc.	U.S. Department of Energy - Building America Program
Fluke Thermography	Venmar Ventilation, Inc.
General Electric	Vent Cap Systems
Gentex, a Regal Beloit Corporation	Warm Thoughts Communications

Who attends ACI Conferences?

Attendees at ACI events represent all key stakeholder segments in the home performance and weatherization industry.

ACI Audience Profile (National / Regional)

Top answers describing "my profession."



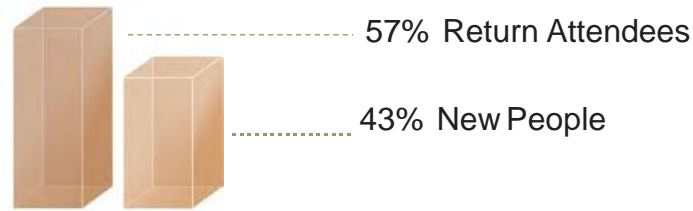
Responses collected during registration for ACI National and Regional Conferences 2010/11 from 3,315 people. Responses below 1% are not represented.

Audience Commitment

In 2010 the ACI National Home Performance Conference in Austin, Texas saw attendance grow by 54% over the previous year. This trend continued at the national conference in San Francisco in 2011, with another highest-ever attendance year. Attendees arrive from all 50 states and Canadian provinces, with 54% of the national audience traveling more than 500 miles to attend.

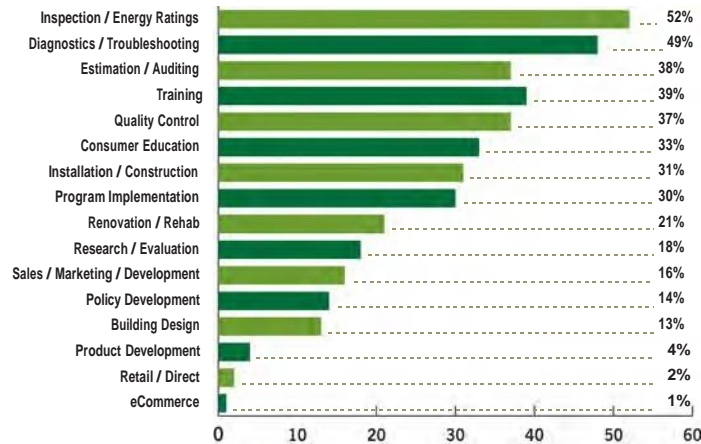
Reaching New People and a Loyal Core Audience

Nearly half of all people who attend either a regional or a national conference are having their first ACI experience. But ACI also has a loyal following of attendees who return year after year – revitalizing their careers, keeping pace with new trends and techniques, and reconnecting with the weatherization and home performance community.



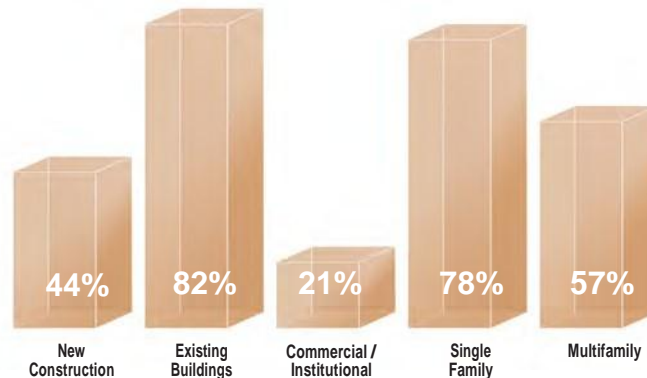
Responses are combined from surveys done people attending national conferences from 2007-11 and regional conferences from 2010-11. A total of 2,148 people answered this question.

I do the following types of work. National Attendees (2007 - 11) & Regional Attendees (2010 - 11)



Responses are combined from surveys done with people attending national conferences from 2007-11 and regional conferences from 2010-11. Respondents were asked to select all categories that applied. A total of 2,312 people answered this question.

Scope of Work. National Attendees (2007 - 11) & Regional Attendees (2010 - 11)



Responses are combined from surveys done with people attending national conferences from 2007-11 and regional conferences from 2010-11. Respondents were asked to select all categories that applied. A total of 1,984 people answered this question.



ACI attendees are interested in your products and services.

41% make purchasing decisions

39% recommend purchasing decisions

33% influence purchasing decisions

Responses are combined from surveys done with people attending national conferences from 2007-11 and regional conferences from 2010-11. Respondents were asked to select all categories that applied. A total of 2,138 people answered this question.

What People Are Saying About ACI

SPONSORS & EXHIBITORS

"ACI has been the leader in bringing the best people together, including many hands-on practitioners in the industry, so they can talk to each other about what sounds good and what really works in the field in order to learn from each other. It's really helped make sure that we're doing the right work on the right homes and we're leaving homes safer, and more comfortable and durable after we're done."

Jack Laverty
Manager of Demand Side Management
Columbia Gas of Ohio



"This is the premier event in the industry for people who are interested in home performance, in weatherization training, and really getting an understanding of building science. You'll learn everything there is to know about where you can take your career in the new green collar, clean energy economy.

We need to upgrade 130 million homes and for that we need a skilled workforce.

ACI offers BPI the opportunity to reach new people in the industry. We are even able to offer in-field training and examinations for BPI professional certifications and bring more new trained and qualified people into the industry."

Larry Zarker
CEO
Building Performance Institute, Inc. (BPI)



"We feel like we gain access to a lot of influencers, people who affect policies and practices, designs and programs. We like to attend ACI conferences to be out ahead of those trends."

Brad Steele
President
Energy Federation, Inc.



"ACI's conference is where thought leaders and experts in technology, techniques, business practices and policy gather, share, and help others move forward—it's really the most important event in the home retrofit industry. Our presence at these events has helped raise our profile and grow our business by building strong relationships, attracting the right individuals, fostering the success that strengthens the whole industry."

Mike Rogers
Senior Vice President, Market Development
GreenHomes America



"When you look around today, anyone involved in building science should be proud of the amazing accomplishments with voluntary high-performance home programs, rigorous energy codes, and increased consumer interest.

This all begins with outstanding education, and no organization has been at it longer or more effectively than ACI. Their combination of passion and competence delivering state-of-the-art content is unsurpassed."

Sam Rashkin
National Director
ENERGY STAR® for Homes



"At the annual event and regional ACI conferences we get inspired and informed just like all the other participants.

Where else can you find the smartest, warmest, most experienced, and most enthusiastic people in the home performance field, but at an ACI event!"

Jim Gunshian
Editor
Home Energy magazine



"I'm thrilled to see so many people again using technology, especially infrared, to help them get their jobs done right. It was wonderful to see so many of the 'old guard' still teaching (and learning) and, especially satisfying, to see a new crop of younger people taking up where we are leaving off. ACI brings us all together and still represents the best single place to come for expert information about buildings."

John Snell
Principal
The Snell Group



"I never miss Affordable Comfort. I come here because this is the center of my industry."

Chris Dorsi
Author and Publisher
Saturn Resource Management



What People Are Saying About ACI

PRESENTERS

"It's the center point of idea exchange on the residential side and THE single most important organization in North America for networking for that reason. There is no comparable organization on the commercial and institutional side. In other words, ACI is unique. There is nothing else like it."

*Joe Lstiburek, Ph.D., P.E.
Principal
Building Science Corp. (BSC)*



"For years it's been the hub, the cross roads, for all these people to come, to meet each other, and to learn. Not only are the old guys and girls still coming, but also a whole lot of new people and that's great. It's just a good way to network, meet, exchange and make contact."

*Joe Kuonen
CLEAResult Consulting*



"The ACI conference is mecca for the home performance industry. This year's event was one of the highlights of my year—an extraordinary gathering of the critical players in the residential energy efficiency world. Fulfilling, mind opening, educational, and intense. Just an amazing community."

*Peter Troast
Founder / CEO
Energy Circle*



"ACI embodies the skills and the knowledge of the people who come and participate, and that knowledge is needed now more than ever. This is the right group of people, and this is the right time."

*Terry Brennan
President
Camroden Associates, Inc.*



www.affordablecomfort.org

ACI

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