NC ENERGY STAR Conference

• December 8\textsuperscript{th}, 2005
  – North Raleigh Hilton
  – 200 attendees

• December 6\textsuperscript{th}, 2006
  – Hilton Raleigh-Durham Airport
  – 300 attendees

• November 15-16\textsuperscript{th}, 2007
  – Marriott Durham at the Civic Center
  – We hope for 450 attendees
Key Objectives

- Bring people in the building industry together to explore ENERGY STAR Homes and high performance building
- Offer breakout sessions including diagnostics, green building, HVAC, program standards, marketing and education
- Networking and exhibits
- Increase number of ENERGY STAR Homes in the state
Steps to Successful Builder Event

- Keynote speaker
- Exhibits
- Interesting sessions
- Continuing education credits
- Reception
- Price
- Awards- 2007
Time and Resources

- One-two people part time 9 months prior to event
- One person full time starting 3 months prior to event and two people part time
- Graphic artist needed for brochure and program
- Volunteers to help facilitate breakout sessions and do registration check-in
- Grant money- $29,000
  - Pays for labor
Agendas and Speakers

• Go to other conferences!
  – Meet speakers, take notes about what you like and dislike
• Look at other agendas and breakout sessions
• Feature hot topics in the industry
• Have at least 3 session tracks to choose from
• Seek out well known speakers
• Breaks for exhibits and networking
Attract Attendees

• Market to everyone involved in the building industry
  – Builders, architects, engineers, HERS raters, product representatives, researchers, appraisers, mechanical contractors, real estate agents, home inspectors, building code officials, utility representatives
• Interesting breakout sessions
• Continuing education credits
• Offer tests or other certifications
• Vendors and exhibits
• Keynote Speaker(s)
• Networking
• Website, email, blogs, and newsletters
Logistics and Registration

- Easy access to airport
- Central location in state
- Map of hotel in program
- Classroom set-up is preferred
- Plenty of space in exhibit hall
- Online credit card registration
- Look at other conference dates
- Early check-in helps rush the morning of the event
- Organize check-in lists, name tags and onsite registration
Registration Fees

• 2005- $75 for regular registration
  $125 exhibit registration
  » includes 1 pass and $50 for additional registrations

• 2006- $75 non-profit/$125 regular
  $150 non-profit exhibit/$250 reg.
  » includes 1 pass and $50 for additional registrations
Booths and Sponsors

- Get the word out any way you can
  - Email, newsletters, blogs, mailer
- Give plenty of time for exhibits and networking
- Give exhibitor information in program
  - Contact info and booth location
- Diversify sponsorship list
- Give sponsors exhibit space, free passes, and recognition in program and website
Initial Observations

- Attendance is growing
- Exhibitors happy with response from attendees
- Good feedback from conference surveys
- Expanded audience
  - Continuing education credits
- Hotel communication breakdowns
- Time of year
- Increase budget or sponsorship dollars to pay for speaker travel expenses