



Accelerating Performance at the Speed of Innovation

Smart Buildings Exchange

SBX2026

NOVEMBER 9-10, 2026 | SEATTLE | WASHINGTON (IN-PERSON)

** On-going virtual live webinars throughout the year.*





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SBX2026

November 9-10, 2026

sbxconference.org

ABOUT SMART BUILDINGS EXCHANGE

The Smart Buildings Center, a Seattle-based educational nonprofit, is excited to host Smart Buildings Exchange (SBX) 2026. This year's event focuses on a defining challenge for our industry: how to capitalize on innovation and accelerate smart buildings adoption in a rapidly changing environment. In a world of rising costs, AI, evolving expectations, connected building systems, and growing building and cybersecurity concerns, the need for smarter, more resilient, and more scalable solutions has never been clearer. SBX 2026 will bring together leaders from across the built environment to examine what is driving progress, what is holding it back, and what it will take to move from promising innovation to widespread implementation.

THE CONFERENCE

- The **SBX PLUS VIRTUAL SERIES**, held in the months leading up to the fall conference, will dive into practical applications and real-world examples of smart building technologies and solutions.
- The **IN-PERSON FALL CONFERENCE**, held on November 9-10th at the Bell Harbor International Conference Center in downtown Seattle, will bring together regional and national leaders for candid conversations about what is working, what is not, why we aren't moving faster, and where the greatest opportunities lie to accelerate the adoption of smart buildings practices and technologies.

SBX 2026 FOCUSES ON WHAT IT TAKES TO ACCELERATE

This year's program is centered on the question of acceleration: how do we move faster, and why aren't we moving faster already? SBX 2026 will examine the real barriers slowing progress – capital constraints, fragmented delivery models, workforce and implementation challenges, competing pressures on building owners, and the difficulty of moving from one-off success stories to repeatable solutions at scale. Participants will engage with practical strategies for midsize commercial buildings, grid-enabled and grid-interactive building approaches, financing models that can unlock adoption, and the operational realities reshaping the market.

The 2026 conference theme, "*Accelerating Performance at the Speed of Innovation*," reflects both the urgency of the moment and the opportunity in front of us. As technologies advance and pressures on the built environment intensify, buildings are being asked to do more: reduce costs, improve resilience, respond to grid needs, support occupant outcomes, and deliver stronger performance in an increasingly complex operating environment. SBX 2026 will create space not just for inspiration, but for debate, problem-solving, and clearer pathways to action.



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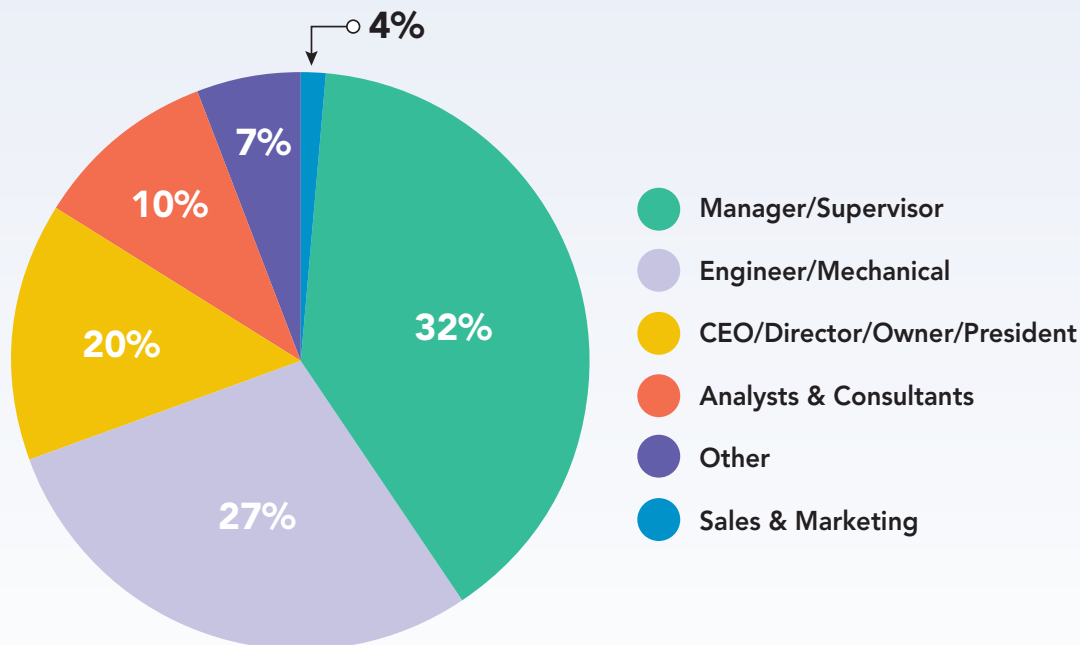
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SBX2026 WILL TARGET A BROAD SPECTRUM OF THE INDUSTRY

The conference target audience will be building developers/owners/managers, engineers, architects, building operators, utilities, energy services providers, technology companies, policy-makers/influencers, asset managers, and companies that provide IoT products/services, building automation systems, mechanical and lighting systems, cybersecurity professionals, and EV integration.

SBX AUDIENCE PROFILE

SBX2026 will draw from and expand on the community already engaged with the Smart Buildings Center. Since its formation in 2017, the Smart Buildings Center has attracted a large, diverse audience to its events.



FOR MORE INFORMATION

Email: info@smartbuildingscenter.org



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Sponsor Levels and Benefits	Silver \$1,500	Gold \$3,750	Platinum \$7,500	Title \$15,000
• Complimentary passes to Fall Conference*	1	3	5	10
• Complimentary pass to SBX Plus Virtual Series (6 sessions)	X	X	X	X
• Exhibit table at Fall Conference	X	X	X	X
• Acknowledgement on event website & promotional materials	X	X	X	X
• Opportunity to participate in the 2026 planning committee		X	X	X
• Premium exhibit table placement		X	X	X
• Select your exhibit space			X	X
• Speaking opportunity at Fall Conference			X	X
• Featured mention in email marketing			X	X
• Detailed website listing			X	X
• Onstage verbal recognition at Fall Conference			X	X
• Social media spotlight post				X
• Premier speaking opportunity at Fall Conference				X
• First right of refusal for 2027 sponsorship				X
• Logo placement on all marketing materials	Sponsor Name (text only)	Standard Tier Logo Placement	Premier Tier Logo Placement	Premier Top Tier Logo Placement & SBX Logo Lockup

* Additional 2-Day Fall Conference passes can be purchased by sponsor organizations for \$150 each before the early-bird deadline (8/15). After that, sponsor organizations will receive a 35% discount off the regular price for any additional 2-Day Fall Conference passes (\$395 each).