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# ARTEMISIA LAB

## PROSPECTUS

As the first net-zero-energy nightly rental house in the Methow Valley, Artemisia is an ideal test bed for new and innovative green building materials and techniques. We are seeking a select list of products for testing and review. If you are a vendor or service provider in the green building/net-zero-energy sphere, please contact us.

## PURPOSE

Artemisia Lab provides vendors and manufacturers of high-performance building products with a unique marketing opportunity in the context of an affordable, net-zero-energy vacation rental home. The founders of Artemisia are passionate about sustainability, particularly reducing the environmental impact of energy used to power our homes.

## BECOME A PARTNER

If you are a vendor or manufacturer of a product that could contribute to achieving Artemisia's goal of building a healthy, zero-energy home in Washington's beautiful Methow Valley, please get in touch.

## CONTACT US

[eric@ericethomas.com](mailto:eric@ericethomas.com) | 646-260-3734





# ARTEMISIA LAB

## ZERO EFFORT | HIGH-ENERGY RESULTS

As an Artemisia Lab partner, you will receive the benefit of our outreach and product testing.



### Item Testing

Leveraging the green building and energy analysis experience of the Lab's members, we will test your product under real-word conditions.



### Detailed Review

We will put our digital marketing and blogging experience to work reviewing your product in non-technical language your potential customers understand.



### SEO Juice

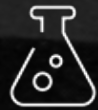
Readership of the Artemisia project blog is growing daily, and your Lab partnership will result in high-quality back links to your website.



### Social Media

Word of an exciting zero-energy home-building project travels fast, especially on social media. We will use Twitter, Facebook, and LinkedIn to promote your brand.





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## Item Testing Opportunities

The following products are important to achieving Artemisia's goal of a healthy zero-energy home. If you have other product suggestions, please feel free to contact us.



Photovoltaics



Triple-Pane Windows



Ductless Heat Pump



Insulated Concrete Forms



Metal Roofing



Energy Monitoring System



Heat Pump Water Heater



Heat Pump Clothes Dryer



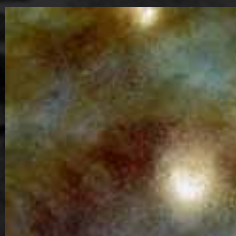
High-Efficiency Washer



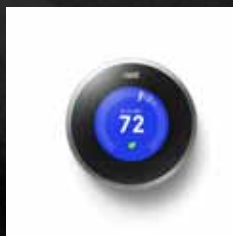
Energy Star Refrigerator



Induction Range



Concrete Floor Stain



Home Automation

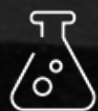


Water Barrier



No-VOC Paint





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The following products are important to achieving Artemisia's goal of a healthy zero-energy home. If you have other product suggestions, please feel free to contact us.



Fly Ash Concrete



LED Lighting



Fiberglass Rebar



Shower Water Monitor



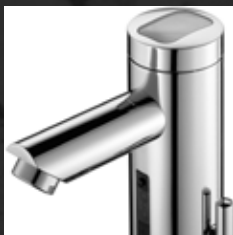
Tubular Skylight



Honeycomb Window Shades



Automatic Outdoor Sun Shades



Low-Flow Plumbing Fixtures



Green Building Certification



Xeriscaping



Heat Recovery Ventilator



Range Hood



Efficient Ceiling Fan



Solar Thermal Air Heater



Radiant Ceiling Panels

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## LEVELS

As an Artemisia Lab partner, your level of publicity is based on the discount you extend on your product or service. Choose from the following levels, and please contact us with questions.

	BASIC	PLUS	MAJOR
	\$200 - \$500	\$500 - \$2,000	\$2,000 - \$5,000
Your Logo Placement	Less Prominent	More Prominent	Most Prominent
Social Media	2 Mentions	3 Mentions	5 Mentions
Blog Posts	Shared Post	Dedicated Post	2 Dedicated Posts
Guest Post (Your Site)			1 Post
Press Releases		Mentioned	Prominent Mention
Product Testing		Limited	Detailed Report
Longitudinal Analysis		1-Year	1- & 2-Year
Guest Handbook	Mention	Mention + Logo	Mention, Logo, Story
In-House Signage		1 Year	2 Years
Links to Your Site	Included	Included	Included





# ARTEMISIA LAB

## ABOUT

### THE HOUSE

Currently in the design phase, Artemisia will be a 2-bedroom, 2-bathroom net-zero-energy solar-powered house. The home will be 100% net-metered solar electric, with no gas, wood, or other fuel sources. We will use “build tight, ventilate right” strategies coupled with high-efficiency appliances to achieve our net-zero goal. Hourly energy modeling using BEOpt\* and other analysis tools has been incorporated into the design process to help us estimate our annual energy budget. We have worked with an architect to design a beautiful home that will blend well with the natural surroundings.

### THE PARTNERS

**Eric Thomas** is co-organizer of Seattle’s NW Green Home Tour and the annual EcoBuilding Conference. He serves on the Built Green Executive Committee with Lisa and works under contract with the city of Seattle to promote the RainWise rebate program. **Alexandra Salmon** is a supervisor at the Fred Hutchinson Cancer Research Center, where she helps manage a cancer information and smoking cessation service. Eric and Alex built Seattle’s first net-zero-energy home.

**David Reddy** is a founding partner of 360 Analytics, a building energy analysis consultancy, whose services include modeling to support compliance with green building standards, such as LEED and Built Green. **Lisa Dulude** manages Snohomish County’s Office of Energy & Sustainability, which works to conserve natural resources, reduce climate impact, and facilitate environmental stewardship.

## CONTACT US

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\* <https://beopt.nrel.gov/>