



# The Premier Event

for **Home Builders** in the Southeastern US

September 11—13, 2018

**SOLUTIONS**

## **2018 Marketing & Sponsorship Opportunities**

*By investing in these marketing and sponsorship opportunities we can offer you solutions to enhance your professional network, increase your brand awareness and support the housing industry in general.*

**for your business**

## Attention Marketing & Sales Directors!



Want to better leverage your trade show investment for maximum impact? 21CBEC offers a variety of marketing and sponsorship opportunities to take advantage of your presence at the show and increase your ROI. From speaking opportunities to interactive events and multimedia presentations, the following packages will make your tradeshow experience more valuable.

Year after year, the most successful exhibitors do more than simply reserve a booth and show up. Driving buyers and decision-makers to your booth requires thinking outside the box. The wide variety of marketing and sponsorship opportunities available will help you create buzz and greater visibility for your products and services. And there's something for every budget!

Check out the different opportunities on the following pages. We hope to see you at the 21<sup>st</sup> Century Building Expo & Conference.

## CUSTOM PACKAGES

The 21st Century Building Expo & Conference exhibitors are given the opportunity to have Expo staff customize a promotional package for them. Our staff has specialized knowledge of the Expo and familiarity with the Charlotte Convention Center to help your company develop an effective, customized sponsorship and/or marketing plan.

To take advantage of this fantastic opportunity contact Alison Barnes or Tracie Garrett today! Call the NC Home Builders Association office at 800-662-7129 or email Alison at [abarnes@nchba.org](mailto:abarnes@nchba.org) or Tracie at [tgarrett@nchba.org](mailto:tgarrett@nchba.org).

# EDUCATION CONFERENCE

## Conference Luncheon Sponsor Package—\$10,000

By providing a free lunch to all educational conference attendees on September 12—13 you can place your company's literature on tables by the Food Carts as well as signage in the area.

Exclusive sponsorship includes a 10 x 20 booth

**Co-Sponsored by**



*Co-sponsorships available at \$5,000/day, but does not include booth space.*

## Educational Conference Sponsor Package—\$10,000

Show your commitment to education in the building industry. Great opportunity to distribute your company's literature in break area along with signage recognition.

Exclusive sponsorship includes a 10 x 20 booth

**Co-Sponsored by**



*Co-sponsorships available at \$5,000/day, but does not include booth space.*

## Individual Education Courses

Sponsor an individual North Carolina Builder Institute, NAHB or a general session seminar and your company name and logo will be included on signage in the classroom along with logo recognition in the Program Guide and other marketing pieces.

- NCBI 8-Hour class—\$1,500
- NCBI 4-Hour class—\$750
- NAHB 8-Hour class—\$1,500
- NAHB 16-Hour class—\$2,500
- General Session Seminars—\$500 **1 sold to 84 Lumber**

## Educational Conference Coffee/Beverage Break Sponsorships

Sponsorships begin with 1-day at \$2,000 – exclusive at \$5,000 (3 days) Break services are set up each day for educational conference attendees. Get your company logo on signage posted in the break room each day and you will have the opportunity to have a company representative greet conference students as they enjoy refreshments.

**Co-Sponsored by**



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# REGISTRATION

## Registration Sponsor

**Exclusive at \$5,000**

Get your message out front and center! All attendees must stop at the registration area to pick up their admittance badges, so use this opportunity to put your company on each person's radar! This is your chance to have your company logo and message on banners and signage that attendees will see as they stop by registration.

## Lanyard Sponsor

**Exclusive at \$1,500**

Let 21CBEC distribute a lanyard with your company name and logo to EVERY Expo attendee. You supply the lanyards, and we'll put them in the hands of all the attendees. Our most visible sponsorship, the lanyard sponsorship is certain to call attention to your company and draw additional buyers to your booth.

## Pens

**Exclusive at \$1,000**

21CBEC will distribute pens at registration and at all educational seminars. Take advantage of this opportunity to put your company name and/or logo on an item that the attendee can carry with them.

## Notepads

**Exclusive at \$1,000**

21CBEC is going paperless! We will no longer distribute handouts in class but will supply students with an electronic file of their course materials. This is your opportunity to put your company name and/or logo on a notebook the attendee will carry with them.

## Attendee Totebags

**Exclusive at \$1,500**

Attendees love the bags and carry them throughout the Expo. You supply the bags and we will distribute them at registration. Sponsoring the Expo bags is a great way to put your company's logo into the hands of attendees.

# PRINT

## Program Guide Ads

The official Program Guide is the number one on-site and post-show resource for 21CBEC attendees. With more than 2,000 readers, the Program Guide features exhibit floor plans, exhibitor lists (alphabetical and by product), seminar and workshop schedules, special events and more.

Ads should be provided digitally (no Microsoft Publisher documents) or "camera ready." Acceptable file formats include PDF, EPS, TIF, and JPG. Please outline or embed all fonts and keep all content in the ad at a resolution of 300 dpi at full size or higher. Convert all graphics to CMYK, especially note those embedded in PDF or EPS files. **Deadline for artwork is July 15.**

- Quarter Page (B/W 2.4375" x 3.625")—\$250
- Half Page (B/W 5" x 3.625")—\$475
- Full Page (B/W 5" x 8")—\$675
- Outside Back Cover Full Page (color) exclusive at \$1,500
- Inside Back Cover Full Page (color) exclusive at \$1,300
- Inside Front Cover Full Page (color) exclusive at \$1,300
- Inside Back of Schedule Full Page (color) two at \$1,000/each

## Featured Product Section in Program Guide—\$750/product

Feature a product of your choice in this special section of the program guide. For just \$750, we will include a photo and 75 word description of your product. Photo must be black/white. A maximum of 6 products will be featured, so sign up now!

## Enhance Your Program Guide Listing with Your Logo—\$250

Your company name, booth number and a black & white logo will be listed in the Enhanced Exhibitors section. Logo must be at least 300 dpi and sent in .jpg, .tif, .pdf or .eps file. Must be at least 1" x 1".

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# SPECIAL EVENTS

## 21CBEC Kick-off Celebration 4:30–7:00 p.m. Tuesday, September 11

We have added Expo Floor hours on Tuesday which will give educational conference students or those who can't make it during the work day a chance to visit the Expo. Provide cups or napkins with your logo for extra exposure. Name/logo recognition on all on-site signage related to the event as well as website and print marketing.

**Craft Beer Kegs**—\$1,500 per keg (4 available) **SOLD**



**Refreshment Package (snacks/finger foods, etc.)**—\$2,500 (2 available)

**Co-Sponsored by:**



**Prize Giveaway**—\$2,500 Be the exclusive provider of the Kick-off Prize package! Package—2019 ACC Basketball Tournament Tickets to all games.

## High Production Builder Breakfast

**\$5,000 (category exclusivity—unlimited availability)**

By special invitation only, owners, presidents and CEOs of high production building companies across the Southeast will attend this informative breakfast seminar on the housing forecast for 2019.

Location: Design House Date: Thursday, Sept 13 Time: 8:00 a.m.

**Co-Sponsored by:**



## Design House

**\$5,000 (category exclusivity—unlimited availability)**

The Design House will offer seminars and hands-on workshops to keep home builders up-to-date on the latest design trends and customer preferences. Builders and remodelers will go back to their offices with tangible ideas for changing or updating current building plans, making selections and much more!

*Co-sponsorships available at \$2,500 each*

**Co-Sponsored by:**



## Design House Luncheon Presentation—Speaker: Nathan Rimpf

**\$10,000 (category exclusivity—unlimited availability)**

*"Title TBD"*

Description pending

*Co-sponsorships available at \$5,000 each*

Location: Design House Date: Wednesday, Sept 12 Time: 11:45 a.m.

## Grand Prize Participation

**Limited to 20 exhibitors at \$500 each**

One way to guarantee a visit with the majority of attendees is by participating in the Grand Prize Giveaway. Attendees are given a raffle card and must visit each of the 20 exhibitors noted on the raffle card for a special stamp to be eligible to win. This is the perfect opportunity for you gather more leads! Grand Prizes in 2018 TBD.

## Building Code Breakfast—Speaker: Robert Privott

**\$3,000 (category exclusivity—unlimited availability)**

Breakfast seminar presented by NCHBA Director of Codes & Construction, Robert Privott will highlight the 2018 changes to the North Carolina Residential Building Codes.

*Co-sponsorships available at \$1,500 each*

Location: Design House Date: Wednesday, Sept 12 Time: 8:00 a.m.

**Co-Sponsored by:**



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# SPECIAL EVENTS

## Economic Forecast Presentation—Speaker: TBD

**\$3,000 (category exclusivity—unlimited availability)**

Description pending.

*Co-sponsorships available at \$1,500 each*

Location: Design House    Date: Thursday, Sept 13    Time: TBD

## GALAXY Awards

Introducing the first statewide awards program for top new home builders and sales professionals! Galaxy will recognize top achievers in the new home sales and builders for units sold. The Galaxy Awards will be held in conjunction with the STARS Gala on Wednesday evening September 12.

Packages available include:

- **Super Nova—\$1,750 (1 only)**
- **Nova—\$1,500 (1 only)**
- **Celestial—\$1,000**
- **Cosmos—\$750**
- **Friends of Galaxy—\$500**



For more information on the Galaxy Awards and what is included in the packages contact Tracie Garrett at [tgarrett@nchba.org](mailto:tgarrett@nchba.org)

## STARS Awards Gala

Celebrate the best of the building industry during our annual STARS Awards Gala! Recognitions are given in areas such as marketing and advertising, web design, sales/information centers, landscape design, interior merchandising, architecture/floor plan, remodeling/renovation and special projects. Awards are also given to local home builder associations and individual home building industry professionals.

Location: Omni Charlotte Hotel    Date: Wednesday, Sept 12    Time: 6:30 p.m.

Packages available include:

- **Title Sponsor—\$5,000**
- **Mega Star—\$2,500**
- **Super Star—\$1,500**
- **Shining Star—\$1,000**
- **Shooting Star—\$750**



Contact Maureen Mullen for more information on the STARS Awards Gala and what is included in sponsorship packages at [mmullen@nchba.org](mailto:mmullen@nchba.org).

*\*Contact Alison Barnes [abarnes@nchba.org](mailto:abarnes@nchba.org) or Tracie Garret [tgarrett@nchba.org](mailto:tgarrett@nchba.org) for information on what is included in each sponsorship package*

# ONLINE

## Website Home Page Advertising

Your advertisement will appear on the heavily used [www.21buildingexpo.com](http://www.21buildingexpo.com) home page where visitors can find seminar descriptions and times, schedule-at-a-glance and online registration. Thousands of hits each year! Advertising on this page is limited to three positions. Available at \$1,500.

## Online Attendee Registration Advertising

Each time someone registers online, they go through multiple screens to fill out their online registration form, resulting in repeated multiple exposures for your company. Online attendee registration advertising is limited to four advertisers. Available at \$1,000.

## E-mail Marketing

Include your logo, website link and a short message (75 characters) on our e-mail blasts to potential Expo attendees. \$500/e-mail or \$2,000 for five e-mails.

# ON-SITE

## Banners and Signs

Overhead banners and signs can make a lasting impression on the thousands of builders who pass through the Expo floor. Lead them to your booth by hanging a directional sign on your aisle. In addition, the escalators leading to the Expo floor as well as locations throughout the Main Concourse make a great presentation of your company name and help drive traffic to your company's booth. You supply the art.

- Premium Aisle Signs \$750 each (1 ad per aisle, double-sided)
- Deluxe Banners \$800 each (5 available near entrance to Expo Floor)

## Water Stations on Expo Floor

**Exclusive at \$1,000/co-sponsorships at \$500**

Sponsor the two water stations strategically located around the Expo Floor. Expo attendees will enjoy a refreshing drink as they visit the exhibits. Includes signage at each station.

## Charging Station on Expo Floor

**Exclusive at \$1,000/co-sponsorships at \$500**

Sponsor the Charging Station located in the NCHBA booth and receive the maximum exposure as Expo attendees will be overjoyed at the opportunity to recharge their electronic devices. Sponsorship includes signage onsite as well as logo recognition in relevant marketing materials.

## Parking Sponsorship

**Exclusive at \$3,000 or Co-Sponsor at \$1500 (2 co-sponsorships available)**

We have negotiated a discounted rate at the Westin (LAZ Parking across the street from the convention center). This sponsorship ensures the attendees will visit your booth in order to pick up their parking voucher. The number of vouchers depends on the level of your sponsorship.

# 21CBEC Sponsorship and Marketing Registration Form

## 1. Select Sponsorship

<b>TOTAL</b>	<b>Educational Conference</b>
	Conference Lunch Cards
	Educational Conference
	Individual Education Courses
	Coffee/Beverage Breaks
<b>TOTAL</b>	<b>Registration</b>
	Registration Area
	Lanyards
	Attendee Tote Bags
	Notebooks
	Pens
<b>TOTAL</b>	<b>Print</b>
	Program Guide Ads
	Logo in Program Guide
	Featured Product Section
<b>TOTAL</b>	<b>Special Events</b>
	21CBEC Kick-off Celebration
	High Prod Builder Breakfast
	Design House
	DH Luncheon Presentation
	Grand Prize (\$500)
	Building Code Breakfast Seminar
	Galaxy Awards: Super (\$1,750) Nova (\$1,500); Celestial (\$1000) Cosmos (750); Friends (\$500)
	Media STAR (\$5000)
	Mega STAR (\$2500)
	Super STAR (\$1500)
	Shining STAR (\$1000)
	Shooting STAR (\$750)
<b>TOTAL</b>	<b>Online</b>
	Website Home Page
	Online Attendee Reg Adv
	E-mail Marketing
<b>TOTAL</b>	<b>On-Site</b>
	Banners/Signs
	Water or Charging Stations
	Parking Sponsors
<b>\$</b>	<b>GRAND TOTAL</b>

## 2. Enter Contact Information

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

## 3. Enter Payment Information

### USE THIS FORM AS YOUR INVOICE

Make checks payable to: *North Carolina Home Builders Association*

Check Enclosed     Visa     MasterCard     American Express

Card No. : \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Card issued to: (print) \_\_\_\_\_ CSV#: \_\_\_\_\_

Signature: \_\_\_\_\_

Amount Authorized to be Charged: \$ \_\_\_\_\_

Billing Address if different from above: \_\_\_\_\_

## 4. Return via:

Fax to: (919) 676-0402    E-mail to: tgarrett@nchba.org - or - abarnes@nchba.org

Mail to: 21st Century Building Expo, PO Box 99090, Raleigh, NC 27624

Promotions for the 21CBEC include company recognition on all electronic and direct mail pieces sent to over 150,000 housing industry professionals.

**Deadline for submitting material for direct mail pieces is May 15, 2018**

### FOR NCHBA USE ONLY

Date: \_\_\_\_\_ Check#/CC: \_\_\_\_\_ Amount: \_\_\_\_\_

Payee: \_\_\_\_\_