

# 2017 EXHIBITOR PROSPECTUS

## 21st Century Building Expo & Conference

*The Southeast's Premier Event for Builders and Remodelers*



## October 11-13, 2017

Charlotte Convention Center  
501 S. College Street  
Charlotte, NC 28202  
@21CBEC



*Presented by the North Carolina Home Builders Association*

[www.21buildingexpo.com](http://www.21buildingexpo.com)



800-662-7129



email: [tgarrett@nchba.org](mailto:tgarrett@nchba.org)

# Why Exhibit?

Tradeshows are where the residential construction professionals come to find the latest industry trends and innovations and gain insight on what is transforming housing today. They come to see YOU! You come to grow and expand your business, gain insight on what the needs are of the industry as well as make connections not with just builders but also with other suppliers and manufacturers



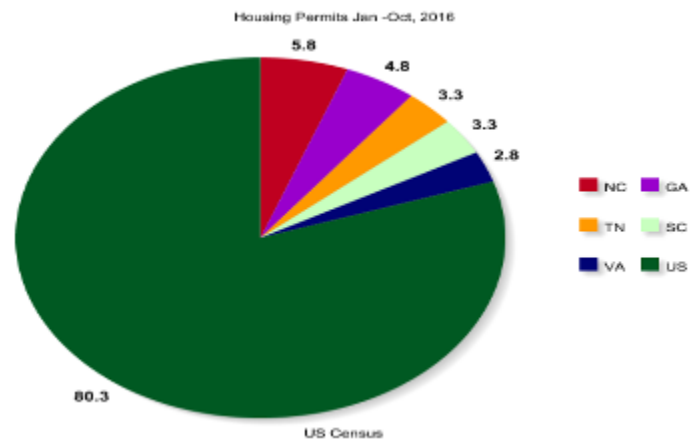
## Marketing Reach

The 21CBEC utilizes a wide variety of resources to maximize your exposure:

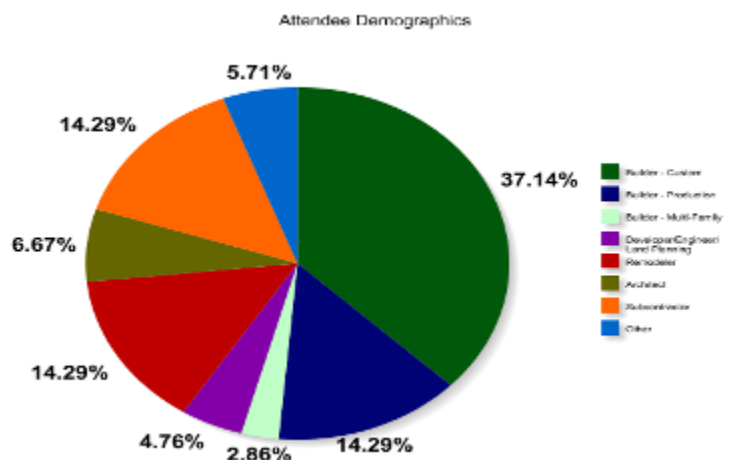
- Licensed general contractors in NC, SC, TN, GA & VA
- Extensive advertising to members of the North Carolina Home Builders Association, the largest association in the nation.
- NAHB & NC Builder Institute Education students in NC, SC, TN, GA & VA
- Trade contractors such as architects and real estate professionals
- Extensive social media outreach

**The region accounts for nearly 20% of the building permits issued in the United States.**

Building Permits Issued by State in 2016 (US Census)



**Nearly 66% of the attendees are builders or remodelers.**



# Exhibit Rates & Packages



EXHIBIT BOOTH RATES	
Deadline	Rate
Before June 1, 2016	\$21.75/s.f
After June 1, 2016	\$23.75/s.f.

## BOOTH PACKAGES

### Blue Print Package— \$3,760

- 10 x 10 booth
- Deluxe or superior banner
- 1/2 page b/w ad in Show Guide
- Logo, website link, and short message (75 characters) on one eblast
- Participation in Grand Prize Drawing

### Lay the Foundation Package—\$5,610

- 10 x 20 booth
- Deluxe or superior banner
- 1/2 page b/w ad in Show Guide
- Logo, website link, and short message (75 characters) on one eblast
- Participation in Grand Prize Drawing

### Raise the Roof Package—\$9,308

- 20 x 20 booth
- Deluxe or superior banner
- 1/2 page b/w ad in Show Guide
- Logo, website link, and short message (75 characters) on one eblast
- Participation in Grand Prize Drawing

# Reserve your Space Today

## Three Simple Steps to become an Exhibitor

- Step 1: Look at our [Floor Plan](#)
- Step 2: Review our [Rules & Regulations](#) including payment schedule
- Step 3: [Register](#) your company and reserve your booth. (Returning exhibitors may use their same password)



## The 21CBEC is among the most affordable shows for exhibiting:

- Early bird specials allow you to save up to 20% off your space rental
- The Charlotte Convention Center is a right-to-work facility
  - Non-union decorator service (National Expo)

### Your exhibit space includes:

- Booth carpet
- One 7" x 44" booth identification sign displaying your company name and booth number
- Company and product listing in the 2017 Program Guide and Exhibitor Directory
- Complimentary Exhibits Pass for your builder clients
- Exhibitor Online Service Kit
- Complimentary badges for booth personnel
- Use on online Media site to post PR materials

### Your exhibit space does not include:

- Booth furnishings
- Freight handling services
- Electricity
- Labor
- Lead Retrieval
- Internet

# Schedule and Location

**Charlotte Convention Center**  
**501 S. College Street, Charlotte, NC**

## Important Hours for Exhibitors

Tuesday, October 10, 2017

1:00 p.m. – 5:00 p.m. –  
Booths over 600 s/f may begin move in

Wednesday, October 11, 2017

8:00 a.m. – 4:00 p.m. – Exhibitor Move-In

4:30 p.m. – 6:30 p.m. –  
21CBEC Kick-Off Party (Exhibit Hall OPEN)

Thursday, October 12, 2017

10:00 a.m. – 4:00 p.m. – Expo Hall Open

11:30 a.m. – 2:00 p.m. – No Classes

Friday, October 13, 2017

10:00 a.m. – 2:00 p.m. – Expo Hall Open

11:30 a.m. – 2:00 p.m. – No Classes

2:30 p.m. – 8:00 p.m. – Exhibitor Move Out



## Promotional Tools

Maximize exposure and generate interest in your company's products and services with one or more of the 21CBEC's marketing tools.

Tools include:

- Print Advertising
- Electronic Advertising
- Direct to Attendees
- Show Floor Opportunities
- Special Event Opportunities

**For more information contact:**  
**Tracie Garrett**  
**Director of Exhibitor Services**  
**tgarrett@nchba.org**  
**800-662-7129**

# Design Trends for the Next Decade

Exhibitors are educators too.  
Here's how you can help YOUR clients.

The 21st Century Building Expo & Conference is held annually to help builders and remodelers become familiar with what's trending so they can address their clients needs and wants and not lose that customer. According to the AIA, home design trends for the next decade will include:

- Universal Design & Accessibility Features
- Healthy Living Environment
- Infill Development & focus on improved design
- Kitchens as the focus of all household activity

Baby Boomers will account for 2/3 population in the next decade. 67% believe smart home technology could help them age in place. This technology includes smart locks, smart home security, smart lighting & sensors, voice activated devices, smart appliances and smart thermostats.

Also included in this technology for all generations was USB outlets and cable outlet with Wi-Fi.

- Other trends mentioned were:
- Lean construction techniques
- LED lighting
- Outdoor living with glass door systems, kitchens
- Better water quality
- Energy efficiency

***For builders and remodelers to stay competitive and informed, YOU need to be here to be the expert in what they don't know.***



## QUICK LINKS

[Virtual Floor Plan](#)

[Current Exhibitors](#)

[FAQs](#)

[Purchase a Booth](#)

For more information contact:  
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