

2018 EXHIBITOR PROSPECTUS

21st Century Building Expo & Conference

The Southeast's Premier Event for Builders and Remodelers



September 11 –13, 2018

Charlotte Convention Center
501 S. College Street



Presented by the North Carolina Home Builders Association

www.21buildingexpo.com



800-662-7129



email: 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.



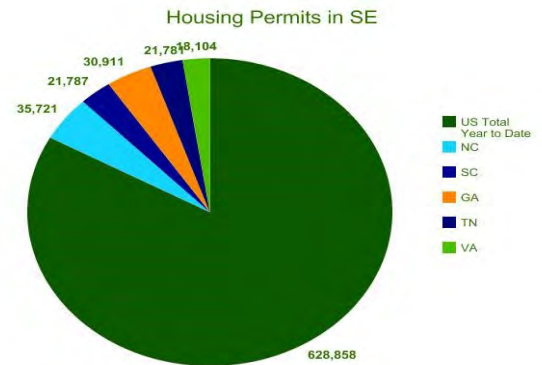
Marketing Reach

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

- Licensed general contractors in NC, SC, TN, GA, VA & beyond
- 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 2017 (US Census)



Nearly 59% of the attendees are builders or remodelers with 39% being first time attendees. 64% are currently not your existing customer, all representing potential new customers. 51% plan on purchasing products/services they have seen at the tradeshow within a year. The other half attend to keep up with trends, and even compare prices against the products they currently use.

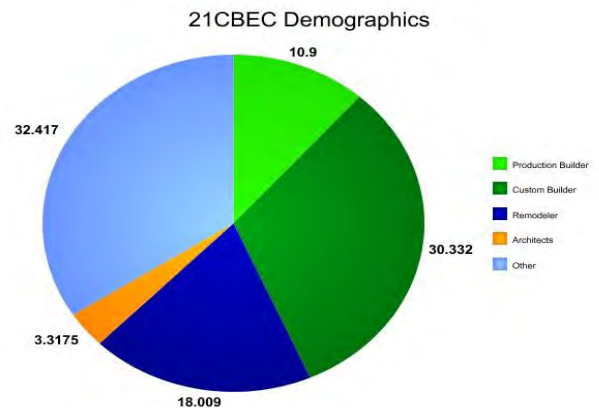


Exhibit Rates & Packages



EXHIBIT BOOTH RATES

Deadline	Rate
Before June 1, 2018	\$21.75/s.f.
After June 1, 2018	\$23.75/s.f.

BOOTH ADD-ONS

Digital eBooth Upgrade

Upgrade your booths digital listing to include additional features such as product photos, press releases, show specials and product videos. These additional features increase your exposure before the show and help customers find you, even if they don't make it to the Expo.

Package/Features	Basic Free	Silver \$250	Gold \$500	Platinum \$900
Event Banner \$400 value, offers you the most impressions				*
Premium Placement Top of the exhibitor list & search results			*	*
Enhanced eBooth Icon Show on floor plan & exhibitor list		*	*	*
Product Categories Use categories buyers search with	5	8	10	10
Online Product Photos Detailed descriptions, color images	2	4	6	Unlimited
Press Releases What's happening at your company	2	4	6	Unlimited
Show Specials Spotlight discounts/giveaways	1	3	5	Unlimited
Video Uploads Share your story through video			1	2

Enhanced Icons



Automatically pop to the top of the exhibitor list



Let potential buyers see your product through promotional videos



Promote show specials/ giveaways and welcome more traffic in your booth



Promote updates about your company

SHOW GUIDE ADVERTISING

Exclusive Opportunities

Back Cover (color).....	\$1500
Inside Back Cover.....	\$1300
Inside Front Cover	\$1300
Inside Center page.....	\$1000

Additional Opportunities

Full Page.....	\$675
Half Page.....	\$450
Quarter Page.....	\$250
New Product Spotlight.....	\$350
Directory Logo Enhancement	\$250

Onsite/Online Advertising

Deluxe 4'x8' banners.....	\$800
Website Home Page banner.....	\$1500

Other sponsorships available. Just ask.



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 2018 Program Guide and Exhibitor Directory
- Complimentary Exhibits Pass for your builder clients
- Exhibitor Online Service Kit
- Complimentary badges for booth personnel (5 per 100 s.f.)
- 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 (tentative as of 11/3/17)

Monday, September 10, 2018

1:00 p.m. – 4:00 p.m. –

Booths over 600 s/f may begin move in

Tuesday, September 11, 2018

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**)

Wednesday, September 12, 2018

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

11:30 a.m. – 2:00 p.m. – No Classes

Thursday, September 13, 2018

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. Sign up today!



QUICK LINKS

[Virtual Floor Plan](#)

[Current Exhibitors](#)

[FAQs](#)

[Purchase a Booth](#)

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