



The Premier Event

for **Home Builders** in the Southeastern US

October 11—13, 2017

SOLUTIONS

2017 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!

Marketing opportunities offered by the 21st Century Building Expo & Conference increase your visibility and impact. By becoming a 21CBEC sponsor, you are making a commitment to the housing market in the Southeast, while enhancing your visibility among the industry's most influential business leaders.



To have your company noticed at the 21CBEC requires more than reserving a booth and just showing up. Year after year the most successful exhibitors use pre-show and on-site marketing to drive the buyers to their booth. With a wide range of options available, there is something to meet your marketing goals and fit your marketing budget.

Don't forget, we customize packages to meet your needs. Let the 21st Century Building Expo & Conference be your opportunity to accomplish your sales goals.

Contact Tracie Garrett at 800-662-7129 or tgarrett@nchba.org for more information.

Exhibitor Packages

Take advantage of these special packages and get more bang for your buck!

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

Package valued at \$4,425

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

Package valued at \$6,600

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

Package valued at \$10,950

EDUCATION CONFERENCE

Conference Luncheon Sponsor Package—\$10,000

By providing a free lunch to all educational conference attendees October 12—13 you can place your company name and logo on the lunch cards given to them and place your company's literature on tables by the concession stands.

Exclusive sponsorship includes a 10 x 20 booth

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. Opportunity to distribute your companies literature in each classroom.

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 or NAHB class or a general session seminar. Your company name and logo will be included on signage in the classroom.

- NCBI 8-Hour class—\$1,500
- NCBI 4-Hour class—\$750
- NAHB 8-Hour class—\$2,000
- NAHB 16-Hour class—\$3,000
- General Session Seminars—\$500

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:



**Contact Alison Barnes abarnes@nchba.org or Tracie Garret tgarrett@nchba.org for information on what is included in each sponsorship package*

REGISTRATION

Registration Sponsor

Exclusive at \$5,000

Get your message out and center! All attendees must stop at 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 lanyard with your company name on EVERY Expo attendee. You supply us, 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! (almost) We will no longer distribute handouts in class but will supply students with an electronic file after the Expo. Instead you can supply a pad of paper for notes. This is your opportunity to put your company name and/or logo on the pad the attendee will carry away.

Attendee Totebags

Exclusive at \$1,500

Attendees love the bags and use them throughout the Expo. You supply them 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 2,500 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 August 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".

**Contact Alison Barnes abarnes@nchba.org or Tracie Garret tgarrett@nchba.org for information on what is included in each sponsorship package*

SPECIAL EVENTS

21CBEC Kick-off Celebration 4:30–7:00 p.m. Wednesday, October 11

We have added Expo Floor hours on Wednesday which will give educational conference students or those who couldn't make it during the work day another 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.

Craft Beer Kegs—\$1,500 per keg (4, 1 available) **SOLD**   
Refreshment Package (snacks/finger foods, etc.)—\$2,500 (2, 1 available) **SOLD** 

Prize Giveaway—\$2,500 Be the exclusive provider of the Kick-off Prize package which includes two 50 yard line tickets for the Thursday night home game, October 12 and Bojangles Tailgate Gift Card!

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 2018.

Location: Design House Date: Friday, Oct 13 Time: 11:45 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:



Luncheon Presentation with Navy SEAL Brent Gleeson

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

“Taking Point: Principles For Building A High-Performance Culture”

In this entertaining, inspiring and informative presentation, Brent Gleeson will share his story and how he has applied Navy SEAL leadership principles to building high-performance teams in the business world. His focus will be on teaching leadership principles and building team cultures founded on trust and accountability. With undergraduate degrees in finance and economics, English and History from Oxford University and a masters degree in real estate finance and development, his experience is both real-world and academic in nature. The audience will be motivated but also left with actionable takeaways.

Co-sponsorships available at \$5,000 each

Co-Sponsored by:



Location: Design House Date: Thursday, Oct 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 2017 include tickets to a Hurricanes game and a Deep Sea Fishing package for 6.

**Contact Alison Barnes abarnes@nchba.org or Tracie Garret tgarrett@nchba.org for information on what is included in each sponsorship package*

SPECIAL EVENTS

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 Thursday evening October 12.

Packages available include:

- **Super Nova—\$2,000**
- **Nova—\$1,500**
- **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

STARS Awards Gala

Celebrate the best of the building industry during our annual STARS Awards Gala, honoring NAHB members for projects in 48 categories including marketing/advertising, best remodel, best floor plan, special projects and more.

Location: Omni Charlotte Hotel Date: Thursday, Oct 12 Time: 6:30 p.m.

Packages available include:

- **Media Presentation—\$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.

Sales Tax Seminar

\$2,500 (category exclusivity)

Changes to Sales Tax on Labor for Residential Repair, Maintenance and Installation

Presented by Tim Minton

This seminar will discuss the recent changes to the law regarding the sales tax on labor of repair, maintenance and installation. Learn what activities are exempt from the tax and what you must do to be in compliance with the new law.

Location: Design House Date: Friday, Oct 13 Time: 12:00 p.m.

Co-sponsorships available at \$1,250 each.

**Contact Alison Barnes abarnes@nchba.org or Tracie Garret 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 home page where visitors can find seminar scheduling, 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.

CUSTOM

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.

21CBEC Sponsorship and Marketing Registration Form

1. Select Sponsorship

TOTAL	Exhibitor Packages
	Blue Print
	Lay the Foundation
	Raise the Roof
TOTAL	Educational Conference
	Conference Luncheon
	Entire Educational Conference
	Individual Education Courses
	Coffee/Beverage Breaks
TOTAL	Registration
	Registration Desk
	Lanyards
	Attendee Totebags
	Notepads
	Pens
TOTAL	Print
	Program Guide Ads
	Logo in Program Guide
TOTAL	Special Events
	21CBEC Kick-off Celebration
	High Production Builder Breakfast
	Lunch Presentation—Brent Gleeson
	Design House
	Galaxy Awards: Super (\$2000) Nova (\$1,500); Celestial (\$1000) Cosmos (750); Friends (\$500)
	Grand Prize (\$500)
	Sales Tax Seminar
	Mega STAR (\$2500)
	Super STAR (\$1500)
	Shining STAR (\$1000)
	Shooting STAR (\$750)
TOTAL	Online
	Website Home Page
	Online Attendee Reg Pages
	E-mail Marketing
TOTAL	On-Site
	Banners
	Water Stations
\$	GRAND TOTAL

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 30, 2017

FOR NCHBA USE ONLY

Date: _____ Check#/CC: _____ Amount: _____

Payee: _____