



# The Premier Event

for **Home Builders** in the Southeastern US

September 10—12, 2019

**SOLUTIONS**

## 2019 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 Deborah Alford today! Call the NC Home Builders Association office at 800-662-7129 or email Alison at [abarnes@nchba.org](mailto:abarnes@nchba.org) or Deborah at [dalford@nchba.org](mailto:dalford@nchba.org).

# EDUCATION CONFERENCE

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

By providing a free lunch to all educational conference attendees on September 11—12 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-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 companies 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 meet conference students as they enjoy refreshments.

**Co-Sponsored by**



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# REGISTRATION

## Registration Sponsor

**Exclusive at \$5,000**

Get your message out from the 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 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 \$1,500**

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 means everyone will need something to take notes on. What a great opportunity for you to put your company name and/or logo on a notepad the attendee will carry with them.

## Attendee Totebags

**Exclusive at \$1,500**

Attendees love the bags and use 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 12.**

- 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

## 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

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.

**Location:** Expo Floor **Date:** Tuesday, Sept 10 **Time:** 4:30—7:30 p.m.

- ⇒ **Craft Beer Kegs**—\$1,500 per keg (5 available) **SOLD**
- ⇒ **Refreshment Package snacks/finger foods, etc.)**—\$2,500 (3 available)

**Co-Sponsored by:**



- ⇒ **Prize Giveaway**—\$2,500 Be the exclusive provider of the Kick-off Prize! Package TBD

## Block Party **- NEW THIS YEAR -**

Our first annual Block Party will take place on the expo floor. Our **"Block Party"** will include builder games, refreshments and craft beer. Provide cups or napkins with your logo for extra exposure. Name/logo recognition on all onsite signage related to the event as well as website and print marketing. **Don't miss Panthers former wide receiver, Steve Smith who will be in attendance.**

**Location:** Expo Floor **Date:** Wednesday, Sept 11 **Time:** 2:00—3:30 p.m.

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

**Co-Sponsored by:**



## Breakfast Seminar (ticketed event)

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

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

Title, Description and Speaker TBD

**Sponsored by:**



**Location:** Design House **Date:** Wednesday, Sept 11 **Time:** 8:00—9:30 a.m.

## Networking Breakfast **- NEW THIS YEAR -**

As requested, we have added this event to give our educational conference students extra time on the expo floor before classes start Thursday morning. Another great networking opportunity. Provide cups or napkins with your logo for extra exposure.

**Location:** Design House **Date:** Thursday, Sept 12 **Time:** 8:00—9:00 a.m.

- ⇒ **Coffee/Juice Package**—\$500 (3 available) **SOLD**
- ⇒ **Refreshment Package (snacks/finger foods, etc.)**—\$1,500 (2 available) **SOLD**



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# SPECIAL EVENTS

## 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 2020.

**Co-Sponsored by:**  Piedmont Natural Gas



**Location: Design House    Date: Thursday, Sept 12    Time: 8:00—9:30 a.m.**

## Design House

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

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

The Design House will offer special events and seminars created to keep home builders up-to-date on the latest business practices, design trends, economic forecasts and much more! Builders and remodelers will go back to their offices with tangible ideas to implement and improve their bottom line.

**Co-Sponsored by:**  NATIONWIDE Homes  
HIPERFORMANCE BUILDERS  DUKE ENERGY.

## Wednesday Design House Luncheon Presentation (ticketed event)

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

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

Title and Description TBD

Speaker: Steve Smith, Sr., Panthers Former Wide Receiver

**Co-Sponsored by:**  BUILDERS MUTUAL  PPG PAINTS™

**Location: Design House    Date: Wednesday, Sept 11    Time: 12:30—2:00 p.m.**

## Thursday Design House Luncheon Presentation (ticketed event)

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

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

Title, Description and Speaker TBD

**Location: Design House    Date: Thursday, Sept 12    Time: 12:30—2:00 p.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 to gather more leads! Grand Prizes in 2019 TBD.

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# SPECIAL EVENTS

## 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: Embassy Suites Uptown    Date: Wednesday, Sept 11    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. 800-662-7129 or [mmullen@nchba.org](mailto:mmullen@nchba.org)*

***\*Note: In the future all Galaxy Awards will now be a category of the Stars Awards.***

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# 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. 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.

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# 21CBEC Sponsorship and Marketing Registration Form

## 1. Select Sponsorship

<b>TOTAL</b>	<b>Educational Conference</b>
	Conference Lunch Package
	Educational Conference
	Individual Education Courses
	Coffee/Beverage Breaks
<b>TOTAL</b>	<b>Registration</b>
	Registration Area
	Lanyards
	Pens
	Notepads
	Attendee Totes
<b>TOTAL</b>	<b>Print</b>
	Program Guide Ads
	Featured Product Section
	Logo In Program Guide
<b>TOTAL</b>	<b>Special Events</b>
	21CBEC Kick-off Celebration
	21CBEC Happy Hour
	Networking Breakfast
	High Production Builder Breakfast
	Design House
	Design House Luncheon
	Breakfast Seminar
	Grand Prize Participation
	Title Sponsor (\$5000)
	Mega Star (\$2500)
	Super Star (\$1500)
	Shining Star (\$1000)
	Shooting Star (\$750)
<b>TOTAL</b>	<b>Online</b>
	Website Home Page
	Online Attendee Registration
	E-mail Marketing
<b>TOTAL</b>	<b>On-Site</b>
	Banners/Signs
	Water Stations
	Charging Stations
\$	<b>GRAND TOTAL</b>

## 2. Enter Contact Information

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

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

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

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

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

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 #: \_\_\_\_\_ 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:** dalford@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 17, 2019**

### FOR NCHBA USE ONLY

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

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