



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 21st 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 or Deborah at 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 **1 sold to Norbord**
- 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



**Contact Alison Barnes abarnes@nchba.org or Deborah Alford dalford@nchba.org for information on what is included in each sponsorship package*

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—7:00 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 includes two tickets to the Panthers vs Falcons game on Nov 17 at 1:00 p.m. Panther Stadium 50-yard line!

Block Party - **NEW THIS YEAR** -

Our first annual Block Party will take place on the expo floor. Our "**Block Party**" will include 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 (3 available)

Co-Sponsored by:



Wednesday Breakfast Seminar (ticketed event)

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

Co-sponsorships available at \$1,500 each

Housing Economic Forecast, presented by Mark Vitner, Wells Fargo Senior Economist
Vitner will share valuable economic insights for the residential housing industry in the Carolinas and the Southeast. Based in Charlotte, Vitner provides regular updates on the housing markets, commercial real estate, regional economies, consumer spending and issues impacting small businesses.

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

Sponsored by:



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 (breakfast items, 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. Robert Dietz, Ph.D., NAHB Chief Economist will be the speaker at this year's event

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



Location: Expo Floor **Date:** Sept 12—13 **Time:** See Schedule

Wednesday Design House Luncheon Presentation *(ticketed event)*

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

Co-sponsorships available at \$5,000 each

My Motivation: Lessons Learned Through a Career in the NFL, presented by Steve Smith Sr. One of the Panthers best wide receivers, Steve Smith will share an inspiring and empowering message about the lessons learned from his record-setting career.

Co-Sponsored by:  BUILDERS
MUTUAL



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

Where Does the Housing Market Go From Here, presented by Jeff Meyers, The Meyers Group
The housing market is hot now. But will the trend continue? Meyers advises top national home builders as president and founder of The Meyers Group—the largest market research company serving the home building industry. Hear his insights and learn how to position your business for growth in the Southeast's top real estate markets.

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

**Contact Alison Barnes abarnes@nchba.org or Deborah Alford dalford@nchba.org for information on what is included in each sponsorship package*

SPECIAL EVENTS

Design House Seminar

\$2,500 (category exclusivity—unlimited availability)

Co-sponsorships available at \$1,000 each

NAHB Design Trends Forecast, presented by Laura Sullivan, President ID.ology Interiors & Designs

Today's homes have to keep up with the ever-changing way we live and what home buyers expect. In this seminar, award-winning designer Laura Sullivan will cover the hottest architectural styles, design features and materials sweeping the country and how to make them work in your market.

Location: Design House Date: Thursday, Sept 12 Time: 10:00—11:00 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 to gather more leads! Grand Prizes in 2019: Wednesday, Sept 11: "Block Party" Grill and Fire Pitt; Thursday, Sept 12: Carolina Hurricane Box Seats.

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:

- Distinguished Star—\$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

****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 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.

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.

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21CBEC Sponsorship and Marketing Registration Form

1. Select Sponsorship

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

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 June 3, 2019

FOR NCHBA USE ONLY

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

Payee: _____