2020 EXHIBITOR PROSPECTUS

21st Century Building Expo & Conference
The Southeast’s Premier Event for Builders and Remodelers

September 15-17, 2020
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 products and services to meet every need they may have to design, build, renovate and operate in this industry. 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 are our market focus.
- NAHB & NC Builder Institute Education students in NC, SC, TN, GA & VA
- Trade contractors such as architects, plumbers, electrical contractors are reached
- **NEW** in 2020—CEU requirements for general contractor qualifiers and many CE classes will be offered at the 21CBEC in 2020.

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

Building Permits Issued to 21CBEC States to date 2019 (US Census—current as of 9/2/19)

Housing Units Authorized July 2019 YTD

- NC: 83%
- SC: 2%
- GA: 4%
- TN: 3%
- VA: 3%
- US: 5%

Nearly 79% of the attendees are builders or remodelers 60% make the majority of the purchasing decisions for their company and will buy products 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.

Attendee Demographics

- Other
- Purchasing Agent
- Remodeler
- Single Family Builder
- Production Builder

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Exhibit Rates & Packages

**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.

<table>
<thead>
<tr>
<th>Package/Features</th>
<th>Basic</th>
<th>Silver $250</th>
<th>Gold $500</th>
<th>Platinum $900</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event Banner</td>
<td>Free</td>
<td>$250</td>
<td>$500</td>
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| $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                   | 5     | 8           | 10        | 10            |
| Use categories buyers search with
| Online Product Photos                | 2     | 4           | 6         | Unlimited     |
| Detailed descriptions, color images
| Press Releases                       | 2     | 4           | 6         | Unlimited     |
| What’s happening at your company
| Show Specials                        | 1     | 3           | 5         | Unlimited     |
| Spotlight discounts/giveaways
| Video Uploads                         | 1     |             | 2         |               |
| Share your story through video

**EXHIBIT BOOTH RATES**

<table>
<thead>
<tr>
<th>Deadline</th>
<th>Rate</th>
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<tbody>
<tr>
<td>Before June 1, 2020</td>
<td>$22.75/s.f.</td>
</tr>
<tr>
<td>After June 1, 2020</td>
<td>$24.75/s.f.</td>
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**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.

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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 which means:
  1) If you can carry it, you can unload it
  2) You can set up your own booth
  3) You can use your own vehicle to unload
- Non-union decorator service (National Expo)

Your exhibit space includes:

- Booth carpet (dark grey)
- 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.)
- Ability to post PR materials (press releases, photos, show specials) on your virtual booth

Your exhibit space does not include:

- Booth furnishings
- Freight handling services
- Electricity
- Labor
- Lead Retrieval
- Internet
- Parking
Schedule and Location

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

Important Hours for Exhibitors
(as of 10/4/2019)

**Monday, September 14, 2020**
1:00 p.m. – 4:00 p.m. – Booths over 600 s/f may begin move in

**Tuesday, September 15, 2020**
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 16, 2020**
8:00 a.m. – 10:00 a.m. - Design House Breakfast Seminar – Speaker Announced Soon *(ticketed event)*

10:00 a.m. – 5:30 p.m. – Expo Hall Open

12:15 p.m. – 1:30 p.m. - Design House Luncheon Presentation-TBD *(ticketed event)*

3:30 p.m. – 5:30 p.m. — Block Party – Free Craft Beer, Refreshments

6:30 p.m. – 10:00 p.m. - STARS Reception and Gala—TBD *(ticketed event)*

**Thursday, September 17, 2020**
9:30 a.m. – 2:00 p.m. – Expo Hall Open

8:00 a.m. – 9:30 a.m. - High Production Builder Breakfast *(by invitation only)*

10:00 a.m. – 11:00 a.m. - Design House Seminar – Speaker Announced soon *(ticketed event)*

2:15 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

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Why tradeshows are still important to your potential customer.

The 21st Century Building Expo & Conference is held annually to help builders and remodelers become familiar with new products/trends so they can address their clients needs and wants and stay competitive in their market. The overriding reason companies exhibit at tradeshows is to find qualified leads.

We realize there are many ways to generate leads in this day and age of the internet but did you know the average conversion rate from inquiry to qualified lead is only 10% and that is sometimes after a lengthy period of time trying to engage with the person submitting the inquiry? That conversion number goes up at tradeshows because you are able to immediately ask the qualifying questions and more likely to get accurate answers back when face-to-face. In essence, two steps in one—finding the prospect (inquiry) and qualifying them into a lead or not. This, in itself, is a timesaver and all studies indicate the company to first find the lead wins the sale over the competition.

Another bonus to tradeshows is that sales productivity becomes more effective and leads to reduced sales expenses by optimizing the one-to-many, the ability to reach more prospects in one setting.

Many people say tradeshows don’t have any value anymore because of the internet. The buying process might begin online but recent studies have shown that a personal meeting at the beginning of the buying process is not only strongly desired by the buyer but also gives a significant advantage to the seller. It is critical to have a face-to-face meeting to close the sale and this bodes well for long term relationship building.