



# The Premier Event

for **Home Builders** in the Southeastern US

September 15—17, 2020

**SOLUTIONS**

## 2020 Marketing & Sponsorship Opportunities

*Research has shown that exhibitors who market their presence at shows have more favorable experiences and acquire more leads. CEIR data says sponsorships increase booth traffic by 104%\*. Extending the visibility of your company will increase qualified traffic to your booth and leave a lasting impression even after the show is over.*

*\*Center for Exhibition Industry Research (CEIR)*

**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.



Year after year, the most successful exhibitors do more than simply reserve a booth and show up. Trade shows are a powerful opportunity to meet face-to-face with current and prospective customers. 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!

## 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 Tracie Garrett. Call the NC Home Builders Association office at 800-662-7129 or email Tracie at [tgarrett@nchba.org](mailto:tgarrett@nchba.org). We can work with any budget.

# EDUCATION CONFERENCE

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

By providing a free lunch to all educational conference attendees on September 16—17 you can place your company's literature on tables by the lunch buffet as well as signage in the area.

Category exclusive sponsorship includes a 10 x 20 booth & logo recognition on conference luncheon information

*Co-sponsorships available at \$5,000/day, but does not include booth space.*

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

The 21CBEC is known for hosting some of the most thought provoking seminars designed to elevate the students perspective of the industry and taught by some of the industry's most respected instructors. **NEW this year**, many more builders will be in attendance as they work to complete their mandatory continuing education hours.

Category exclusive  
*Co-sponsorships available at \$5,000/day, but does not include booth space.*

**Co-Sponsored by**



## Notepads—Exclusive at \$1,500

21CBEC has gone paperless! We 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 and use over and over.

**SOLD**



## 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

**One each sold to 84 Lumber, Centricity and Norbord—Many more available**

## Educational Conference Coffee/Beverage Break Sponsorships

Sponsorships begin with 1-day at \$2,000 – exclusive at \$5,000 (3 days)

Refreshments are provided each day for educational conference attendees. Get your company logo on signage posted in the break room and you will have the opportunity to have a company representative greet conference students as they enjoy a break from classes.

**Co-Sponsored by**



*\*Contact Tracie Garrett at [tgarett@nchba.org](mailto:tgarett@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 badge. This is your chance to have your company logo and message on banners and signage that attendees will see as they stop by registration. You will also have logo recognition on the 21CBEC website registration landing page.

## 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.

## Attendee Tote Bags

**Exclusive at \$1,500**

Attendees love the bag and carry 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.

## Lanyard Sponsor

**Exclusive at \$1,500**

Let 21CBEC distribute lanyards with your company name and logo to every Expo attendee. You supply the lanyards, 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.

# 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. Many attendees refer back to these guides over and over, long after the 21CBEC is over.

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 1.**

- 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 Tracie Garrett [tgarrett@nchba.org](mailto:tgarrett@nchba.org) for information on what is included in each sponsorship package*

# SPECIAL EVENTS

## 21CBEC Kick-off Celebration

One of the best ways to connect with those in the building industry is at the Kick-Off Celebration. Held on Tuesday, September 15 from 4:30 p.m. — 6:30 p.m., this fun event will give educational conference students or those who can't make it during the work day a chance to visit the Expo floor. 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. This sponsorship is the ultimate way to make your company the center of attention.

**Location: Expo Floor    Date: Tuesday, Sept 15    Time: 4:30—6:30 p.m.**

- ⇒ **Craft Beer Kegs**—\$1,500 per keg (5- 4 available)    **SOLD**     LONG LIVE HAPPY HOMES™
- ⇒ **Refreshment Package (snacks/finger foods, etc.)**—\$2,500 (3-1 available)

**Co-Sponsored**



- ⇒ **Prize Giveaway**—\$2,500 Be the exclusive provider of the Kick-off Prize! Winner will receive six Suite tickets to a Carolina Hurricanes game, two hotel rooms, parking pass and food & beverages while in the Suite.

## Wednesday Breakfast Seminar (ticketed event)

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

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

**Topic: *What's New in Building Codes*, presented by Robert Privott**

Education + Exposure = 21CBEC Education sponsorship. This sponsorship will put you in the forefront of those you want to do business with—builders!

**Location: Design House    Date: Wednesday, Sept 16    Time: 8:00—10:00 a.m.**

**Sponsored by:**



## Wednesday Design House Luncheon Presentation (ticketed event)

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

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

**Presented by former U.S. Air Force Captain and fighter pilot, Scott O'Grady**

Captain O'Grady speaks about his incredible true-life struggle to survive in the hostile territory of war-torn Bosnia. Scott O'Grady's story is an inspirational tale of courage, faith and patriotism by an American hero.

**Location: Design House    Date: Wednesday, Sept 16    Time: 11:30—1:15 p.m.**

**Co-Sponsored by:**



*\*Contact Tracie Garrett [tgarrrett@nchba.org](mailto:tgarrrett@nchba.org) for information on what is included in each sponsorship package*

# SPECIAL EVENTS

## Block Party

Attendees will join us for our 2nd annual Block Party on Wednesday afternoon on the Expo Floor. The “**Block Party**” includes 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. *We will host a Meet & Greet with Scott O’Grady, our luncheon seminar speaker during the 2-hour event.*

**Location: Expo Floor    Date: Wednesday, Sept 16    Time: 3:30—5:30 p.m.**

⇒ **Craft Beer Kegs**—\$1,500 per keg (4 available)

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

**Co-Sponsored by:**



## Thursday 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 2021.*

**Speaker : Robert Dietz, Chief Economist for NAHB**

**Location: Design House    Date: Thursday, Sept 17    Time: 8:00—9:30 a.m.**

**Co-Sponsored by:**



## 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.

**Location: Expo Floor    Date: Sept 16—17    Times: See Design House Schedule**

**Co-Sponsored by:**



## Design House Seminars

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

*Co-sponsorships available at \$1,000 each*

**Topic: NAHB Design Trends Forecast, presented by Laura Sullivan**

Award winning designer, Laura Sullivan, President of ID.ology Interiors & Design in Asheville, NC will cover the hottest architectural styles, features and materials sweeping the nation and how to make them work in your market.

**Location: Design House**

**Date: Sept 17**

**Time: 10:00 a.m.**

*\*Contact Tracie Garrett [tgarrett@nchba.org](mailto:tgarrett@nchba.org) for information on what is included in each sponsorship package*

# SPECIAL EVENTS

## 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 on Wednesday, September 16 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 talk to attendees and tell them how your product can help them!

**Grand Prize in 2020: \$2,500**

## STARS Awards Gala

The STARS Awards program honors the achievements of home building industry professionals from across North Carolina. Winners receive recognition in areas such as marketing and advertising, web design, sales/information center, landscape design, interior merchandising, architecture/floor plan, remodeling/renovation and special projects. Awards are also given to local home builders associations.



What better way to promote your company to both attendees and the thousands you will reach through pre and post event marketing. By sponsoring the STARS Awards Gala, you're promoting your business and brand to leaders in the home building industry.

In order to maximize your exposure, sign up early!

**Location: Omni Hotel**

**Date: Wednesday, Sept 16**

**Time: 6:30 p.m.**

Packages available include:

- Distinguished Star - \$5,000  
*Includes 10 gala tickets and up to a 60 second company video aired during awards presentation.*
- Mega Star - \$2,500  
*Includes 10 gala tickets and up to a 30 second company video aired during awards presentation.*
- Super Star - \$1,500  
*Includes 5 gala tickets*
- Shining Star - \$1,000  
*Includes 3 gala tickets*
- Shooting Star - \$750  
*Includes 2 gala tickets*

Contact Maureen Mullen for more information on the sponsorship packages and the STARS Awards Gala. She can be reached at 919-676-9090 or [mmullen@nchba.org](mailto:mmullen@nchba.org).

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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

**\$1,000 (category exclusivity)**

*Co-sponsorships available at \$500 each*

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

**\$1,000 (category exclusivity)**

*Co-sponsorships available at \$500 each*

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>
<b>SOLD</b>	Registration Area
<b>SOLD</b>	Lanyards
<b>SOLD</b>	Pens
<b>SOLD</b>	Notepads
<b>SOLD</b>	Attendee Tote Bags
<b>TOTAL</b>	<b>Print</b>
	Program Guide Ads
	Featured Product Section
	Logo In Program Guide
<b>TOTAL</b>	<b>Special Events</b>
	Kick-off Celebration
	Block Party
	Wednesday Breakfast Seminar
	High Production Builder Breakfast
	Design House or DH Seminars
	Design House Lunch (Wed)
	Grand Prize Participation
	Distinguished Star (\$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>\$</b>	<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 15, 2020**

### FOR NCHBA USE ONLY

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

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