



Charlotte, NC

September 21-23

EXHIBITOR PROSPECTUS

Exhibit Dates:
September 22-23, 2021

Conference Dates-
September 21-23, 2021

Charlotte Convention Center
Charlotte, NC



Show Your Products to Over 2,000 Building Industry Professionals

Since 1963, the North Carolina Home Builders Association has represented the many men and women in the residential construction industry. NCHBA plays a key role in helping maintain consistently higher industry standards of conduct, quality, and ethics. They provide structured educational opportunities to meet the NC Licensing Board for General Contractors continuing education requirements for general contractors, professional development resources and networking among fellow building professionals.



Presented by the North Carolina Home Builders Association

Why Exhibit?

Going on 19 years, the 21st Century Building Expo & Conference (21CBEC) has served as the premier tradeshow and education source for builders and remodelers in the Southeast.

- ⇒ Test or launch new products and services at the customer level.
- ⇒ Network and build relationships with decision makers and influencers.
- ⇒ Introduce your company to professionals of the Southeast's residential construction industry.
- ⇒ Up-sell existing customers.
- ⇒ Contact new prospects and generate new leads.
- ⇒ Reach the competition and develop ways to distinguish your products and services.
- ⇒ Discuss the needs of your customers face-to-face and demonstrate solutions.
- ⇒ Promote your organization's image and maximize it's market exposure.
- ⇒ Develop your database to strengthen your overall sales & marketing program.



Marketing Reach

The 21CBEC utilizes a wide variety of resources to maximize your exposure to:

- Licensed general contractors in NC, SC, TN, GA, VA & beyond are our market focus.
- Trade professionals such as architects, plumbers, electrical contractors are reached



Attendee Profiles

ATTENDANCE BY BUSINESS CLASSIFICATION

Builders & Developers	2017	2018	2019
Builder– Single Family spec	15.7%	15.1%	14.9%
Builder– Single Family Custom	10.1%	10%	10.3%
Builder—Multifamily	2.1%	2.3%	2%
Remodeler	6.7%	8.2%	7.1%
General Contractor	8.6%	8.4%	8.2%
Land Developer	4.1%	3.2%	2.7%



ATTENDANCE BY

Owner/Pres/C-Level/Exe	2017	2018	2019
CEO/Pres/VP	45%	42%	47%
Owner/Partner/Principal	21%	22%	24%
Purchasing Agent	8%	8%	9%



85% of attendees spend 1-4 hours on the Expo floor

86% of attendees purchased or will likely purchase a product or service they saw on the Expo floor.

92.6% of attendees have a role in the purchasing decisions.

Over 50% attend to keep up with trends or even compare prices against the ones they currently use.

90% of attendees are management or higher.

Reserve your Space Today

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.



The 21CBEC is among the most affordable shows for exhibiting:

- Early bird specials allow you to save up to 20% off of 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

EXHIBIT BOOTH RATES

Deadline	Rate
Before June 1, 2020	\$22.75/s.f.
After June 1, 2020	\$24.75/s.f.

NEW THIS YEAR!!

\$2975

COMPLETE BOOTH PACKAGE

Do you want to make just one payment for your booth and have it included some marketing options. Our new booth package includes:

- 10x10 booth (carpet included)
- 8' table, 2 chairs & waste basket
- 1/2 page black & white ad in onsite program guide
- One shared E-Blast to pre-registered attendees
- Participation in the Raffle Card Prize drawing

SAVINGS: \$889!

Exhibit space does not include:

- *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 01/05/2021)

Monday, September 20, 2021

1:00 p.m. – 4:00 p.m. – Booths over 600 s/f may begin move in

Tuesday, September 21, 2021

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 22, 2021

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 (tent.)

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

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

Thursday, September 23, 2021

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 – Speakers TBD (***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:
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