



# The Premier Event

for **Home Builders** in the Southeastern US

September 21—23, 2021

**SOLUTIONS**

## 2021 Advertising & Sponsorship Kit

*The North Carolina Home Builders Association (NCHBA) is the largest home builders association in the country and the LEADING ADVOCATE for North Carolina building professionals. The 21st Century Building Expo & Conference (21CBEC) is the perfect opportunity for vendors to reach the building community in NC and the surrounding four (4) states.*

**for your business**



**T**radeshow are a crucial part of your marketing of a product or service as they allow you face-to-face contact between you, your customers and your products.

Like your product or service, you must market your trade show events to let your customers know the who, what, when and where of your plan. A complete tradeshow marketing strategy should cover pre-show, on-site and post-show solutions.

All of the time and energy spent developing products and services is wasted without the right marketing to promote your product and get the word out. Consider expanding your exposure and increasing your impact before, during, and after the show through targeted promotional opportunities, online, in print and in person.

Sponsorships at the tradeshow are the most cost-efficient method for completing your tradeshow marketing plan. The 21CBEC team is here to help you find the right opportunities at the show that will meet your goals for your exhibition, whether it's to launch a new product, create brand exposure or strengthen customer relationships. And we can work within the budget you have set for the show.

Contact Tracie Garrett at 800-662-7129 or [tgarrett@nchba.org](mailto:tgarrett@nchba.org) for more information.

# EDUCATION CONFERENCE

## Conference Luncheon Sponsor Package—\$7,500

By providing a free lunch card to all educational conference attendees on September 22—23, you can place your company's literature on tables in the luncheon area as well as signage.

Category exclusive sponsorship includes a 10 x 20 booth & logo recognition on conference luncheon information and in conference marketing materials.

*Co-sponsorships available at \$3,750 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 sponsorship includes a 10 x 20 booth & logo recognition on conference information. *Co-sponsorships available at \$5,000/day, but does not include booth space.*

## 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 4-Hour class—\$750
- NCBI 2-Hour class—\$500
- NCBI 2-hour Mandatory Class—\$500

Additional \$500 to be included on NCBI E-Blast to 26,000 Builder Qualifiers. Must be sponsoring a class to participate.

## 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 along with company literature posted in the break room. You will have the opportunity to have a company representative greet conference students as they enjoy a break from classes.

*Contact Tracie Garrett [tgarrett@nchba.org](mailto:tgarrett@nchba.org) for information on what is included in each sponsorship package or call 800-662-7129*

# BRAND VISIBILITY

## Registration Sponsor

**Exclusive at \$5,000**

Get your message out front and 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. 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

## Attendee Tote Bags

**Exclusive at \$1,500**

Attendees love the bags 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 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 all the attendees. Our most visible sponsorship, the lanyard sponsorship is certain to call attention to your company and draw additional buyers to your

## Product Focus—\$750/product

By calling attention to a specific item you are trying to sell, you can take the guess work out of the shopping process for your potential buyers, the 21CBEC attendees. A product focus sponsorship is one of the most comprehensive opportunities to have your product stand out. The product spotlight will include a product image, description and link to your product page on your website and be included on the 21CBEC website and on the Product Focus page in the On-Site Program Guide.

## Enhance Your Program Guide Listing with Your Logo—\$250

Your company name, booth number and a black & white logo will stand out in the 21CBEC Program Guide and on the 21CBEC website. Logo must be at least 300 dpi and sent in .jpg, .tif, .pdf or .eps

## Water Cooler Sponsor—\$650

Put your company name/logo on a water cooler to help keep the attendees & vendors refreshed.

## Bag Insert—\$1,000

Your promotional item or literature (8.5"x11" or smaller) will find it's way into each official tote bag. Subject to approval by 21CBEC team. Sponsor will be responsible in providing 2,000 bag inserts. Entice attendees to your booth by drawing their attention to a product launch, prize giveaway or service introduction.

## 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 you rescue Expo attendees from the dreaded "low battery" signal. Sponsorship includes signage onsite as well as logo recognition in relevant marketing materials.

## Banners-\$800

Banners can make that last impression as attendees enter to the Expo floor. Plus they are yours to keep. Make an impression with your company art & booth number to help attendees navigate to your booth.

*Contact Tracie Garrett [tgarrett@nchba.org](mailto:tgarrett@nchba.org) for more information or call 800-662-7129*

# PRINT MARKETING

## 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 the show's education program, exhibitor list (alphabetical and by product), trade show floor plan, special events, featured new products and more. Many attendees refer back to these guides over and over, long after the 21CBEC is over. Ads in the planner can drive attendees to our booth with special offers and incentives.

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

## Registration Badge—\$2,500 or co-sponsored at \$1,250 (category exclusive)

Every attendee must have a badge at the 21CBEC so your logo will be in the hands of every attendee. Increase brand recognition while driving traffic to your booth

## Registration Confirmation—\$1,500 (2 available)

This is a good way for a sponsor to get noticed because generally all attendees will open the confirmation to make sure their information is correct and print it as a reminder of the date, location and if they have registered for any classes.

# DIGITAL MARKETING

## 21CBEC Website Banner Ads—\$1,250 (4 available)

Banner ads are continual, impactful and budget-friendly ways to hit your audience. Banner ads are the most cost-effective way to build brand awareness, reach your customers and appear on different pages of the 21CBEC website. Your ad can drive traffic to your booth or your website.

## Check-in Kiosk Sponsorship—\$1,250 (1 available)

Remind attendees about your company one more time at the self-service check-in home screen

## Attendee E-Blasts

### **Sponsored E-Blast—\$1,000**

Reach all potential attendees before the show to drive traffic to your booth.

### **Shared E-Blasts—\$500 (8 available)**

This is an excellent marketing vehicle to reach the pre-registered attendees prior to the show. Some attendees even print the email to bring with them to ensure they add all the stops to their Exhibit Hall plan.

*Contact Tracie Garrett [tgarrett@nchba.org](mailto:tgarrett@nchba.org) for information or call  
800-662-7129*

# HOSPITALITY/NETWORKING

## Tuesday 21CBEC Kick-off Celebration on Expo Floor

**Time: 4:30 p.m.—6:30 p.m.**

- ⇒ **Craft Beer Kegs**—\$1,500 per keg (5 available) or Bottles in your booth
- ⇒ **Refreshment Package (snacks/finger foods, etc.)**—\$2,500 (2 available)

One of the best ways to network with those in the building industry is at the Kick-Off Celebration. Held on Tuesday, September 21 from 4:30 p.m.—6:30 p.m., this fun, well attended event will give educational conference students, or those who can't make it during the workday, a chance to visit the Expo floor and learn about all the new products & services available in 2021. 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.

## Tuesday's Grand Prize Giveaway—\$2,500

Be the exclusive provider of the Kick-off Prize! Winner will receive six Suite tickets to a Carolina Hurricane's game, two hotel rooms, parking pass and food & beverages while in the Suite.

## Wednesday Design House Breakfast Seminar (ticketed event)

**Time: 8:00 a.m.—10:00 a.m.**

**\$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!

## Wednesday Design House Luncheon Presentation (ticketed event)

**Time: 11:30 a.m. to 1:15 p.m.**

**\$20,000 exclusive or \$10,000 (category exclusivity—unlimited availability)**

*Co-sponsorships available at \$5,000 each Exclusive and category exclusive sponsor will receive a 10x20 booth or 10x10 booth respectively.*

*Speaker—TBD*

Sponsor will receive two tickets to the luncheon, recognition on 21CBEC website, in 21CBEC Program Guide, signage at show, on social media and on E-blasts promoting luncheon. Sponsor will also be able to distribute literature on chairs at luncheon and has the option to introduce the speaker.

Contact Tracie Garrett [tgarrett@nchba.org](mailto:tgarrett@nchba.org) for information or call 800-662-7129



# HOSPITALITY/NETWORKING

## Raffle Card Prize Participation—Wednesday

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 22 and must visit each of the 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 2021: \$2,500**

## Thursday High Production Builder Breakfast—Design House

Time: 8:00 a.m.—9:30 a.m.

**Co-Sponsored by:**



**\$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. Sponsorship includes a 10x10 booth and recognition wherever breakfast is promoted along with an opportunity to introduce speaker and your company.

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

## Coffee Break

\$750 for 100 coffee tickets (3 available)

Keep attendees fueled with a java jolt. They must come by the sponsors booth to collect their ticket which gives you the opportunity to collect lead information.

## Design House Seminars

*Schedule varies*

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

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

## COMPLETE BOOTH PACKAGE—\$2975

If you are going to exhibit, why not make it worth it? Our new booth package includes a 10x10 booth, 8' table, 2 chairs and waste basket, a 1/2 page black & white ad in the program guide, one shared E-Blast to pre-registered attendees and participation in the Raffle Card Prize drawing. **Savings—\$962**

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# SPECIAL EVENTS

## 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 22-23      Times: See Design House Schedule**

## 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.

**Location: Omni Hotel      Date: Wednesday, Sept 22      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 800-662-7129 or [mmullen@nchba.org](mailto:mmullen@nchba.org).

Contact Tracie Garrett [tgarrett@nchba.org](mailto:tgarrett@nchba.org) for information or call 800-662-7129



# 21CBEC Sponsorship and Marketing Registration

## 1. Select Sponsorship

<b>TOTAL</b>	<b>Educational Conference</b>
	Conference Lunch Package
	Educational Conference
	Individual Education Courses
	Notepads
	Coffee/Beverage Breaks
<b>TOTAL</b>	<b>Brand Visibility</b>
	Registration Area
	Lanyards
	Pens
	Attendee Tote Bags
	Banners
	Product Focus
	Enhanced Program Guide Listing
	Water Cooler
	Bag Insert
	Charging Station
<b>TOTAL</b>	<b>Print Marketing</b>
	Program Guide Ads
	Registration Badge
	Registration Confirmation
<b>TOTAL</b>	<b>Digital Marketing</b>
	21CBEC Website Banner Ads
	Check-In Kiosk
	Attendee E-Blasts <small>Sponsored Shared</small>
<b>TOTAL</b>	<b>Hospitality/Networking</b>
	Kick-off Celebration
	Grand Prize Giveaway
	Wednesday Breakfast Seminar
	Design House Lunch (Wed)
	Design House
	Design House Seminars
	High Production Builder Breakfast
	Coffee Break
<b>TOTAL</b>	<b>STARS</b>
	Distinguished Star (\$5000)
	Mega Star (\$2500)
	Super Star (\$1500)
	Shining Star (\$1000)
	Shooting Star (\$750)
<b>TOTAL</b>	<b>On-Site</b>
	Banners/Signs
	Complete Booth Package
\$	<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:

**E-mail to:** dalford@nchba.org - or - tgarrett@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, 2021**

**FOR NCHBA USE ONLY**

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

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