



2022 EXHIBITOR PROSPECTUS

21st Century Building Expo & Conference

The Southeast's Premier Event for Builders and Remodelers



**NEW
LOCATION**

October 18-20, 2022

Concord Convention Center
Concord, NC
@21CBEC



Presented by the North Carolina Home Builders Association

www.21buildingexpo.com

800-662-7129

email: tgarrett@nchba.org

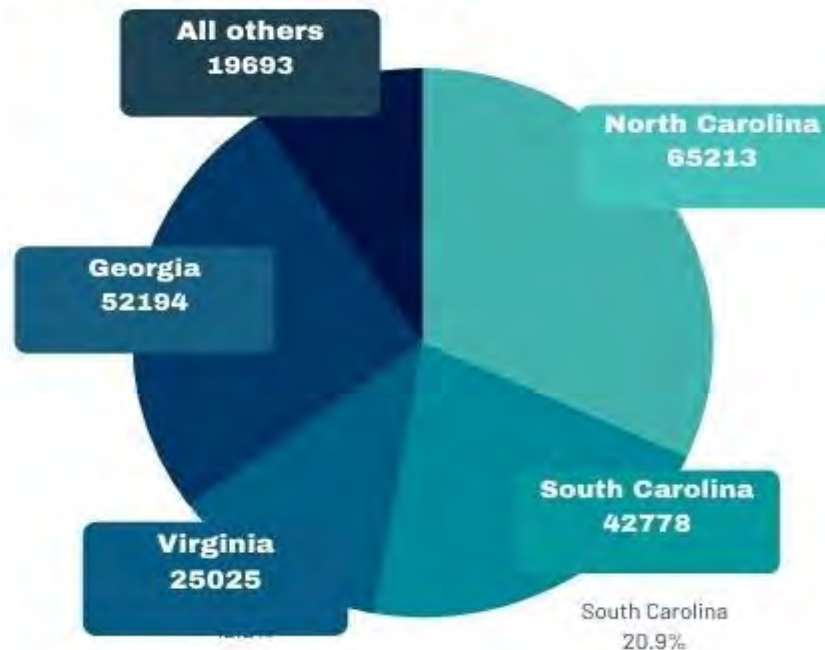
Why Exhibit?

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.

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



Permits pulled 2021



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.
- NC Builder Institute Education meets the requirements for the NC Licensing Board for General Contractors Continuing Education
- Trade contractors such as architects, plumbers, electrical contractors are reached

Top 6 Professional Disciplines



Exhibit Rates & Packages



EXHIBIT BOOTH RATES	
Deadline	Rate
Before June 1, 2022	\$2200 per booth
After June 1, 2022	\$2400 per booth


BOOTH ADD-ONS

Complete Booth Package— \$1200

Includes: Booth Furnishings (6' table, 2 chairs, wastebasket, 1/2 page b&w ad in program guide, one shared e-blast, and participation in the Grand Prize raffle.

Package/Features	Basic Free	Silver \$250	Gold \$500	Platinum \$900
Event Banner \$800 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 Use categories buyers search with	4	8	10	10
Online Product Photos Detailed descriptions, color images	2	4	6	Unlimited
Press Releases What's happening at your company	2	4	6	Unlimited
Show Specials Spotlight discounts/giveaways	1	3	5	Unlimited
Video Uploads Share your story through video			1	2

Enhanced Icons

-  Automatically pop to the top of the exhibitor list
-  Let potential buyers see your product through promotional videos
-  Promote show specials/ giveaways and welcome more traffic in your booth

SHOW GUIDE ADVERTISING

Exclusive Opportunities

Back Cover (color).....**SOLD**.....\$1500
 Inside Back Cover.. **SOLD**.....\$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.

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 12% off your space rental
- The Concord 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 (AGS)

Your exhibit space includes:

- Booth carpet
- One 7" x 44" booth identification sign displaying your company name and booth number
- Company and product listing in the 2022 Program Guide and Exhibitor Directory
- Discounted Exhibits Pass for your builder clients
- Exhibitor Online Service Kit
- Complimentary badges for booth personnel (4 per booth)
- 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

**Concord Convention Center
5400 John Q. Hammons Pkwy NW
Concord, NC 28027**

Important Hours for Exhibitors
(as of 5/4/2022)

Tuesday, October 18, 2022

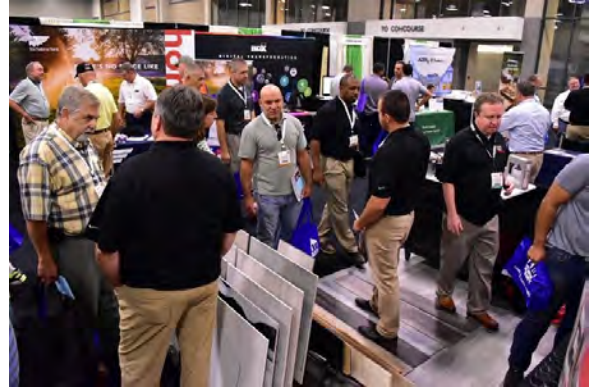
8:00 a.m. – 6:00 p.m. Exhibitor Move-In
6:30 p.m. – 10:00 p.m. STARS Awards

Wednesday, October 19, 2022

11:00 a.m. – 2:30 p.m. Expo Hall Open
12:15 p.m. – 1:30 p.m. Luncheon Presentation with Joe Theismann-(*ticketed event*)
4:30 p.m. – 7:00 p.m. Builders, Beer & Banter – Free Craft Beer, Refreshments

Thursday, October 20, 2022

9:30 a.m. – 2:00 p.m. Expo Hall Open
8:00 a.m. – 9:30 a.m. Housing Forecast Breakfast with NAHB Chief Economist – Rob Dietz (*ticketed event*)
11:45 a.m. – 1:00 p.m. Lunch Seminar – Speaker Announced soon (*ticketed event*)



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 Special Events
tgarrett@nchba.org
800-662-7129**

Building Community

Why tradeshow 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 tradeshow 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 tradeshow 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 tradeshow 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 tradeshow 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.



QUICK LINKS

[Virtual Floor Plan](#)

[FAQs](#)

[Purchase a Booth](#)

www.21buildingexpo.com/exhibit

For more information contact:
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