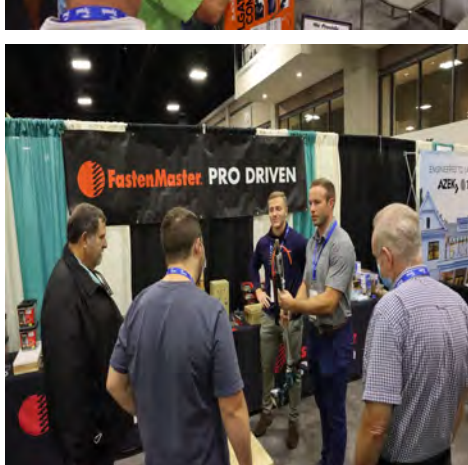




# 2022 EXHIBITOR PROSPECTUS

## 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](http://www.21buildingexpo.com)

800-662-7129

email: [tgarrett@nchba.org](mailto:tgarrett@nchba.org)

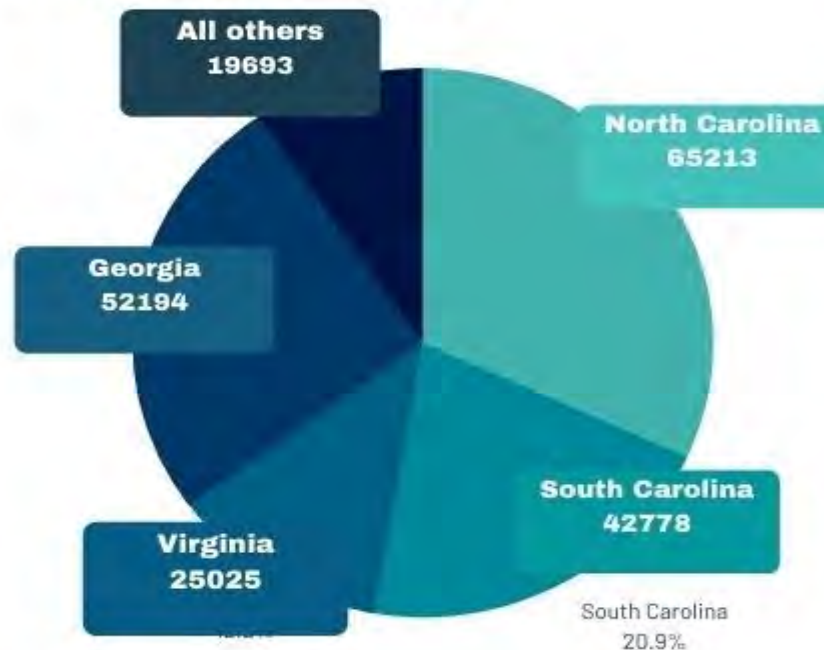
# Why Exhibit?

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
<b>Event Banner</b> \$800 value, offers you the most impressions				*
<b>Premium Placement</b> Top of the exhibitor list & search results			*	*
<b>Enhanced eBooth Icon</b> Show on floor plan & exhibitor list		*	*	*
<b>Product Categories</b> Use categories buyers search with	4	8	10	10
<b>Online Product Photos</b> Detailed descriptions, color images	2	4	6	Unlimited
<b>Press Releases</b> What's happening at your company	2	4	6	Unlimited
<b>Show Specials</b> Spotlight discounts/giveaways	1	3	5	Unlimited
<b>Video Uploads</b> 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.**

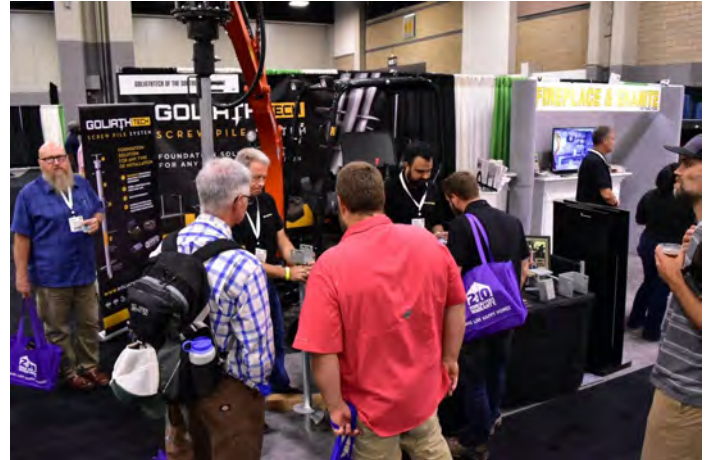
# Reserve your Space Today

## 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](mailto: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](http://www.21buildingexpo.com/exhibit)

For more information contact:  
Tracie Garrett  
Director of Exhibitor Services  
[tgarrett@nchba.org](mailto:tgarrett@nchba.org)  
800-662-7129