

2024 EXHIBITOR PROSPECTUS



The Carolina's Premier Event for Builders and Remodelers

**NOVEMBER 12 & 13, 2024
CONCORD CONVENTION CENTER**



Presented by the North Carolina
Home Builders Association



📞 703-927-9520
✉️ Debbie.DesRoches@naylor.com
🌐 www.21buildingexpo.com

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! Your attendance as an exhibitor positions your brand as a leader in the homebuilding industry.



If your goal is to build brand awareness, generate leads, or meet and greet old and new customers, the 21CBEC offers a relaxed, comfortable venue to introduce your products and services directly to our attendees. This is your opportunity to meet prospects face-to-face and to demonstrate and directly answer questions about your products and services.

Nearly 79% of the attendees are builders or remodelers. 60% make the majority of the purchasing decisions for their company and will buy products they have seen at the tradeshow within a year. The other half attend to keep up with trends, and even compare prices against the products they currently use. That means that if you are not there, they will be talking to your competitors.

We exhibited at the 21st Century Building Expo today in NC and I have to say we were so busy talking to Build-ers and Contractors about Unified Steel and Westlake Royal Roofing Solutions that we weren't able to get more pictures! Thank you to all that attended and to those who stopped back by the booth multiple times before they were able to learn more - Yes we were that busy!"

Matthew Harrison, Area Sales

EXHIBIT RATES & PACKAGES

REBOOK RATE		NEW RATES	
Period	Rate	Period	Rate
Before 10/5/23	\$1,750	Before 12/31/23	\$1,900
Before 12/31/23	\$1,900	1/1/24 - 3/31/24	\$2,200
1/1/24 - 6/1/24	\$2,100	4/1/24 - 6/1/24	\$2,300
After 6/1/24	\$2,300	After 6/1/24	\$2,500



BOOTH ADD-ONS

Complete Booth Package — \$1200

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



SHOW GUIDE ADVERTISING

Exclusive Opportunities

Back Cover (color)	\$1500
Inside Back Cover (color)	\$1300
Inside Front Cover	\$1300
Inside Center page	\$1000

Additional Opportunities

Full Page	\$675
Half Page	\$450
Quarter Page	\$225
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

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 2024 Program Guide and Exhibitor Directory
- Discounted Exhibits Pass for your builder clients
- Exhibitor Service Kit

Your exhibit space does not include:

- Booth furnishings
- Freight handling services
- Electricity
- Labor
- Lead Retrieval
- Internet

SCHEDULE AND LOCATION

Concord Convention Center
5400 John Q. Hammons Pkwy NW

Important Hours for Exhibitors

Tuesday, November 12, 2024

4:30 pm - 7 pm: Builders,
Beer & Banter - Free Craft Beer,
Refreshments

Wednesday, November 13, 2024

9 am - 2:30 pm: Expo Hall Open
6:30 pm- STARS Awards



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:

Debbie DesRoches
Project Manager

☎ (703) 927-9520

✉ Debbie.DesRoches@naylor.com

BUILDING COMMUNITY

Why tradeshow are still important to your potential

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

