



# The Premier Event

For Home Builders in the Carolinas

November 12-13, 2024

Embassy Suites/Concord Convention Center

ENGAGE WITH BUILDERS

## 2024 Marketing & Sponsorship Opportunities

*Marketing opportunities offered by the 21st Century Building Expo & Conference are designed to enhance your exhibit investment, create company awareness and drive traffic to your booth. With the wide range of options available for pre-show marketing as well as on-site marketing, there is definitely something to meet your marketing goals and fit your marketing budget.*

*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.*

# EDUCATION CONFERENCE

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

By providing a free lunch card to all educational conference attendees on November 12 & 13, 2024 you can place your company's literature on tables in the luncheon area as well as signage.

Category exclusive sponsorship includes an 8x10 booth & logo recognition on conference luncheon information and in conference marketing materials.

*Co-sponsorships available at \$3,750 but does not include booth space.*

**1 sold– 2 available**

## 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. **SOLD** **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 16 x 10 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 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
  - NAHB 16-Hour class—\$2,500
  - NAHB 8-Hour class—\$1,500
- 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 first.

## 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. **SOLD**

**Contact Debbie DesRoches at [Debbie.desroches@naylor.com](mailto:Debbie.desroches@naylor.com)  
or call 703-927-9520**

# 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 carry with them.

## Featured Product Spotlight -\$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 spotlight 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 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

## 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 1,500 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.

## Attendee Tote Bags Exclusive at \$1,500

Attendees love the bags and carry them throughout the Expo. You supply the logo 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 booth.

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# 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 August 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 \$1,300/each

## Registration Badge- \$2,500 or co-sponsored -\$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

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 opening. Some even will print the email to bring with them to ensure they add the stops to their Exhibit Hall plan.

**Contact Debbie DesRoches at [Debbie.desroches@naylor.com](mailto:Debbie.desroches@naylor.com)  
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# HOSPITALITY/NETWORKING

## 21CBEC Celebration

⇒ **Refreshment Package (snacks/finger foods, craft beer, etc.)—\$1,500 (4 available)**

One of the best ways to network with those in the building industry is at the 21CBEC Celebration. Held on Tuesday, November 12 from 4:30 p.m. — 7:00 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 2024. Provide cups or napkins with your logo for extra expo sure. 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.

**Location: Expo Hall    Date: November 12, 2024 Time: 4:30 p.m. to 7:00 p.m.**



Co-sponsored by:

2-10 Home Buyers Warranty

84 Lumber

Lowe's

PWSC

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# HOSPITALITY/NETWORKING

## Housing Forecast Breakfast

**\$5,000 (category exclusivity—unlimited availability)**

*Topic— Housing Economic Forecast*

*Speaker— Rob Dietz, Chief Economist, NAHB*

**Location: Concord I, Date: Wednesday, November 13 Time: 7:30—9:00 a.m.**



### **Co-Sponsored by:**

**Builders Mutual  
Dominion Energy  
Piedmont Natural Gas  
Truist**

## Raffle Prize Participation **Grand Prize in 2024: TBD** **Limited to 20 exhibitors at \$500 each (9 available)**

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 November 13 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!



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# SPECIAL EVENTS

## 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: Embassy Suites Concord**

**Date: Wednesday, November 13**

**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 Debbie DesRoches at [Debbie.desroches@naylor.com](mailto:Debbie.desroches@naylor.com)  
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# 21CBEC Sponsorship and Marketing Registration Form

## 1. Select Sponsorship

TOTAL	Educational Conference
	Conference Lunch Package
SOLD	Educational Conference
	Individual Education Courses
SOLD	Coffee/Beverage Breaks
TOTAL	Registration
SOLD	Registration Area
SOLD	Lanyards
SOLD	Pens
SOLD	Notepads
SOLD	Attendee Tote Bags
TOTAL	Print
	Program Guide Ads
	Featured Product Section
	Logo In Program Guide
TOTAL	Special Events
	21CBEC Celebration
	Housing Forecast Breakfast (Wed)
	Grand Prize Participation
TOTAL	STARS GALA
	Distinguished Star (\$5000)
	Mega Star (\$2500)
	Super Star (\$1500)
	Shining Star (\$1000)
	Shooting Star (\$750)
TOTAL	Online
	Website Home Page
	Online Attendee Registration
	E-mail Marketing
TOTAL	On Site
	Banners/Signs
	Charging Stations
	Booth furnishings
\$	GRAND TOTAL

## 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:

Fax to: (919) 676-0402    E-mail to: 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 August 1 2024**

FOR NCHBA USE ONLY

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

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