

2024 EXHIBITOR PROSPECTUS



North Carolina's Premier Event for Builders and Remodelers

**NOVEMBER 12-14, 2024
CONCORD CONVENTION CENTER**



*Presented by the North Carolina
Home Builders Association*



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🌐 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 12/31/23 | \$1,750 | Before 12/31/23 | \$1,900 |
| 1/1/24 - 6/1/24 | \$1,900 | 1/1/24 - 6/1/24 | \$2,300 |
| After 6/1/24 | \$2,100 | After 6/1/24 | \$2,500 |



BOOTH ADD-ONS

Complete Booth Package — \$1200

Save \$500!

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. *All package items available to be purchased a la carte.*

Booth Furnishings Package — \$250



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
- Customized passes for your builder clients
- Exhibitor Online 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

8:00 am - 4:00 pm

Move-in day for Exhibitors

4:30 pm - 7:00 pm

Builders, Beer & Banter

Wednesday, November 13, 2024

9:00 am - 2:30 pm

Exhibit Hall Open

2:30 pm - 6:00 pm

Exhibitor Move Out

6:30 pm - 10:00 pm

STARS Awards Gala



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

✉ debbie.desroches@naylor.com

BUILDING COMMUNITY

Why tradeshow are still important to your potential clients

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



ENGAGE WITH BUILDERS



The Premier Event For Home Builders in the Carolinas

November 12-14, 2024
Embassy Suites/Concord Convention Center

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 placing your company's literature on tables in the luncheon area and having signage, you can reach all educational conference attendees on November 12-14, 2024. Additionally, network with them during lunch for valuable connections and visibility.

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.

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

NAHB 16-Hour class—\$2,500

NCBI 2-Hour class—\$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.

BRAND VISIBILITY

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.

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—\$1,500
- Inside Back Cover Full Page (color) exclusive—\$1,300
- Inside Front Cover Full Page (color) exclusive—\$1,300
- Inside Back of Schedule Full Page (color) two—\$1,300/each

DIGITAL MARKETING

21CBEC Website Banner Ads—\$1,250

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

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.

HOSPITALITY/ NETWORKING

21CBEC Celebration

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

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

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

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 per-fect opportunity for you to talk to attendees and tell them how your product can help them!



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.

21CBEC Sponsorship and Marketing Registration Form

1. Select Sponsorship

| | |
|-------|----------------------------------|
| TOTAL | EDUCATIONAL CONFERENCE |
| | Conference Lunch Package |
| | Educational Conference |
| | Individual Education Courses |
| | Coffee/Beverage Breaks |
| TOTAL | REGISTRATION |
| | Registration Area |
| | Lanyards |
| | Pens |
| | Notepads |
| | 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 ☐ AmericanExpress

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**

FIR NCHBA USE ONLY

Date: Check#/CC: Amount:

Payee: