



The Carolinas

Premier Networking & Educational Event

November 4-6, 2025
Sheraton Imperial Hotel
Raleigh– Durham at RTP, NC

ENGAGE WITH BUILDERS

2025

Marketing & Sponsorship Opportunities

The 21st Century Building Expo & Conference offers exciting marketing opportunities to supercharge your exhibit investment, boost brand awareness, and drive traffic straight to your booth! With a variety of pre-show and on-site options, you'll find the perfect fit for your marketing goals and budget—making sure your company stands out in all the right ways!

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—\$10,000

By providing lunch to all educational conference attendees on November 4 - 6, 2025 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 \$5,000 but does not include booth space.

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. **This year**, many more builders will be in attendance as they work to complete their mandatory continuing education hours.

Category exclusive sponsorship includes an 8 x10 booth & logo recognition on conference information.

Co-sponsorships available at \$5,000 but does not include booth space.

Notepads & Pens—Exclusive at \$3,000

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. Sponsor will be responsible for providing notebooks.

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—\$850

* NCBI 2-Hour class—\$600

* NCBI 2-hour Mandatory Class—\$600

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 \$2,250 – exclusive at \$6,000 (3 days)

Keep the energy flowing and make your brand the highlight of the break! Sponsorships start at just \$2,250 for a single day or go all-in for exclusivity at \$6,000 for all three days. Refreshments will be served daily to educational conference attendees, and your company logo will be prominently displayed on signage in the break room. Plus, you can showcase your company literature and have a representative personally connect with students as they recharge. It's the perfect way to make a lasting impression while keeping the crowd refreshed!

**Contact Debbie DesRoches at Debbie.desroches@naylor.com
or call 703-927-9520**

BRAND VISIBILITY

Registration Sponsor Exclusive at \$7,500

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 for all of your note-taking. 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

Make it easy for potential buyers to find exactly what they're looking for with a Product Spotlight sponsorship! This is your chance to showcase a specific item and make it shine at the 21CBEC event. With a product image, description, and a direct link to your website, your spotlight will be featured on both the 21CBEC website and in the On-Site Program Guide. It's a fun, eye-catching way to ensure your product stands out and gets noticed!

Enhance Your Program Guide Listing with Your Logo—\$300

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

Place your promotional item or literature (8.5"x11" or smaller) directly into every official tote bag! Approved by the 21CBEC team, you'll need to provide 1,500 inserts. This is a great way to grab attendees' attention and entice them to visit your booth—whether it's for a product launch, prize giveaway, or new service announcement!

Charging Station on Expo Floor

\$2,500 (category exclusive) *Co-sponsorships available at \$1250 each*

Be the hero of the Expo! Sponsor the Charging Station in the NCHBA booth or education area and save attendees from the dreaded "low battery" panic. This high-traffic sponsorship ensures maximum exposure, with your logo featured on onsite signage and in key marketing materials.

Want to share the spotlight? Co-sponsorships are available for just \$1250 each. Keep attendees powered up and your brand in the spotlight! (Category exclusive.)

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Attendee Tote Bags Exclusive at \$1,500

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

Be the name everyone wears! Put your company front and center with the exclusive 21CBEC lanyard sponsorship. We'll distribute lanyards featuring your logo to every single Expo attendee, making your brand impossible to miss. This high-visibility sponsorship ensures your company stays top-of-mind and draws even more buyers straight to your booth. It's not just a lanyard—it's a walking billboard for your business!

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")—\$350
- Half Page (B/W 5" x 3.625"—————\$575
- Full Page (B/W 5" x 8"—————\$775
- Outside Back Cover Full Page (color) exclusive at \$1,700
- Inside Back Cover Full Page (color) exclusive at \$1,600
- Inside Front Cover Full Page (color) exclusive at \$1,600

Registration Badge — \$2,000 (category exclusive) (2 available)

Be unforgettable—put your brand in *everyone's* hands! Every attendee at the 21CBEC needs a badge, and with your logo on it, you'll be front and center all day long. This exclusive sponsorship is the ultimate way to boost brand recognition and drive attendees straight to your booth. It's not just a badge; it's your ticket to top-of-mind visibility! **1 SOLD**

Registration Confirmation— \$2,000 (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— \$1,350 (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

Make a lasting impression by reminding attendees about your company on the self-service check-in home screen! It's the perfect opportunity to keep your brand top-of-mind as they kick off their event experience!

Attendee E-Blasts/Sponsored E-Blast- \$1,200

Get ahead of the competition by reaching every pre-registered attendee before the show even starts! Our targeted e-blast will drive high-quality traffic straight to your booth, ensuring you're top of mind and ready to make an impact.

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
or call 703-927-9520**

HOSPITALITY/NETWORKING

21CBEC Celebration

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

Network with key players in the building industry at the 21CBEC Celebration on Tuesday, November 4, from 4:30 p.m. to 7:00 p.m.! This exciting event lets attendees explore the latest 2025 products and services while giving you prime exposure. Enhance your visibility with branded cups or napkins, plus logo recognition on event signage, website, and print materials. This sponsorship is your chance to put your company front and center!

Location: Expo Hall Date: November 4th, 2025 Time: 4:30 p.m. to 7:00 p.m.



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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

Date: Wednesday, November 5, 2025 Time: 7:30—9:00 a.m.

Kick off the day with exclusive insights at the NAHB Chief Economist Breakfast! Rob Dietz, a go-to expert on the U.S. economy, housing, tax, and trade policy, will deliver his latest take on the trends shaping the home building industry. From inflation to supply chain challenges, and a deep dive into state and national economic data, this session is packed with value.

Sponsor this sought-after event and put your brand at the table with industry leaders and decision-makers!



Raffle Prize Participation- \$600
Limited to 20 exhibitors (20 available)

Grand Prize in 2025: TBD

Want to make sure you connect with the majority of attendees? Join the Grand Prize Giveaway! On Wednesday, November 7th, attendees will receive a raffle card and must visit each exhibitor listed to collect special stamps for a chance to win. It's the perfect opportunity to engage with attendees and showcase how your product can make a difference for them!



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SPECIAL EVENTS

STARS Awards Gala

The STARS Awards celebrate the exceptional achievements of home building professionals across North Carolina, recognizing excellence in categories like marketing, sales, web design, architecture, landscape design, remodeling, and more. Local home builder associations are also honored for their contributions.

Sponsoring the STARS Awards Gala is the ultimate way to showcase your company to industry leaders, both in-person and through extensive pre- and post-event marketing. Boost your brand's visibility and connect with the influential professionals shaping the future of home building!

Location: Sheraton Imperial– Research Triangle Park

Date: Wednesday, November 7th **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 919-676-9090 or mmullen@nchba.org.



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21CBEC Sponsorship and Marketing Registration Form

1. Select Sponsorship

2. Enter Contact Information

TOTAL	Educational Conference
	Conference Lunch Package
	Educational Conference
	Individual Education Courses
	Coffee/Beverage Breaks
TOTAL	Registration
	Registration Area
	Lanyards
	Pens
	Notepads & Pens
	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 Station
	Booth furnishings
\$	GRAND TOTAL

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 2025

FOR NCHBA USE ONLY

Date: _____ Check#/CC: _____ Amount: _____

Payee: _____