

2025 EXHIBITOR PROSPECTUS

*North Carolina's Premier Event
for Builders and Remodelers*

NOVEMBER 4-6, 2025
RALEIGH, NC **New Location**
**SHERATON IMPERIAL HOTEL
AND CONVENTION CENTER**



*Presented by the North Carolina
Home Builders Association*



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🌐 www.21buildingexpo.com



BUILDING NEW HORIZONS

Connect, Learn, & Grow
at 21CEBC

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.

The 21st Century Building Expo & Conference attracts the Carolinas' most influential builders, developers, contractors, architects, and other housing industry professionals looking to grow their businesses. **With 800+ industry leaders expected**, this event offers an unmatched opportunity to gain cutting-edge insights, network with top professionals, and explore the latest innovations shaping residential construction. These high-volume buyers and senior decision-makers want to see, touch, test, and learn about the newest products and service solutions

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 Builders 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,
Westlake Royal Roofing Solutions**

EXHIBIT RATES & PACKAGES

REBOOK RATE		NEW RATES	
Period	Rate	Period	Rate
1/1/25 - 6/1/25	\$2,175	1/1/25 - 6/1/25	\$2,375
After 6/1/25	\$2,375	After 6/1/25	\$2,575



BOOTH ADD-ONS

Complete Booth Package — \$1,400

Save \$450

Includes: Booth Furnishings (6' table, 2 chairs, wastebasket, 1/2 page 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.*

PROGRAM GUIDE ADVERTISING

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 is a prime position to extend your presence at 21CBEC.

Exclusive Opportunities

Outside Back Cover (color)	Sold	\$1,700
Inside Back Cover (color)	Sold	\$1,600
Inside Front Cover		\$1,600
Inside Center page		\$1,109.50
Opposite Inside Front Cover		\$1,379.50
Opposite Table of Contents		\$1,269.50

Additional Opportunities

Full Page (color)	\$775
Half Page (color)	\$575
Quarter Page (color)	\$350
Directory Logo Enhancement	\$300

Digital Opportunities

Leaderboard	\$370.00
Rectangle	\$330.00
Sponsorship Max	\$280.00
Sponsorship	\$240.00
Floating Banner	\$210.00
Bellyband	\$190.00
Pop-Up Ad	\$110.00
Pop-Up Video	\$90

**Sponsorship Opportunities are Available.
Scan the QR Code or Visit:**

officialmediaguide.com/nchb/sponsorship/





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 \$200 off your space rental
- The Sheraton Imperial Hotel and 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
- 8' high drapery back wall (colors TBD) with 3' high drapery sidewall dividers
- 7'x 44' 2 line identification sign showing your company name and booth number
- 4 booth personnel badges per booth
- Company, booth and contact listing in the Official 2025 Program Guide and Exhibitor Directory
- Exhibitor Online Service Kit

Your exhibit space does not include:

- Booth furnishings
- Electricity
- Lighting
- Labor
- Rigging
- Compressed air
- Internet



SCHEDULE AND LOCATION

Raleigh, NC **New Location**
**Sheraton Imperial Hotel
and Convention Center**

Important Hours for Exhibitors

Tuesday, November 4, 2025

8:00 am - 4:00 pm: Move in and set up
Beer & Banter - Free Craft Beer,
Refreshments

Wednesday, November 5, 2025

9 am - 2:30 pm: Expo Hall Open
2:30 pm- 6pm: Exhibitors Move-Out

**Information on shipping can be found
in the Exhibitor Service Center (ESC).*



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:

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Project Leader

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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



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