



# 2010 21st Century Building Expo & Conference

## EXPOSITION INFORMATION

The 21st Century Building Expo & Conference is hosted by the North Carolina Home Builders Association, the largest home builders association in the country with over 16,000 members. The exhibitions industry is still, and will remain, the first method of choice in today's preferred marketing practices of brand engagement and highly-personalized, experiential exchange between seller and buyer. The 21st Century Building Expo & Conference is the place to showcase your products and services to the members of the building industry.

### *Decision Makers at the Expo*

Presidents, CEO's, Owners, Partners,  
Vice Presidents  
Construction Superintendents  
Sales & Marketing Reps

### *Invited Attendees Include:*

General Contractors	Architects
Home Builders	Engineers
Developers	Remodelers
Real Estate Professionals	Interior Designers
Subcontractors	

### *Quick Facts*

#### **2010 Show Dates & Hours**

**Sept. 15, 2010 • Move-In •**

8:00 a.m. – 6:00 p.m.

**Sept 16, 2010 • Expo Floor Open • 10:00 a.m.– 4:00 p.m.**

- **Dedicated Floor Hours •**  
11:30 a.m.-2:00 p.m.

**Sept 17, 2010 • Expo Floor Open • 9:30 a.m.– 3:30 p.m.**

- **Dedicated Floor Hours •**  
11:30 a.m.-2:00 p.m.

### *Reasons to Exhibit*

- Attendees will be leading the industry recovery, the ones who need your products and services
- Direct contact with targeted audience from NC, SC, TN, VA and GA.
- Our nationally-recognized speakers will lead intensive training courses and hard-hitting educational seminars for the attendees looking for winning strategies.
- Ample opportunities for exhibitors to mix and mingle with attendees, whether at the Golf Tournament, STARS Awards or the Builder Blast.
- Maximum time allowed for the education attendees to visit the Expo floor, which is also the site for the Educational Attendee Luncheon.
- Show affordability due to the convenient location, right-to-work facility and reasonably priced hotels.
- Promote brand awareness in the industry.
- Large volume builders & CEO's entertained with a breakfast and guest speaker before being led to the Expo floor.
- Expand into new niche markets.
- Generate qualified leads & expand customer base.
- Introduce new products & services to industry decision makers.

### *Booth Information & Rates*

- All booths are 10'x10' or multiple increments of 10'x10'.
- Regular rate fee is \$1,800 per 10'x10' booth — a 50% deposit is due within fourteen (14) days of receipt of contract, and full payment must be received by May 31, 2010.
- Late registration fee begins after May 31, 2010 and is \$2,000 per 10'x10' booth and must be paid in full within fourteen (14) days of receipt of contract.
- Booths come with a two line ID sign, an 8-foot back wall and 3-foot side walls.
- Company & product listing in the official 21CBEC Show Guide and complimentary Virtual Floor Plan Listing.
- Unlimited free Expo floor passes for your customers.
- Online Exhibitor Service Kit.
- Additional complimentary exposure in *NC Builder* magazine (circulation 18,000+).