

21st Century Building Expo & Conference

Charlotte Convention Center | Charlotte, NC

Educational Conference: September 26-28, 2012

Expo Floor Open: September 27-28, 2012

**THE
BEST
INVESTMENT**

2012 Sponsorship & Marketing Opportunities

Learn how to make the most of your investment at the 21st Century Building Expo & Conference with these opportunities for building your brand, increasing company awareness and supporting the housing industry in general.



**in
your
company**

Sponsorship & Marketing Opportunities At-A-Glance

A more detailed explanation is included on the following pages.

Sponsorship	Exclusive Sponsorship Cost	Co-Sponsorship
Exhibitor Packages		
Blue Print	\$3,500	
Lay the Foundation	\$5,200	
Raise the Roof	\$9,000	
Educational Conference		
Conference Luncheon	\$10,000	\$5,000
Entire Educational Conference	\$10,000	\$5,000
Individual Education Courses	Varies according to length of course	
Coffee/Beverage Breaks	\$5,000	\$2,000/day
Registration		
Registration Desk	\$5,000	
Lanyards	\$1,500	
Bags	\$1,500	
Pens	\$1,000	
Print		
Program Guide Ads	Varies according to ad size	
Featured Product Section in Program Guide	\$750	
Logo in Program Guide	\$250	
Special Events		
Builder's Beer Garden	\$10,000 exclusive	Keg—\$1,500 each Snacks—\$2,500 each
Winner's Circle	\$1,750	
High Production Builder Breakfast	\$5,000	
Exhibitor's Lounge	\$3,500	\$1,500
Expo Golf Tournament	\$5,000—Overall Sponsor	\$2,500 each Hole Sponsor—\$250 Beer Cart—\$300/each
STARS Awards Gala	Varies according to package selected	
Online		
Website Home Page	\$1,500 (3 available)	
Online Attendee Registration Pages	\$1,000 (4 available)	
E-mail Marketing	\$500/each or \$2,000 for five	
On-Site		
Banners	Varies according to size	
Water Stations	\$1,000	\$500

Attention Marketing & Sales Directors!

Marketing opportunities offered by the 21st Century Building Expo & Conference deliver visibility and impact. By becoming a 21CBEC sponsor, you are making a commitment to the housing market in the Southeast, while enhancing your visibility among the industry's most influential business leaders.

To have your company noticed at the 21CBEC requires more than reserving a booth and just showing up. Year after year the most successful exhibitors use pre-show and on-site marketing to drive the buyers to their booth. With the wide range of options available, there is something to meet your marketing goals and fit your marketing budget.

Don't forget, we customize packages to meet your needs. Let the 21st Century Building Expo & Conference be your opportunity to accomplish your sales goals.

For more information, contact Heather Massengill at 800-662-7129 or hmassengill@nchba.org.

Exhibitor Packages

Take advantage of these special packages and get more bang for your buck!

Blue Print Package— \$3,500

- 10 x 10 booth (\$2,000 value)
- Deluxe or superior banner (\$750 value)
- 1/2 page b/w ad in Show Guide (\$400 value)
- Logo, website link, and short message (75 characters) on one eblast (\$500 value)
- Participation in both days of Grand Prize (\$550 value)

Lay the Foundation Package—\$5,200

- 10 x 20 booth (\$4,000 value)
- Deluxe or superior banner (\$750 value)
- 1/2 page b/w ad in Show Guide (\$400 value)
- Logo, website link, and short message (75 characters) on one eblast (\$500 value)
- Participation in both days of Grand Prize (\$550 value)

Raise the Roof Package—\$9,000

- 20 x 20 booth (\$8,000 value)
- Deluxe or superior banner (\$750 value)
- 1/2 page b/w ad in Show Guide (\$400 value)
- Logo, website link, and short message (75 characters) on one eblast (\$500 value)
- Participation in both days of Grand Prize (\$550 value)

EDUCATION CONFERENCE

Conference Luncheon Sponsor Package—\$10,000

Provide a free lunch to all educational conference attendees Sept. 27 & 28. Company name and logo on tent card at each table, plus include your company's literature on tables.

Exclusive sponsorship includes a 10 x 20 booth.

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

Educational Conference Sponsor Package—\$10,000

Show your commitment to education in the building industry. Distribute literature in each classroom.

Exclusive sponsorship includes a 10 x 20 booth.

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

1 SOLD!
Builders Mutual
Insurance Co.
(co-sponsorship)

Individual Education Courses

Sponsor an individual North Carolina Builder Institute or NAHB class or a general session seminar. Your company name and logo will be included on signage in the classroom.

- NCBI 8-Hour class—\$1,500
- NCBI 4-Hour class—\$750
- NAHB 8-Hour class—\$2,000
- NAHB 16-Hour class—\$3,000
- General Session Seminars—\$500

Educational Conference Coffee/Beverage Break Sponsorships

Sponsorships begin with 1-day at \$2,000 – exclusive at \$5,000 (3 days) Break services are set up each day for educational conference attendees. Get your company logo on signage posted in the break room each day and you will have the opportunity to have a company representative greet conference students as they enjoy refreshments.

REGISTRATION

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 display your logo and message on banners and signage that each attendee will see as they stop by registration.

Bag Sponsor

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 thousands of attendees.

Pens

Exclusive at \$1,000

21CBEC will distribute pens you supply 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.

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 Expo attendees. Our most visible sponsorship, the lanyard sponsorship is certain to call attention to your company and draw additional buyers to your booth.

SOLD!
**Builders Mutual
Insurance Co.**

PRINT

Program Guide Ads

The official Program Guide is the number one on-site and post-show resource for 21CBEC attendees. With more than 3,000 readers, the Program Guide features exhibit floor plans, exhibitor lists (alphabetical and by product), seminar and workshop schedules, special events and other helpful information.

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.

- Quarter Page (B/W 2.4375" x 3.625")—\$250
- Half Page (B/W 5" x 3.625")—\$400
- Full Page (B/W 5" x 8")—\$650
- Outside Back Cover Full Page (color) exclusive at \$1,500 **—SOLD!**
- Inside Back Cover Full Page (color) exclusive at \$1,300
- Inside Front Cover Full Page (color) exclusive at \$1,300

Featured Product Section in Program Guide—\$750/product

Feature a product of your choice in this special section of the program guide. For just \$750, we will include a photo and 75 word description of your product. Photo must be black/white. A maximum of 6 products will be featured, so sign up now!

Enhance Your Program Guide Listing with Your Logo—\$250

Your company name, booth number and a black & white logo will be listed in the Enhanced Exhibitors section. Logo must be at least 300 dpi and sent in .jpg, .tif, .pdf or .eps file. Must be at least 1" x 1".

SPECIAL EVENTS

Builders Beer Garden—5 p.m.–7 p.m. on Thursday, Sept. 27

The extended Expo Floor hours on Thursday will give educational conference students or those who couldn't make it during the work day another chance to visit the Expo. Provide cups or napkins with your logo for extra exposure. Name/logo recognition on signage.

Exclusive—\$10,000. Includes logo on floor near beer garden.

Beer Garden—\$1,500 per keg (3 available)

Snacks (chips, pretzels, dips, etc.)—\$2,500 (2 available)

Winner's Circle

\$1,000 plus \$750 in gift cards

Donate thirty \$25 gift cards to the place of your choice to be given out as thank you gifts to those participating in the Winner's Circle. Reach builders and remodelers with your name!

High Production Builder Breakfast

\$5,000 (category exclusivity)

By special invitation only, owners, presidents and CEOs of high production building companies across the Southeast will attend this informative breakfast meeting on Thursday, September 27, 2012.

Exhibitor's Lounge

Exclusive Sponsor at \$3,500; Co-sponsorships at \$1,500.

If you are interested in putting your name on a beverage break service or lunch for those working behind the scenes contact us now.

21CBEC Golf Tournament

Sponsor a portion of the 21CBEC Golf Tournament, held on Wednesday before the Expo Floor opens the following day. This event attracts builders and exhibitors for a morning of relaxation before the Expo begins!

- **Hole sponsors—\$250**
- **Beer carts—\$500/cart**
- **Tournament Sponsor—\$5,000— **SOLD!** Builders Mutual Insurance Co.**
- **Lunch Sponsor—\$2,500**

STARS Awards Gala

Celebrate the best of the building industry during our annual STARS Awards Gala, honoring NAHB members for projects in 48 categories including marketing/advertising, best remodel, best floor plan, special projects and more. Packages available include:

- **Media Presentation—\$5,000**
- **Mega Star—\$2,500**
- **Super Star—\$1,500**
- **Shining Star—\$1,000**
- **Shooting Star—\$750**

Contact Kathryn Atkinson for more information on the STARS Awards Gala and what is included in sponsorship packages.

ONLINE

Website Home Page Advertising

Your advertisement will appear on the heavily used www.21buildingexpo.com home page where visitors can find seminar scheduling, schedule-at-a-glance and online registration. Thousands of hits each year! Advertising on this page is limited to three positions. Available at \$1,500.

Online Attendee Registration Advertising

Each time someone registers online, they go through multiple screens to fill out their online registration form, resulting in repeated multiple exposures for your company. Online attendee registration advertising is limited to four advertisers. Available at \$1,000.

E-mail Marketing

Include your logo, website link and a short message (75 characters) on our e-mail

ON-SITE

blasts to potential Expo attendees. \$500/e-mail or \$2,000 for five e-mails.

Banners and Signs

Overhead banners and signs can make a lasting impression on the thousands of builders who pass through the Expo floor. Lead them to your booth by hanging a directional sign on your aisle. In addition, the escalators leading to the Expo floor as well as locations throughout the Main Concourse make a great presentation of your company name and help drive traffic to your company's booth. You supply the art.

- Premium Aisle Signs \$750 (1 ad per aisle, double-sided)
- Deluxe Banners \$750 (4 available beside escalator to Expo Floor)
- Exclusive Banner \$800 (1 available over escalator to Expo Floor)
- Superior Banners \$750 (5 available on Main Concourse in various locations)

Water Stations on Expo Floor

Exclusive at \$1,000/co-sponsorships at \$500

Sponsor the four water stations strategically located around the Expo Floor. Expo attendees will enjoy a refreshing drink as they visit the exhibits. Includes signage at

CUSTOM

each station.

21st Century Building Expo exhibitors have the opportunity to have Expo staff customize a promotional package for them. Our staff has specialized knowledge of the Expo and familiarity with the Charlotte Convention Center to help your company develop an effective, customized sponsorship and/or marketing plan.

21CBEC Sponsorship and Marketing Registration Form

1. Select Sponsorship

✓	Exhibitor Packages
	Blue Print
	Lay the Foundation
	Raise the Roof
✓	Educational Conference
	Conference Luncheon
	Entire Educational Conference
	Individual Education Courses
	Coffee/Beverage Breaks
✓	Registration
	Registration Desk
	Lanyards
	Bags
	Pens
✓	Print
	Program Guide Ads
	Featured Product Section in Program Guide
	Logo in Program Guide
✓	Special Events
	Builder's Beer Garden
	Winner's Circle
	High Production Builder Breakfast
	Exhibitor's Lounge
	Expo Golf Tournament
	STARS Awards Gala
✓	Online
	Website Home Page
	Online Attendee Registration Pages
	E-mail Marketing
✓	On-Site
	Banners
	Water Stations

2. Enter Contact Information

First Name: _____ Last Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Twitter: _____ Facebook: _____

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 No. : _____ Expiration Date: _____

Card issued to: _____

Signature: _____

Amount Authorized to be Charged: _____

4. Return via:

Fax to: (919) 676-0402 **E-mail to:** hmassengill@nchba.org
Mail to: 21st Century Building Expo, PO Box 99090, Raleigh, NC 27624

Promotions for the 21CBEC include company recognition on all promotional and direct mail pieces sent to over 150,000 housing industry professionals.
Deadline for printing of promotional and direct mail pieces is February 27, 2012.

----- **FOR NCHBA USE ONLY** -----

Date Rec'd: _____ Check#/Credit Card: _____ Amount Rec'd _____

Payee: _____