

JOIN US!



July 12-15, 2022
Hilton Anatole Dallas

Show Management:
Texas Association of Builders
www.TexasBuilders.org



Is Your Targeted Audience Builders / Remodelers in the State of Texas?

Connect Now!

www.SunbeltBuildersShow.com
#SBS2022

Create an excellent advantage for your company!

Get your company in front of thousands of residential construction professionals across the state of Texas. Spend a portion of your marketing dollars with the Sunbelt Builders Show™ and know that your company will get well-deserved recognition and marketing benefits in preparation and at the largest residential construction trade show in the Southwest.

Angelica Stehling, Director of Events and Partnerships

Texas Association of Builders

Phone: (512) 476-6346

Email: Angelica@TexasBuilders.org



SUNBELT BUILDERS SHOW™

BOOTH INVESTMENT / MARKETING EVENTS

TRADE SHOW DAYS JULY 13 & 14, 2022

Booth Space Investment:

- In-Line Booth: \$2,600 per 10' x 10' booth
- Corner Booth: \$3,000 per 10' x 10' booth
- Premier Booth: \$3,400 per 10' x 10' booth
- **Members Receive \$400 off per 10x10 booth**

Booth Space Includes:

- Listing on website and in noted items below
- Four (4) complimentary exhibitor badges per 10'x10' booth
- 7"x44" company name sign and 8' rear and 3' side pipe with drapery
- Additional badges are \$50 and \$75 each, pending on dates purchased

Pre-Show Exposure included in booth price

- Company profile and booth location will be listed on the Sunbelt website which receives thousands of hits monthly
- Company listing in Sunbelt Special Edition of *Texas Builder* magazine – July/August 2022 Issue – subject to April 14, 2022, timeline
- 50% discount passes for your builder / remodeler clients upon request
- Complimentary pre-Show registration list to promote your products before the Show (mailing info only)
- Media and social networking opportunities and exposure at Sunbelt Committee Meetings

On-site Exposure included in booth price

- Company description listing in the on-site Show Guide
- Networking throughout the Show schedule and hotel and opportunities to purchase tickets and attend social events
- Opportunities for your own meetings and parties - must gain approval of Show management

Post-Show Exposure included in booth price

- Electronic Show Guide used year-round by attendees
- Complimentary post-Show mailing list to promote your products after the Show
- Complimentary Show summary and demographic reports

2022 Sunbelt Builders Show™ Glimpse of Sponsor Levels

Sponsor Level	Presenting	Wednesday Keynote	Thursday Keynote	Education Center	Show Bags	Show Lanyards	Food & Beverage	Booster Club	Friend of Sunbelt
Sponsor Investment (Availability)	\$35,000 (3 available – 1 confirmed)	\$30,000 (Sold-out)	\$30,000 (1)	\$25,000 (1)	\$7,500 (Sold-out)	\$7,500 (Sold-out)	\$5,000 (6)	\$3,000 (Unlimited)	\$250 (Unlimited)
Special	Product Category Exclusivity	Exclusive Sold-Out	Exclusive	Exclusive	Exclusive Sold-out	Exclusive Sold-out	3 each day	Unlimited	Builder or Remodeler Only
Sunbelt Booth included	20x20	10x20	10x20	10x30	Must purchase booth	Must purchase booth	Must purchase booth	No booth purchase necessary	No booth purchase necessary
Sunbelt Website	Logo/Link: footers & sponsor section; logo in exhibitor listing	Logo/Link: footers & sponsor section; logo in exhibitor listing	Logo/Link: footers & sponsor section; logo in exhibitor listing	Logo/Link: sponsor area	Logo in sponsor area	Logo in sponsor area	Logo in sponsor area	Name in sponsor area	Name in sponsor area
<i>Texas Builder Magazine 2022</i> available issues	Logo in all Sunbelt ads	Logo in all Sunbelt Ads	Logo in all Sunbelt ads	Logo in all Sunbelt ads	Name in all Sunbelt ads	Name in all Sunbelt ads	Name in select ads	Name in select ads	N/A
Email Marketing Pieces	Logo in all pieces	Logo in all pieces	Logo in all pieces	Logo in all pieces	Logo/Name in select pieces	Logo/Name in select pieces	Name in select pieces	Name in select pieces	N/A
Sunbelt Registration site	Logo: registration site & all email notifications	Logo: registration site & all email notifications	Logo: registration site & all email notifications	N/A	N/A	N/A	N/A	N/A	N/A

* - artwork by sponsoring company based on specifications and timeline provided by Show Management

2022 Sunbelt Builders Show™ Glimpse of Sponsor Levels

(continued benefits)

Sponsor Level	Presenting	Wednesday Keynote	Thursday Keynote	Education Center	Show Bags	Show Lanyards	Food & Beverage	Booster Club	Friend of Sunbelt
Sponsor Investment (Availability)	\$35,000 (3 available – 1 confirmed)	\$30,000 (Sold-out)	\$30,000 (1)	\$25,000 (1)	\$7,500 (Sold-out)	\$7,500 (Sold-out)	\$5,000 (6)	\$3,000 (Unlimited)	\$250 (Unlimited)
Sunbelt App	Ultimate Listing & Sponsor Section *	Ultimate Listing & Sponsor Section *	Ultimate Listing & Sponsor Section *	Ultimate Listing & Sponsor Section *	Logo & Contact info in Sponsor Section	Logo & Contact info in Sponsor Section	Logo & Contact info in Sponsor Section	Name & Contact info in Sponsor Section	Name in Sponsor Section
Statewide BOD & Sunbelt Cmte Meetings	All meetings	All meetings	All meetings	All meetings	All meetings	All meetings	All Meetings	Sunbelt Committee Meetings	Sunbelt Committee Meetings
Free VIP Codes to invite clients	35	30	30	25	8	8	5	N/A	N/A
TABloid (monthly digital newsletter)	Company Logo with Sunbelt info	Company Logo with Sunbelt info	Company Logo with Sunbelt info	Company Logo with Sunbelt info	N/A	N/A	N/A	N/A	N/A
Group Email to Registrants	Yes *	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Social Media Post	Individual artwork and company verbiage *	Recognition with Posts about speaker	Recognition with Posts about speaker	Recognition with posts about education	N/A	N/A	N/A	N/A	N/A

* - artwork by sponsoring company based on specifications and timeline provided by Show Management

2022 Sunbelt Builders Show™ Glimpse of Sponsor Levels

(continued benefits)

Sponsor Level	Presenting	Wednesday Keynote	Thursday Keynote	Education Center	Show Bags	Show Lanyards	Food & Beverage	Booster Club	Friend of Sunbelt
Sponsor Investment (Availability)	\$35,000 (3 available – (1 confirmed)	\$30,000 (Sold-out)	\$30,000 (1)	\$25,000 (1)	\$7,500 (Sold-out)	\$7,500 (Sold-out)	\$5,000 (6)	\$3,000 (Unlimited)	\$250 (Unlimited)
Social Media Post	Individual with artwork and company verbiage *	Recognition with Posts about speaker	Recognition with Posts about speaker	Recognition with posts about education	N/A	N/A	N/A	N/A	N/A
Wednesday Keynote	Stage walk; Logo in PowerPoint loop; 1 minute video in loop; VIP seating *	Stage walk; Logo in PowerPoint loop; 1 minute video intro; Introduce Speaker; VIP seating *	Logo in PowerPoint loop; VIP Seating	Logo in PowerPoint loop; 1 minute video in loop; VIP seating and verbal recognition *	Logo in PowerPoint Loop	Logo in PowerPoint Loop	Logo in PowerPoint Loop	Logo in PowerPoint Loop	Builder / Remodeler Name in PowerPoint Loop
Thursday Keynote	Logo in PowerPoint loop; VIP Seating	Logo in PowerPoint loop; VIP Seating	Logo in PowerPoint loop; 1 minute video intro; Introduce Speaker; VIP seating *	Logo in PowerPoint loop; VIP Seating	Logo in PowerPoint Loop	Logo in PowerPoint Loop	Logo in PowerPoint Loop	Logo in PowerPoint Loop	Builder / Remodeler Name in PowerPoint Loop
Show Guide	Full Page Ad & more *	Full Page Ad & more *	Full Page Ad & more *	Full Page Ad & more *	Half Page Ad & more *	Half Page Ad & more *	Half Page Ad & more *	Name recognition	Name recognition
Individual Window Cling	3'x3' Cling *	3'x3' Cling *	3'x3' Cling *	2'x2' Cling *	1'x1' Cling *	1'x1' Cling *	1'x1' Cling *	N/A	N/A

* - artwork by sponsoring company based on specifications and timeline provided by Show Management

2022 Sunbelt Builders Show™ Glimpse of Sponsor Levels

(continued benefits)

Sponsor Level	Presenting	Wednesday Keynote	Thursday Keynote	Education Center	Show Bags	Show Lanyards	Food & Beverage	Booster Club	Friend of Sunbelt
Sponsor Investment (Availability)	\$35,000 (4)	\$30,000 (sold-out)	\$30,000 (1)	\$25,000 (1)	\$7,500 (Sold-out)	\$7,500 (Sold-out)	\$5,000 (6)	\$3,000 (Unlimited)	\$250 (Unlimited)
Onsite Signage	Prominent Logo on Welcome Directional signs, Sunbelt Entrance Unit, Sunbelt Reg Area & Exhibitor Locator Map and Overall sponsor Window Cling	Prominent Logo on Welcome Directional signs, Sunbelt Entrance Unit, Sunbelt Reg Area & Exhibitor Locator Map and Overall sponsor Window Cling	Prominent Logo on Welcome Directional signs, Sunbelt Entrance Unit, Sunbelt Reg Area & Exhibitor Locator Map and Overall sponsor Window Cling	Prominent Logo in Education Center and Banner, On AV Holding slide between education sessions and Overall sponsor Window Cling	Logo on Bags in Reg Area (co-branded with Sunbelt logo), Logo on individual sign, logo on overall sponsor window cling	Logo or Name on Lanyards (co-branded with Sunbelt name or logo); Logo on individual sign, logo on overall sponsor window cling	Logo on individual sign at selected food/beverage station; logo on overall sponsor window cling	Logo on Overall Sponsor window cling	Name on Sign
Add'l Exhibit Comp. Rep Badges	8	8	8	8	4	4	4	4 (Non-Exhibiting Passes)	1
HOME PAC FUNdango Event	8 tickets	4 tickets	4 tickets	4 tickets	N/A	N/A	N/A	N/A	N/A
Post-Event Email	Logo/Link	Logo/Link	Logo/Link	Logo/Link	Logo	Logo	Name	Name	N/A
Additional	Call	Call	Call	Call	N/A	N/A	N/A	N/A	N/A

* - artwork by sponsoring company based on specifications and timeline provided by Show Management

Show Guide

Company must purchase at least a 10'x10' booth to participate in these advertising options and company must provide the artwork for the Show Guide based on the specifications and timeline provided by Show Management.

The artwork will be due by June 10, 2022

Sunbelt Show Guide – hard copy printed for on-site, digitized and viewable on Sunbelt website

- Show Guide Outside Back Cover - \$2,250 – **sold-out**
- Show Guide Inside Back Cover - \$1,950
- Show Guide Inside Front Cover - \$1,950 – **sold-out**
- Show Guide Full Page - \$1,300
- Show Guide ½ page - \$700
- Logo included with exhibitor listing in the Show Guide- \$250

Show Demonstrations (Onsite & Virtual Series)

*Company must purchase at least a 10'x10' booth to participate in these options
One company per demo session; one product type per series. **Proposal submissions: Now – February 4, 2022**
All demos to be approved by Show Management and follow Exhibit Rules and Regulations
Demos are to be informative, educational and interesting; Not a sales pitch or product comparison.*

Entry proposal link here:

https://docs.google.com/forms/d/e/1FAIpQLSfyc6o3v8NY77aTHBbfHcnuUtJhj1RE2hNzuT2vdd3KVGvMww/viewform?usp=sf_link

Onsite Demonstration Sessions - \$1,000 (8 available)

Allow time for Q&A; invite the viewers to visit you at your booth for more information. Marketing benefits include exposure in:

- Online Show Schedule
- Online Registration Selections where registrants will see Company's name and session description and have an opportunity to select if they are interested
- Promotions of Demonstration Schedule and Sessions
- Social Media Post tagging the Company's provided hash tag
- Sunbelt Builders Show™ Guide Schedule and Mobile App
- Signage in the Demonstration Area

Virtual Webinar Demonstration Sessions - \$2,500 (2 available; one in July and one in August)

Session Platform: Zoom (can be live or pre-recorded) and Facebook Live (if applicable)

Rehearsal and all supplemental documents must be submitted to Show Management for approval: One week prior to the session, 9 a.m. – 3 p.m.

- Show Management will:
 - a. Schedule marketing emails and session within the Sunbelt marketing timeline. Call to schedule production and launch.
 - b. Advertise/market to Sunbelt registrants and past attendees, TAB members and contacts lists the company would like to include (if desired).
 - c. Facilitate a session practice and live session on Zoom and Sunbelt Facebook Live platforms.
- Your company information will be visible to thousands of industry professionals giving you great company exposure:
 - a. Email notice/invitation/save the date with your company logo, session information and Zoom registration link.
 - b. Email day before with your company logo and session information: reminder to attend/register.
 - c. SBS Facebook, Twitter, LinkedIn page session promo.
 - d. Sunbelt Builders Show & Texas Association of Builders Website promo - Session description with link to register and link to graphic
- Post event: Sessions will be recorded and available on the Texas Builders YouTube page and Sunbelt social media platform:
 - a. Recording will be linked to Sunbelt session description.
 - b. Thank you email to all registrants.

Electronic Advertising for Sunbelt Builders Show™ Exhibitors

*Company must purchase at least a 10'x10' booth to participate in these advertising options
Emails and posts will be scheduled according to Sunbelt's marketing timeline and are offered first come, first served
Artwork to be completed by Company; launch and posts to be completed by Show Management on behalf of Company*

Exhibiting Company Description Logo Upgrade - \$100

- Logo added to Website Floor Plan description info
- Logo visibility starts immediately upon payment in full
- One logo per exhibiting company
- Logo will be added to company's website description listing
- Allowable file upload types: gif, jpeg, png, pdf, eps
- File size: 250KB or smaller

Exhibitor Sponsored Social Media Post \$300

(1 per week starting May 1, 2022)

- One company per post.
- Exclusive promotional post to be launched on Sunbelt's Social media platforms by Show Management on behalf of company
- Artwork to be provided by the company based on submitted specifications one-week prior distribution.
- Image or text should reference booth number and participation in the Show
- Twitter Text - Up to 240 characters; URL to be provided in that character limit
1024x627 pixel image, JPEGs ONLY (artwork to be provided by advertiser and subject to TAB approval)
- Facebook Text - Up to 400 characters; URL to be provided in that character limit
1200x630 pixel image, JPEGs ONLY (artwork to be provided by advertiser and subject to TAB approval)
- Company to provide Hashtags and social media tags to include in post
- File size: 250KB or smaller

Keynote Session Advertisement - \$300

- Visibility July 13– 14 during Keynote Sessions Big-Screen Presentations
- One advertisement per exhibiting company
- Company logo and product or service advertisement used in presentation.
- Artwork must be submitted to TAB by June 27th or will not be included in presentation
- Product/service advertisement image @ 1920 x 1080 pixel.
Show Management to add company name, product, booth number to the company provided artwork. (subject to TAB approval)
- Allowable file types: png, eps, gif, jpeg, pdf (2 MB or less, No flash or animation)

Sunbelt Promotional Emails to Registrants

1 pre-show @ \$1,500 in June

1 post-show @ \$1,750 in August

- One company per email
- Exclusive promotional email sent to registered attendees
- 1200x1040 pixel image - JPG or PNG, no flash or animation
(artwork to be provided by advertiser and subject to TAB approval)
- Up to 100 words of text to be placed underneath the image
- Website link included - provided by company
- File size: 250KB or smaller
- Subject line promotional email on behalf of "Company Name"

2022 Sunbelt Sponsors

(as of 1.6.2022)

Presenting Sponsor



Wednesday Keynote Session



Show Lanyards:



Show Bags:



Snack Attack:

James Hardie Building Products
Reliant

Sunbelt Booster Club Sponsors:

Ferguson
FBC Mortgage

Texas Association of Builders (TAB) and Texas Builders Foundation (TBF) events taking place in conjunction with the Sunbelt Builders Show™

*If you are interested in sponsoring Texas Association of Builders or Texas Builders Foundation events that take place during the Sunbelt week;
please call the **TAB office** at (512) 476-6346 or email Angelica@TexasBuilders.org.*

Please indicate which events, from list below, that your company is interested in receiving more information and we will provide.

Texas Association of Builders event:

HOME PAC FUNdango, Tuesday, July 12, 2022

Star Awards Presentation, Thursday, July 14, 2022 (marketing benefits begin in Dec. 2021)

Summer BOD Meeting, Friday, July 15, 2022

Summer Council Meetings, Tuesday, July 12 – Thursday, July 14, 2022

Texas Builders Foundation events:

Golf Tournament @ Cowboys Golf Club – Monday, July 11, 2022

Builders Bash @ Hilton Anatole Hotel – Wednesday, July 13, 2022

Connect Now to Get the Most Value for your
sponsorship and marketing dollars!

www.SunbeltBuildersShow.com

#SBS2022



Angelica Stehling, Director of Events and Partnerships

Texas Association of Builders

Phone: (512) 476-6346

Email: Angelica@TexasBuilders.org