

## **2020 MARKETING, ADVERTISING AND & EVENTS SPONSORSHIPS --- DURING SUNBELT WEEK**

**Texas Association of Builders &  
Sunbelt Builders Show™**

## Dear Associates and Suppliers

Our mission is simple – an opportunity for you to get your product/service and image in front of residential construction professionals in Texas. Thank you for your sponsorship support for many years. I can hope that means you see the value and business opportunities gained in supporting our industry events during the week of Sunbelt. Our sincere strategy is to provide you value in your partnership and a return on your company's investment.

Please review the subsequent pages that outline the week of events during the Sunbelt Builders Show™, and I look forward to the opportunity to partner with you in creating excellent experiences for our community of residential construction professionals.

With much appreciation,

Angelica B. Stehling, CMP

Director of Events & Partnerships, Texas Association of Builders

(512) 539-2562 or [angelica@texasbuilders.org](mailto:angelica@texasbuilders.org)

# SUNBELT BUILDERS SHOW™ GLIMPSE – JULY 15&16, 2020 – GAYLORD TEXAN, GRAPEVINE, TEXAS

Sponsor Level	Presenting	Wednesday Keynote	Thursday Keynote with Bobby Bones	Education Center	Show Bags	Show Lanyards	Booster Club	Builder Friend
Sponsor Investment	\$35,000	\$30,000	\$30,000	\$15,000	\$7,500	\$7,500	\$2,500	\$250
Availability	<b>SOLD OUT</b> 3 sold – 1 available	<b>SOLD OUT</b> 1 available	1	<b>SOLD OUT</b> 1	1	1	Unlimited	Must be a builder or a remodeler
Sunbelt Booth included	20x30 booth	No	10x20	10x20	Must purchase a booth	Must purchase a booth	No booth purchase necessary	No booth purchase necessary
Sunbelt Website	Logo/Link on footers	Logo/Link on footers	Logo/Link on footer	Logo/Link in sponsor area	Logo in sponsor area	Logo in sponsor area	Logo in sponsor area	N/A
Marketing Pieces	Logo in all pieces	Logo in all pieces	Logo in all pieces	Logo/Name in all pieces	Logo/Name in select pieces	Logo/Name in select pieces	Name in select pieces	N/A
<b>Texas Builder Magazine / Sunbelt Special Edition insert July/August Issue</b>	Logo in magazine ad & ½ page ad in insert	Logo in magazine Ad & ½ page ad in insert	Logo in magazine Ad & ½ page ad in insert	Logo in magazine ad and in insert	Name in magazine ad and in insert	Name in magazine ad and in insert	Name in Insert	N/A
<b>Texas Builder Magazines other 2020 issues</b>	Logo in all Sunbelt ads	Logo in all Sunbelt Ads	Logo in all Sunbelt Ads	Name in all Sunbelt ads	N/A	N/A	N/A	N/A
Registration	Logo on registration site and all email notifications	Logo on registration site and all email notifications	Logo on reg site and all email notifications	N/A	N/A	N/A	N/A	N/A

**SUNBELT BUILDERS SHOW™ - JULY 15&16, 2020, GAYLORD TEXAN – GRAPEVINE, TEXAS  
GLIMPSE CONTINUES**

Sponsor Level	Presenting	Wednesday Keynote	Thursday Keynote with Bobby Bones	Education Center	Show Bag	Show Lanyard	Booster Club	Builder Friend
<b>Sponsor Investment</b>	<b>\$35,000</b>	<b>\$30,000</b>	<b>\$30,000</b>	<b>\$15,000</b>	<b>\$7,500</b>	<b>\$7,500</b>	<b>\$2,500</b>	<b>\$250</b>
Opening Keynote	S <b>SOLD OUT</b> on & logo recognition and reserved seating	S <b>SOLD OUT</b> p logo recognition and reserved seating	Stage presentation & logo recognition and reserved seating	<b>SOLD OUT</b> recognition and reserved seating	Logo on Power Point loop	Logo on Power Point loop	Name Recognition PowerPoint loop	N/A
Thursday Keynote	Logo recognition and reserved seating	Logo recognition and reserved seating	Logo recognition and reserved seating	Logo recognition and reserved seating	Logo on Power Point Loop	Logo on Power Point Loop	Name Recognition PowerPoint Loop	N/A
Show Guide	Full page ad	Full page ad	Full page ad	Full page ad	½ page ad	½ page ad	Logo	Name
HOME PAC FUNdango Tickets	10 tickets	4 tickets	4 tickets	4 tickets	2 tickets	2 tickets	N/A	NA
Post Event Thank you Email	Logo & Link	Logo & Link	Logo & Link	Logo & Link	Logo	Logo	Name	N/A
More benefits	See Slide 10							

**SUNBELT BUILDERS SHOW™**  
**BOOTH INVESTMENT / MARKETING EVENTS**  
**JULY 15 & 16, 2020**

**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:**

- Four (4) complimentary exhibitor badges per 10'x10' booth, allowing you full access to attendees, the Keynote Speakers and Education Sessions.
- 7" x 44" Company Name Sign
- 10' Rear and 3' Side Pipe with Drapery
- Additional badges are \$50 and \$75 each, pending on dates purchased.

# SUNBELT BUILDERS SHOW™

## BOOTH INVESTMENT / MARKETING EVENTS

JULY 15 & 16, 2020

### Pre-Show Exposure

- 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 2020 Issue – subject to May 2, 2020 timeline
- Free Show Passes for you builder/remodeler clients - per request
- Complimentary pre-Show mailing list to promote your products before the Show
- Media and social networking opportunities and exposure at TAB Board Meetings

### Onsite Exposure

- Company descriptive listing in the on-site Show Guide
- Networking throughout the Show Schedule and Hotel and opportunities to attend special social events
- Opportunities for your own meetings and parties - must gain approval of Show management

### Post-Show Exposure

- 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.

# Sunbelt Builders Show™

## Onsite / Print Advertising

### 1. Onsite Sunbelt Show Guide – Hard Copy Printed for onsite – Viewable on Sunbelt website

- Show Guide Outside Back Cover - \$2,250 – **sold out**
- Show Guide Inside Back Cover - \$1,950 – **sold-out**
- Show Guide Inside Front Cover - \$1,950 - **sold out**
- Show Guide Full Page - \$1,300
- Show Guide ½ page - \$700
- Show Guide ¼ page - \$500
- Logo Included with your Exhibitor Listing in the Show Guide- \$250

### 2. Clings – Call to discuss in more detail

- First come, First served basis – limited number available
- Exhibiting company to create and provide artwork to Show Management
- Show Management will produce and place the cling onsite

### 3. Keynote Session Advertisement – \$300 - Visibility July 15-16 during Keynotes on Big Screens

- One advertisement per exhibiting company
- Company must be a Sunbelt exhibitor
- Company logo and product or service advertisement used in presentation
- Product or service advertisement image should be 1920 x 1080 pixel. We will add your company name, product name and booth number. (artwork to be provided by advertiser and subject to TAB approval)
- Allowable file types: png, eps, gif, jpeg, pdf (2 MB or less, No flash or animation)

# Electronic Advertising for 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**  
**First Come, First Served bases – limited number available on most items listed below \***

## **1. Exhibiting Company Description Logo Upgrade on Website - \$100**

- 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, ai, psd (2 MB or less)

## **2. Exhibitor Sponsored Social Media Post - \$750\***

- One company per post
- Exclusive Promotional Post to be launched to Facebook and Twitter Show followers by Show Management on behalf of company
- 1200x630 pixel image, JPEGs ONLY (*artwork to be provided by advertiser and subject to TAB approval*)
- Twitter Text - Up to 240 characters; URL to be provided in that character limit
- Facebook Text - Up to 400 characters; URL to be provided in that character limit

## **3. Individual sponsored Email Blast to Sunbelt Registrants Pre-Show - \$1,250\***

## **4. Individual sponsored Email Blast to Sunbelt Registrants Post – Show - \$1,500\***

- One company per email
- Exclusive Promotional Email sent to registered attendees by Show Management on behalf of company
- 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 or the image to be redirected – provided by company
- File size: 250KB or smaller
- Subject Line Promotional Email on behalf of "Company Name"



# SUNBELT PRESENTING SPONSORS



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SUNBELT WEDNESDAY KEYNOTE: \$30,000



TRADE SHOW EDUCATION SPONSOR: \$15,000



SUNBELT BOOSTER CLUB: \$2,500

Texas Home Builders Safety Group

TUESDAY, JULY 14, 2020

## Presenting Sponsor: \$6,000

- Company Category Exclusivity
- Company logo on all promotional materials, **Texas Builder** Magazine ads, on exclusive onsite signage, on thank you ad in Sunbelt's Show Guide, in Sunbelt's website sponsor page, and in TABloid (e-newsletter) detailing event (all subject to timelines)
- ½ page ad (artwork to be supplied by company) in the Sunbelt Builders Show™ onsite Guide (subject to timelines)
- Verbal recognition at the event
- Complimentary two teams of two players for the Buy-In portion of the Tournament
- Admission for ten (10) with designated area for your company
- Comp Sunbelt registration for four (4) company representatives
- Presenting Sponsors have the opportunity to add a special experience to the event and brand it exclusively with their company



## Food/Beverage (5 food / 5 beverage) - \$3,000

- Company logo on all promotional materials, **Texas Builder** Magazine ads, on exclusive onsite signage, on thank you ad in Sunbelt's Show Guide, in Sunbelt's website sponsor page, and in TABloid (e-newsletter) detailing event (all subject to timelines)
- Admission for four (4) company representatives
- Complimentary (1) team of 2 for the Buy-In portion
- Verbal Recognition at the Event
- Comp Sunbelt registration for two (2) company representatives



## Friend Sponsors (Unlimited) - \$750

- Company name listed on some onsite signage
- Company name listed in the Sunbelt Show Guide
- Admission for two (2) company representatives



# BUILDERS' BASH

CONCERT SPONSORED BY THE YOUNG PROFESSIONALS COUNCIL AND BENEFITING THE TEXAS BUILDERS FOUNDATION

Opening Day of the Sunbelt Builders Show <sup>TM</sup> ~ Gaylord Texan  
July 15, 2020

Sponsor Level	Platinum	Diamond	Gold	Silver	Bronze
Sponsor Investment	\$10,000	\$5,000	\$2,500	\$1,000	\$250
Limitations	<b>SOLD OUT</b>	1 Available	5 Available	Unlimited	Unlimited
Tax Deductible Contribution	\$3,750	\$2,500	\$1,250	\$500	\$125
Sunbelt Booth	1 - 10'x10' booth				
Electronic Pieces/Webpage	Logo & Link	Logo	Name		
Advertising Pieces	Logo	Logo	Name		
Event Welcome	Included	Included	Included		
Event Thank You	Logo	Logo	Name	Name	
Reserved Seating	Yes	Yes	Yes		
Tickets	15 tickets 30 drink vouchers	8 tickets 16 drink vouchers	6 tickets 12 drink vouchers	2 tickets 4 drink vouchers	1 ticket
Post-Event Thank You Email	Logo & Link	Logo	Logo	Name	Name



# BUILDERS' BASH

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Opening Day of the Sunbelt Builders Show <sup>TM</sup> ~ Gaylord Texan  
July 15, 2020

## Platinum Sponsors



## Diamond Sponsor



## Gold Sponsors

James Hardie <sup>TM</sup>  
McCoy's Building Supply

# STAR AWARDS – 2020 PROGRAM

Entry Period – December 3, 2019  
Event – Thursday, July 16, 2020 – Gaylord Texan



## Star Awards Presenting Sponsor: \$2,500 (1 available)

- Company logo on Star Awards website, in Sunbelt onsite Show Guide, in Star Awards official finalists' catalog, in media presentation at the event, in Star Awards ads in the *Texas Builder* Magazine's 2020 July/August and Sept/October issues and on Star Awards signage onsite at the event
- Company's website link attached to their logo on Star Awards website – [www.TABStarAwards.com](http://www.TABStarAwards.com)
- Company name on marketing materials for awards program
- Company recognition on letters/emails to Star Awards finalists & winners
- Company recognition on the TAB website
- Company representative can pass out awards on stage to several of the winners
- Company will receive two (2) tickets to the event



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Home Services



# SUMMER BOARD MEETING

JULY 14-17, 2020  
GAYLORD TEXAN — GRAPEVINE, TEXAS



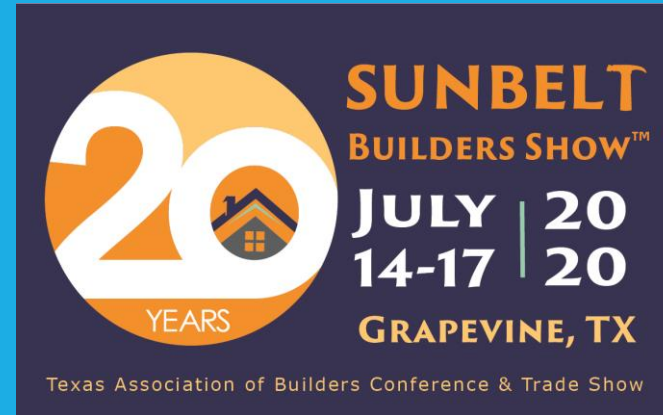
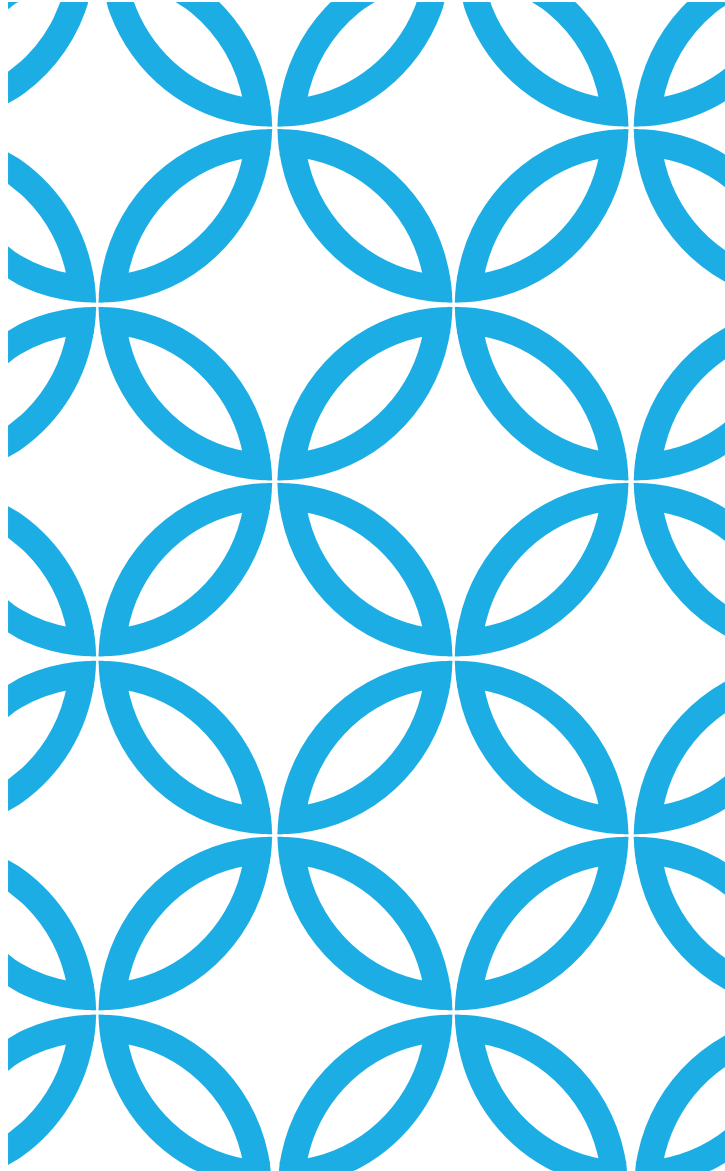
## Summer 2020 Board Meetings - \$3,000 (company must be a member)

- Company recognition on TAB's website as it relates to Summer Board Meetings
- Company logo recognition and a one-page flyer in email information sent out to the board members  
30 days prior to meeting (flyer PDF due 35 days prior to board meeting date – maximum size 8.5"x11" one-sided)
- Company logo on all board meeting signage
- Company logo in **Texas Builder** as it relates to the Summer Board Meetings (subject to timelines – call for dates)
- Company has opportunity to display table (company to provide materials and/or man table)
- Company has opportunity to provide a standup sign placed near registration
- Company flyer (company to supply 250 copies). Staff will place flyers on meeting chairs
- Company also has opportunity to provide a logo gift for each board member attending – can place on board chairs
- Company logo recognition on the pocket guide distributed at registration desk at meeting
- Verbal recognition at the Board of Directors' Meeting on Friday, July 17, 2020
- Company logo recognition in **Texas Builder** in board meeting thank you ad following the meeting dates
- Company recognition in TABloid



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## 2020 SPONSORSHIPS & EVENTS WITH TEXAS ASSOCIATION OF BUILDERS AND SUNBELT BUILDERS SHOW

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### Contact

Angelica B. Stehling, CMP, Director of Events & Partnerships

Texas Association of Builders

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