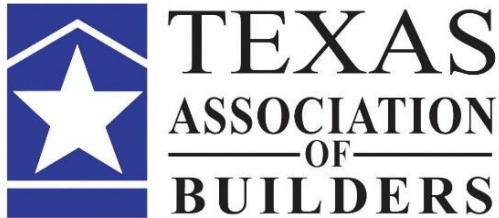


CREATE YOUR ADVANTAGE!

2016 MARKETING & SPONSORSHIP OPPORTUNITIES
WITH THE TEXAS ASSOCIATION OF BUILDERS AND
THE SUNBELT BUILDERS SHOW™

Call Angelica B. Stehling, CMP
Director of Events & Partnerships
Texas Association of Builders
Direct: (512) 539-2562
Office: (512) 476-6346
Email: Angelica@TexasBuilders.org

Create Your Company's Marketing Advantage!



***Sponsoring events with the Texas Association of Builders places
your company in front of more than \$2 billion in residential
construction purchasing power!***

2016 Events, Dates and Locations

**HOME PAC FUNdango &
Statewide Washers Championship**

August 2, 2016

Gaylord Texan®, Grapevine, Texas

Sunbelt Builders Show™

August 3 - 4, 2016

Gaylord Texan®, Grapevine, Texas

2016 Star Awards

August 4, 2016

Reception and Presentation of Awards

Gaylord Texan®, Grapevine, Texas

Excellence under 45 Awards

Young Professionals Council

**Texas Association of Builders
2016 Summer Board Meeting**

August 5, 2016

Gaylord Texan®, Grapevine, Texas

**Texas Association of Builders
2016 Fall Board Meetings**

November 17&18, 2016

The Driskill Hotel, Austin, Texas

**2016 Texas Housing Hall of Honor &
Excellence in Leadership Dinner**

Friday, November 18, 2016

The Driskill Hotel, Austin, Texas

Monthly Sponsored Email Blasts

Marketing Matters!



HOME PAC FUNdango & Statewide Washers Championship August 2, 2016 at Gaylord Texan®



Presenting Sponsor - \$5,000 (8 available)

- Logo recognition in **Texas Builder** Magazine ads, all promotional materials, and mailings
- Logo recognition on email blast inviting all members to attend the FUNdango
- Logo on exclusive signage
- Specially designated area at the party for your company
- Admission for ten (10) company representatives
- Logo on thank you ad in the Sunbelt Builders Show™ Show Guide
- ½ page ad (to be supplied by company) in the Sunbelt Builders Show™ onsite Guide (must indicate "Proud Sponsor of HOME PAC FUNdango" on ad)
- Verbal recognition at the event
- Complimentary team for the Washer Tournament
- Comp Sunbelt registration for four (4) company representatives



FUNdango Beverage Sponsor - \$2,500 (6 available)

- Company logo on event signage and individual logo sign at bar
- Logo recognition in emails and ads for the event
- Admission for four (4) company representatives
- Logo on thank you ad in the Sunbelt Builders Show™ Guide
- Verbal Recognition at the Event
- Comp Sunbelt registration for two (2) company representatives

FUNdango Food Sponsor - \$2,500 (6 available)

- Company logo on event signage and individual logo at food station
- Logo recognition in emails and ads for the event
- Admission for four (4) company representatives
- Logo on thank you ad in Sunbelt Builders Show™ Guide
- Verbal recognition at the event
- Comp Sunbelt registration for two (2) company representatives

FUNdango Friend - \$500 (unlimited)

- Company name on event signage onsite
- Company name on thank you materials after event
- Admission for one (1) company representative



Sunbelt Builders Show™ Attendee Demographics

Bringing Suppliers and Builders Together

Texas is a big place. Do you want to meet more residential construction industry professionals in two days and spend less time, travel money, effort and coordination than it would take to go visit each of these individuals separately?

If your goal is to build brand awareness, generate leads, or meet and greet old and new customers, Sunbelt offers a relaxed, comfortable venue to introduce your products and services directly to our attendees. Each year we strive to make your exhibiting experience exceptional. This is YOUR opportunity to meet prospects face-to-face and to demonstrate and directly answer questions about your products and services.

By the Numbers

- 2,800** - Industry Professionals registered for the Show
- 200** - Booths – The Show sold out a month in advance
- 31** - Texas Association of Builders represent over \$31 billion annually in the Texas economy
- 4** - Texas ranked fourth in the nation in job growth in 2014
- 1** - Texas is issuing the largest number of building permits in the United States, more than California and Florida combined

Concentrate your sales efforts a 2-day focus reaching

Custom Builders Remodelers **Designers**
Volume Builders Multifamily Builders
Developers **Purchasing Agents** Architects
General Contractors Engineers

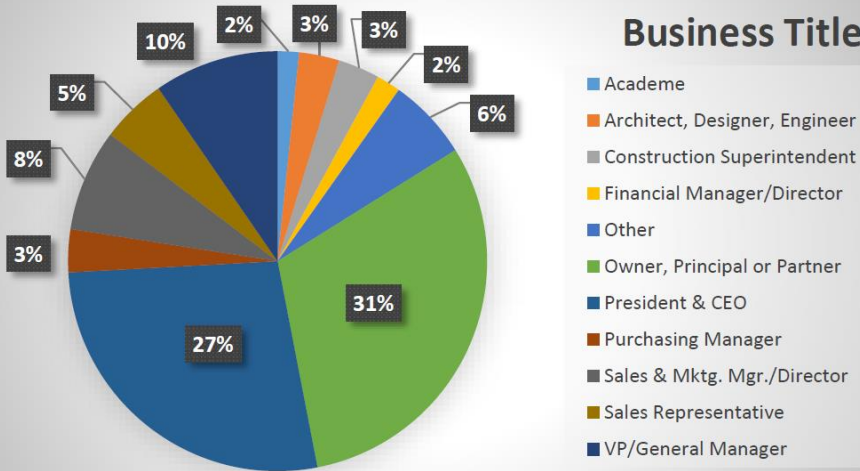
58% of attendees business size exceed \$1 million

61% of attendees owners and presidents

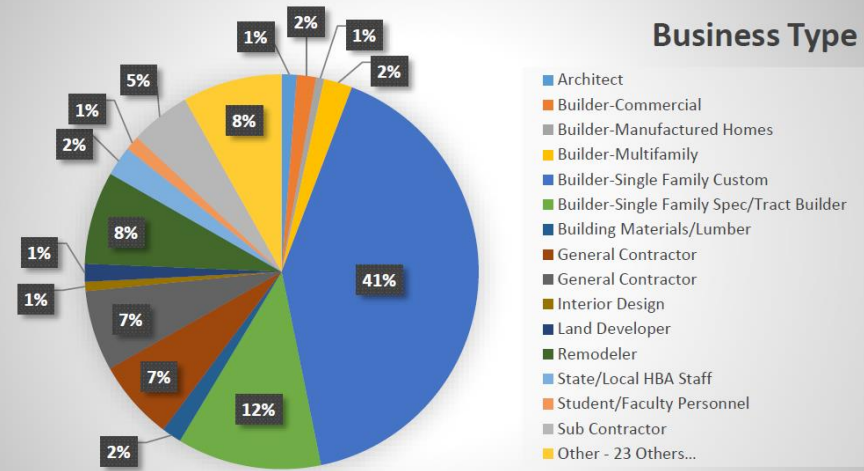
Sunbelt Builders Show™

Truth in the Numbers

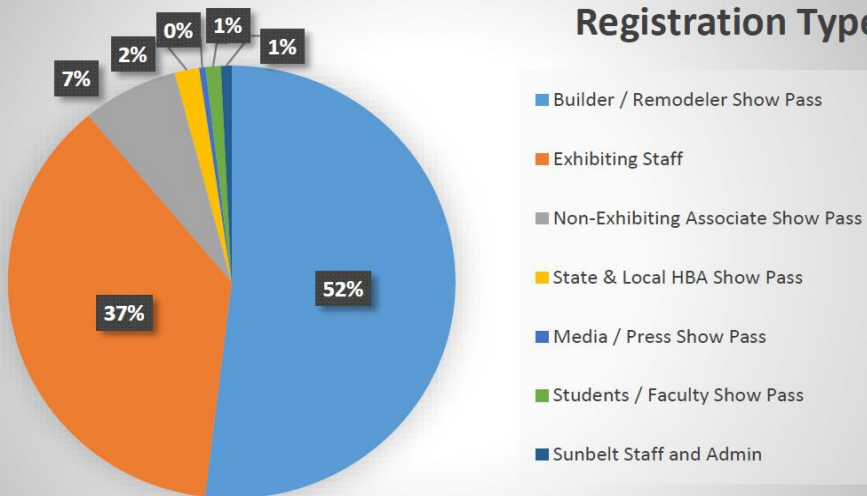
Business Title



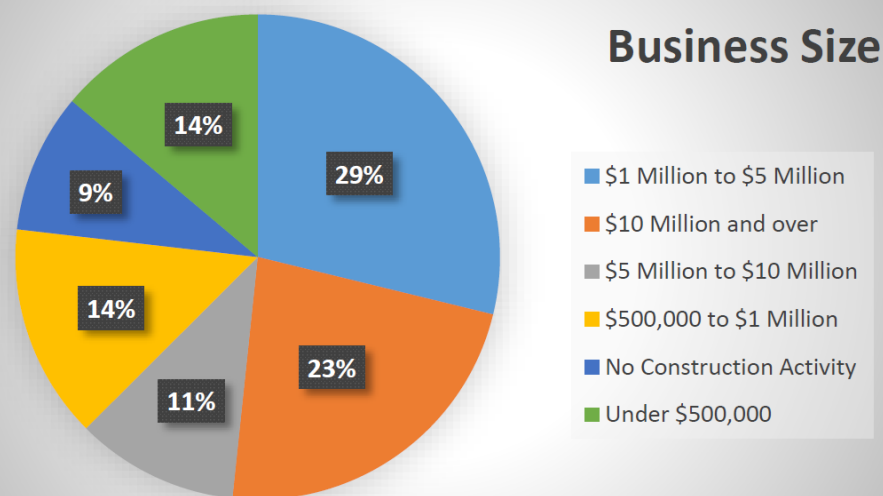
Business Type

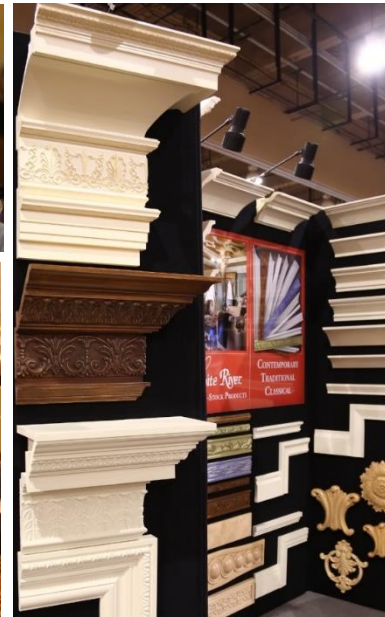


Registration Type



Business Size





2015 Sunbelt Show



Sunbelt Builders Show™
August 3 - 4, 2016
Gaylord Texan®, Grapevine, Texas

Presenting Sponsor - \$30,000

- Company category exclusivity at this level; Comp 20x30 booth space
- Year round marketing exposure as it relates to 2016 Sunbelt Builders Show™ (starts at time of signed marketing agreement)
- Your company logo on advertisements via print and email throughout the marketing of Sunbelt 2016
- Company logo & link in Sunbelt Skyscraper Ad in TAB NewsBriefs until August 2016
- Company logo and link on Sunbelt website homepage
- Company logo on all email registration confirmations
- Company logo recognition in **Texas Builder** magazine 2016 Sunbelt ads (circulation 10,000 bi-monthly) (*subject to timelines*)
- Company logo prominently displayed in entrance area of tradeshow, welcome signs & registration kick panels
- VIP seating at Opening Session for reps & Opening Session stage recognition
- Company logo on all General Session slide presentations
- Complimentary pre & post Show mailing lists
- Half-page ad in the Sunbelt Edition of **Texas Builder** (circulation 10,000) (*subject to publication & timelines*)
- Group Sponsored email sent by Sunbelt to registered attendees on behalf of all presenting sponsors. (*Artwork provided by sponsor*)
- One individual company sponsored email sent by TAB to builder members with emails on behalf of sponsor.
(Company to choose an available month for the email and provide artwork to management specifications. No month substitutions)
- Full page 4-color ad in the official onsite Show Guide
- Company window cling in visible area onsite
- 4 nights paid for by Show Management (room & tax charges to be applied to TAB master account)
- 10 tickets & reserved table to the HOMEPAC FUNdango on Tuesday, August 2
- Summer Board Meeting sponsor and all benefits that go with board meeting sponsorship
- Company name recognition on show management selected Sunbelt & TAB social media posts

The Show is the largest residential construction building industry event in the Southwest, drawing thousands of attendees to visit more than 250 exhibit booths and come together to share the latest information and foster personal and professional relationships.

Imagine an event powerful enough to lead an industry and reshape communities across the region.

Sunbelt Builders Show™
August 3 - 4, 2016
Gaylord Texan®, Grapevine, Texas

Sunbelt Recharge ZONE Sponsor - \$8,000 (1 available)

- Prominent logo exposure at the Recharge Zone
- 4 additional complimentary additional booth personnel
- Company logo & link on Sunbelt website detailing Recharge Zone Area
- Company logo on any marketing materials (print or email)
- Company logo in 2 issues of 2016 **Texas Builder** magazine (Subject to print timelines - April 22)
- Company name recognition on show management selected Sunbelt & TAB social media posts
- Half page 4-color ad in the Sunbelt Builders Show™ guide (Subject to print timelines - June 10)
- Company logo in slide presentation in Opening Session & General Sessions
- Company name mentioned in the Opening Session
- Complimentary pre & post Show mailing lists
- Company logo in the “thank you” ad in **Texas Builder** magazine post-show
- Company recognition at the Summer Board Meeting
- 4 comp tickets to the HOMEPAC FUNdango networking event on Tuesday, August 2
- The company will have the opportunity to place any company marketing materials in the Recharge Zone as well as have a company representative in the area to greet people.

The Recharge Zone will be a comfortable area on the trade show floor where attendees can take a moment to recharge their electronic devices and network with fellow attendees.

Sunbelt Builders Show™
August 3 - 4, 2016
Gaylord Texan®, Grapevine, Texas

Sunbelt General Session Sponsor - \$7,500 (Sold-Out)

- Waiting on 1st Right of Refusal from participating General Session sponsors from 2015 (have until Dec. 1, 2015)
- Opportunity for representative to speak from the podium and introduce the speaker
- Opportunity to have a product table at the back of the education room on the tradeshow floor or place company materials at each place setting
- Company logo on any marketing
- Company logo recognition in 2 issues of *Texas Builder* magazine (circulation 10,000 bi-monthly)
(Subject to print timelines)
- Half page 4-color ad in the official program
- Company logo on slide presentation
- Company verbally recognized at luncheon
- Company logo on General Session signage
- Complimentary pre & post show mailing lists
- Company name recognition on Show Management selected Sunbelt & TAB social media posts
- Company logo in the "thank you" ad in ***Texas Builder*** magazine post-show
- Company recognition at the Summer Board Meeting
- Complimentary Sunbelt Registrations for (four) 4 company representatives
- 2 comp tickets to the HOMEPAC FUNdango networking event on Tuesday, August 2

SOLD OUT!



Sunbelt Builders Show™
August 3 - 4, 2016
Gaylord Texan®, Grapevine, Texas

Sunbelt Show Bag Sponsor - \$5,000 (Sold-Out)

- Waiting on 1st Right of Refusal from participating Bag Sponsor from 2015 – has until Dec. 1, 2015
- Company must purchase at least one 10x10 booth
- Company must supply
- 4 additional complimentary
- Company logo recognition in *Texas Builder* magazine (subject to print timelines)
- Company name on
- Half page 4-color ad
- Company logo on sl
- Complimentary pre & post show mailing lists
- Company logo in the “thank you” ad in *Texas Builder* magazine post-show
- 2 comp tickets to the HOMEPAC FUNdango networking event on Tuesday, August 2

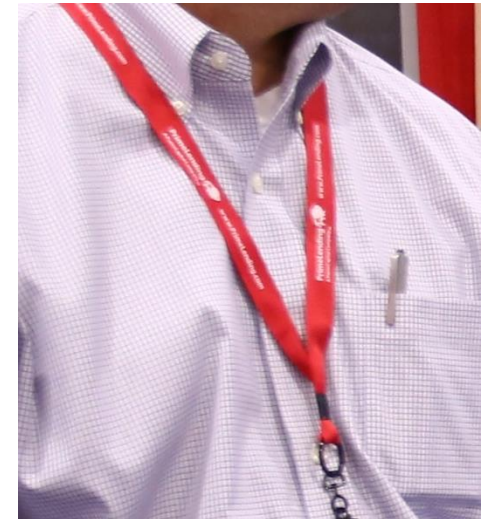
SOLD OUT!



Sunbelt Builders Show™
August 3 - 4, 2016
Gaylord Texan®, Grapevine, Texas

Sunbelt Show Lanyard Sponsor - \$5,000 (Sold-Out)

- Waiting on 1st Right of Refusal from participating Bag Sponsor from 2015 has until Dec. 1, 2015
- Company must purchase
- Company must supply
- 4 additional complimentary
- Company logo recognition (subject to print timeline)
- Half page 4-color advertisement
- Company name on Sunbelt website
- Company logo on slide presentation in Opening Session
- Complimentary pre & post show mailing lists
- Company logo in the “thank you” ad in **Texas Builder** magazine post-show
- 2 comp tickets to the HOMEPAC FUNdango networking event on Tuesday, August 2



Sunbelt Builders Show™
August 3 - 4, 2016
Gaylord Texan®, Grapevine, Texas

Sunbelt Trade show Builder Grab-N-Go Lunch - \$2,000 (unlimited)

- Company must purchase a booth (which includes 4 company representative registrations)
- 2 additional complimentary additional booth personnel
- Company logo prominently displayed in the Builder Grab-N-Go Lunch Areas on tradeshow floor
- Company name in the Sunbelt Special Edition of the ***Texas Builder*** magazine pre-show (April 18)
- Company name in slide presentation in Opening Session
- Company name in the onsite Sunbelt Show Guide
- Complimentary pre & post Show mailing lists
- Company name in the “thank you” ad in ***Texas Builder*** magazine post-show



Sunbelt Builders Show™
August 3 - 4, 2016
Gaylord Texan®, Grapevine, Texas

Sunbelt Beverage Refreshment Sponsors: \$1,500 (8 available – 2 sold)

- Company must purchase a 10x10 booth to participate in this sponsorship (10x10 Booths start at \$2,400)
- Company logo recognition prominently displayed at refreshment areas for both days of the Show
- Company name recognition in Sunbelt onsite Show Guide
- Company name listed in the “thank you” ad in ***Texas Builder*** magazine post-show

Sponsored Sunbelt Email Blast To Sunbelt Registered Attendees - Cost: \$750

- Company must purchase a 10x10 booth to participate in this sponsorship (10x10 Booths start at \$2,400)
- There will be a limited number of email blasts available on a first come, first served basis
- Exclusive Promotional Email sent to registered attendees by Show Management on behalf of company
- 600x600 pixel image (artwork to be provided by advertiser and subject to TAB approval)
- Up to 200 characters of text underneath 600x600 pixel image
- **Promotional Ad Specs:**600x600 pixel, JPG or static GIF, No Flash or animation, 100 KB maximum

Education on Trade Show Floor – Cost \$500 per session

- Company must purchase a 10x10 booth to participate in this sponsorship (10x10 Booths start at \$2,400)
- Company name recognition in the Show Guide
- Company representative will meet and greet the speaker and introduce the speaker
- Company name recognition on signage

Show Guide Advertisements (call for specifications) - Must purchase space by June 24, 2016 – Must be an exhibitor

Show Guide Outside Back Cover \$2,700
Show Guide Inside Back Cover \$2,250
Show Guide Inside Front Cover \$2,250
Show Guide Two Page Spread \$2,500

Show Guide Full Page \$1,300
Show Guide 1/2 Page Horizontal / Vertical \$700
Show Guide 1/4 Page \$500
Show Guide Business Card \$250

2016 Star Awards
August 4, 2016
Gaylord Texan®, Grapevine, Texas



2016 Star Awards Reception & Awards Presentation - \$2,000 (6 available - 6 sold)

- Company name on marketing materials for awards program
- Company representative has the opportunity to pass out awards on stage to several of the winners
- Company name on letters/emails to Star Awards finalists & winners
- Company logo on Star Awards website
- Company logo on Star Awards signage onsite at presentation
- Company logo in Sunbelt on-site Show Guide
- Company logo in Star Awards official finalists catalog
- Company logo in media presentation at the event
- Company will receive two (2) tickets to the event



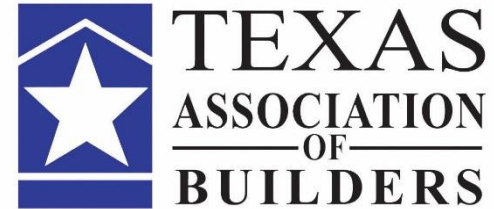
**Texas Association of Builders
Summer Board of Directors' Meeting
August 5, 2016
Gaylord Texan®, Grapevine, Texas**



Summer 2016 Board Meeting - \$2,500

- Company must be a TAB Member to sponsor
- Company logo on all board meeting signage
- Company logo in ***Texas Builder*** as it relates to the Summer Board Meeting (subject to timelines)
- Verbal recognition at the Board of Directors' Meeting on Friday, August 5, 2016
- Company logo recognition on the pocket guide
- Company logo recognition in ***Texas Builder*** in board meeting thank you ad
- Flyer (company to supply 250 copies). Staff will place flyers on meeting chairs.
- Company logo & link on TAB's website as it relates to Summer Board Meetings
- Company has opportunity have a display table (company to provide materials and/or man table)
- Company has opportunity to provide a standup sign placed near sign-in tables
- Company logo recognition and flyer in email information sent out to the board members 30 days prior to meeting (flyer PDF due by June 30, 2016)

**Texas Association of Builders
Fall Board Meetings
November 17 & 18, 2016
The Driskill Hotel – Austin, Texas**



Fall 2016 Board Meetings - \$2,500

- Company must be a TAB Member to sponsor
- Company logo on all board meeting signage
- Company logo in ***Texas Builder*** as it relates to the Fall Board Meetings (subject to timelines)
- Verbal recognition at the Board of Directors' Meeting on November 18, 2016
- Company logo recognition on the pocket guide
- Company logo recognition in ***Texas Builder*** in board meeting thank you ad
- Flyer (company to supply 250 copies). Staff will place flyers on meeting chairs.
- Company logo & link on TAB's website as it relates to Fall Board Meetings
- Company has opportunity have a display table (company to provide materials and/or man table)
- Company has opportunity to provide a standup sign placed near registration
- Company logo recognition and 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)

Texas Association of Builders

2016 Housing Hall of Honor & Excellence in Leadership Dinner

Friday, November 18, 2016
The Driskill Hotel – Austin, Texas

2016 Texas Housing Hall of Honor and Excellence in Leadership Dinner

This dinner inducts new recipients into the Texas Housing Hall of Honor and signifies the changing of the guard in association leadership. During the ceremony, we will pay tribute to industry greats, swear in the 2017 Texas Association of Builders officers, thank the 2016 president for his service and conclude the evening's festivities with award presentations that recognize association "Of the Year" award winners for their exceptional contributions.

Call for Specific Marketing Benefits for each Level

- Grand Sponsor \$7,500
- Select Sponsor \$3,000
- Friend Sponsor \$1,000
- Supporter Sponsor \$500
- Recognition Sponsor \$250

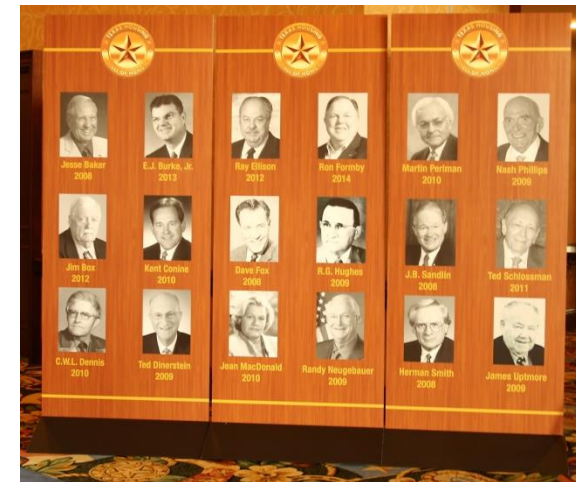
Commemorative/Congratulatory Dinner Program

Ads Only - Due October 15, 2016)

- Full Page \$1,300
- ½ Page \$800
- ¼ Page \$500



2016 Excellence in Leadership Dinner
honors new recipients into the Texas
Housing Hall of Honor and signifies
the changing of the guard in
association leadership. Eighteen
legends already grace the walls of the
Hall of Honor.



Texas Association of Builders Exclusive Email Blasts One Per Month

2016 Sponsored Company Email Blasts – One per month – First Come-First Served

- Exclusive Promotional Email sent by TAB to Builder Members on behalf of company
- 600x600 pixel image (artwork to be provided by advertiser)
- Limit to one (1) advertiser max per month – company to choose from available months
- Up to 200 characters of text underneath 600x600 pixel image
- Content subject to TAB approval
- **Promotional Email Ad Specs:** 600x600 pixel, JPG or static GIF. No Flash or animation.
- 100 KB maximum file
- Member rate \$1,750
- Non-Member rate \$2,500

Texas Association of Builders Young Professionals



Young Professional Title Sponsor - \$5000

- Year-around Exposure at every YP event and on all YP materials and marketing
- Premium logo/link location on all TAB/Sunbelt YP web pages, council communications, signage/marketing materials
- TAB Winter Young Professional
- Excellence under 45 Awards Pr
- Young Professionals Get Together
- TAB Fall Young Professionals C
- Logo on Holiday/Thank You cards from YP Council chairman to Excellence under 45 Awards Program recipients, YP Council members, TAB Executive Committee and TAB Senior officers (inclusive)

SOLD OUT!

Young Professionals Council Meetings - \$500 each

- Logo on agenda
- Logo on tables
- Logo on TAB YP webpage
- Verbal recognition during meeting

Young Professionals Get Together Party - \$750

*Sponsor does not have to be a Sunbelt exhibitor

- Logo/Link on TAB email invitation
- Company name on Sunbelt event web page and logo on TAB YP web page
- Logo on signage at event
- Verbal recognition during event
- 2 tickets for company representatives
- Mailing list of attendee contact



Texas Association of Builders Excellence under 45 Awards Program



Sponsored by: ABC 123 :@#

Excellence under 45 Awards Program – Dedication Sponsor - \$2,500

- Sponsor does not have to be a Sunbelt exhibitor
- Logo & link on nominee/applicant information/TAB web page
- Logo & link on winning recipient email/mail notification
- Logo in an issue of ***Texas Builder*** Magazine with Excellence under 45 Awards Program listing
- Logo in Show Guide with Excellence under 45 Awards program listing
- Logo on Excellence under 45 Awards program slide during presentation
- 2 tickets to the Star Awards presentation and cocktail party

Excellence under 45 Awards Program - Merit Sponsor - \$1,000

- Logo on nominee/applicant information/TAB web page
- Logo on winning recipient email/mail notification
- Name in an issue of ***Texas Builder*** Magazine with Excellence under 45 Awards program listing
- Name in the Sunbelt Builders Show™ Guide with Excellence under 45 Awards program listing
- Name on Excellence under 45 Awards Program slide during presentation
- 2 Tickets to the Star Awards Presentation and Cocktail Party



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