

CREATE YOUR ADVANTAGE!

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

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Create Your Company's Marketing Advantage!



**TEXAS
ASSOCIATION
OF
BUILDERS**



Texas Association of Builders



***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 during the Sunbelt Builders Show Week

Texas Association of Builders' HOME PAC FUNdango & Statewide Washers Championship

August 2, 2016

Gaylord Texan®, Grapevine, Texas

Sunbelt Builders Show™

August 3 - 4, 2016

Gaylord Texan®, Grapevine, Texas

Young Professionals Get Together

August 3, 2016 from 9 – 11 p.m.

19th Hole at Texan Station

2016 Star Awards

August 4, 2016

Reception and Presentation of Awards

Texas Association of Builders Summer Board Meeting

August 5, 2016

Gaylord Texan®, Grapevine, Texas

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

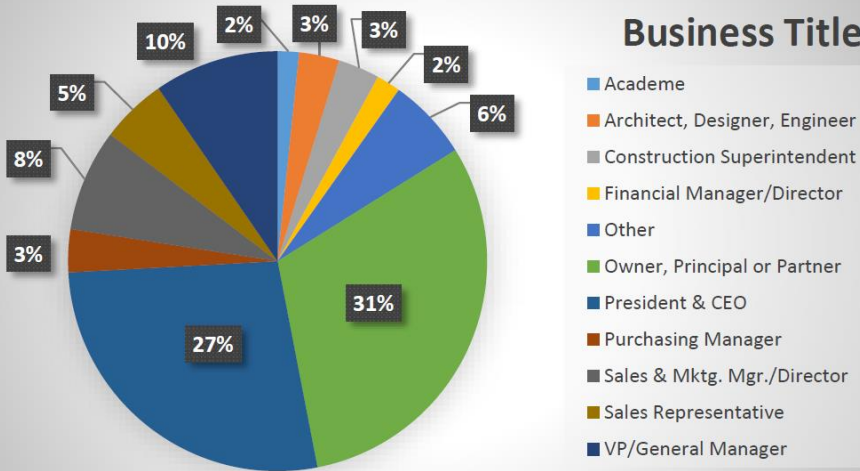
58% of attendees business size exceed \$1 million

61% of attendees owners and presidents

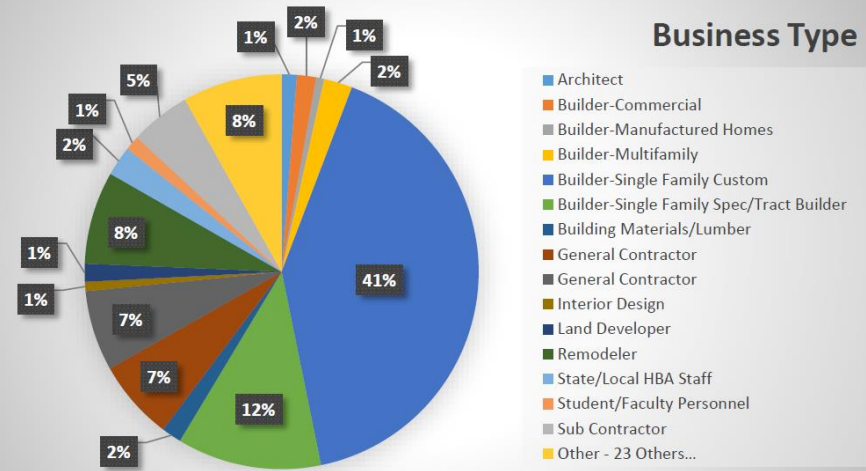
Sunbelt Builders Show™

Truth in the Numbers

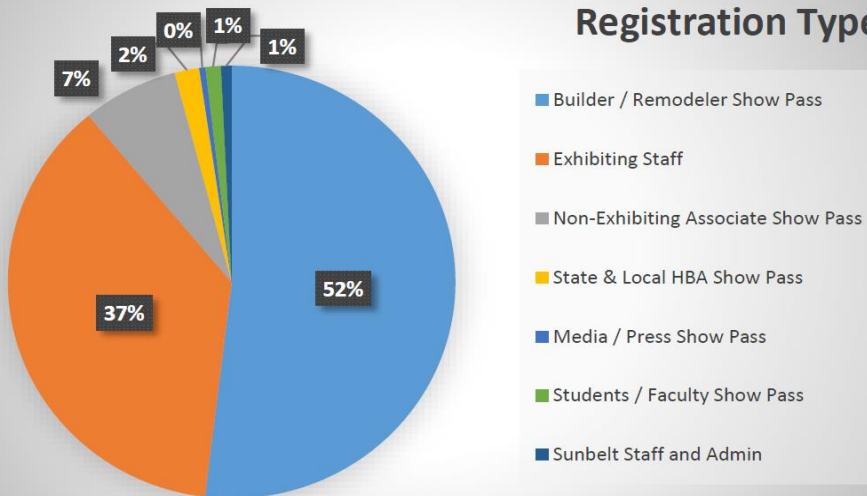
Business Title



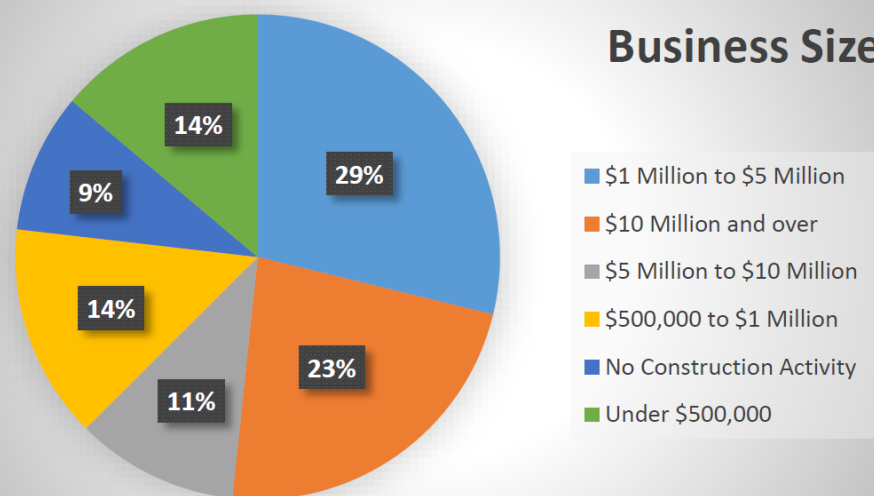
Business Type

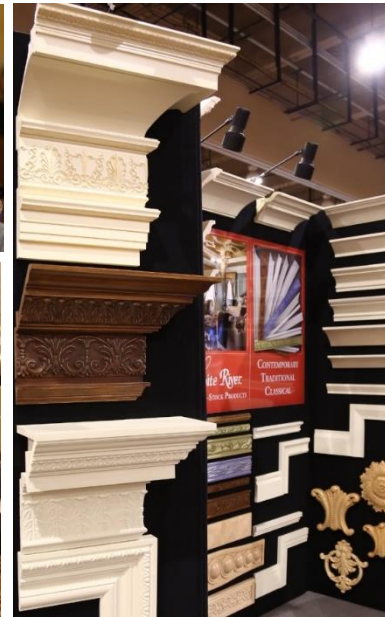


Registration Type



Business Size





2015 Sunbelt Show



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

Presenting Sponsor - \$30,000 – 1 available

3 Sold - Builders Insurance Group, Morrison Supply Company & StrucSure Home Warranty

- Company category exclusivity at this level; Comp 20x30 booth space (first right of refusal from 2015 sponsors have until Dec. 1)
- 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.

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

Sunbelt Recharge ZONE Sponsor - \$15,000 (1 available)

- Comp 10x20 premium with 8 comp exhibitor registrations
- 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 4 issues of 2016 **Texas Builder** magazine (Subject to print timelines)
- Company name recognition on show management selected Sunbelt & TAB social media posts
- Full page 4-color ad in the Sunbelt Builders Show™ guide
- Company logo in slide presentation in Opening Session
- 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 and/or product 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 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 \$2,000)
- 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 \$2,000)
- 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 \$2,000)
- 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

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

Opening Session Sponsor - \$25,000 – SOLD-OUT – Great American Insurance Group

- 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
- Company logo on all email
- Company logo recognition
- Company logo prominently
- VIP seating at Opening Session
- Company logo on all General Admission
- Complimentary pre & post
- 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
- Company name recognition on show management selected Sunbelt & TAB social media posts

SOLD OUT!

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.

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

Sunbelt General Session Sponsor - \$7,500 (Sold-Out) – Hotchkiss Insurance Agency, LLC & Reliant

- 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 is (Subject to print timelines)
- Half page 4-color ad in the official publication (circulation 10,000 bi-monthly)
- Company logo on slide presentation
- Company verbally recognized at
- 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) – ACME Brick Company

- 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

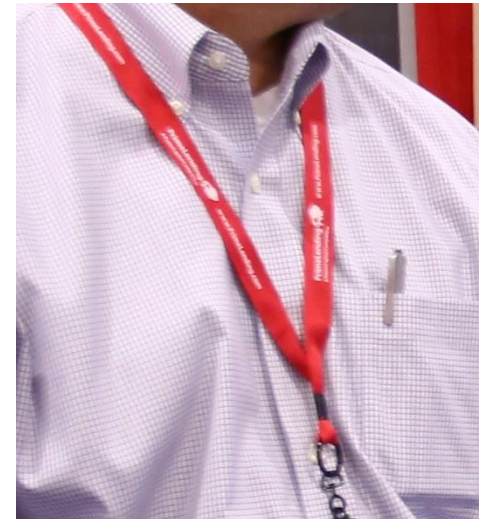
SOLD OUT!



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

Sunbelt Show Lanyard Sponsor - \$5,000 (Sold-Out) – PrimeLending, A PlainsCapital Company

- 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



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

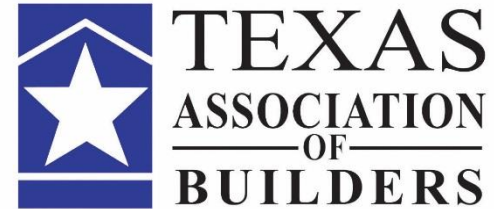


2016 Star Awards Reception & Awards Presentation - \$2,000 (12 available)

- 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 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 Young Professionals



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



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