



*The Home Builders Association
Of Northeastern North Carolina's
3rd Annual
Home & Remodeling Expo*

March 2nd, 3rd & 4th, 2012

Knobbs Creek Recreation Center

Elizabeth City

Produced By:

Home Builders Association

Of Northeastern North Carolina



Potential Sponsors:

This year will mark our **3rdnd Home & Remodeling Expo and will be held on March 2nd - 4th, 2012 at Knobbs Creek Recreation Center in Elizabeth City, NC.** This event attracts homeowners and potential homeowners alike and will include the opportunity for more than 60 individual exhibitors. This year's event will also include our second annual "BARKitecture" competition where local carpentry students will be challenged to build the ultimate Canine Dwelling. Awards will be given to the top designs and proceeds from a silent auction will benefit the local animal shelter. (Our members are also encouraged to enter and compete against each other for the title of "**BIG DOG**"!)

We are offering several opportunities for sponsorships this year and encourage you to take a look at what your advertising dollars can buy! If your budget cannot accommodate a sponsorship at this time then consider supporting this event by donating supplies to the "Barkitecture" competition or offering a door prize for the event. You can also contact one of your suppliers/manufacturers and have THEM sponsor YOU in the Expo in exchange for highlighting THEIR products!

This year's Expo promises to be an exciting event you won't want to miss! If you have any questions or would like more information please call 252-453-6668 or email me at nenchba@mchsi.com. I look forward to working with you!

Sheryl Ann Lovitt, Executive Officer
Home Builders Association of Northeastern North Carolina
252-453-6668 or nenchba@mchsi.com

The Home Builders Association of Northeastern North Carolina is a non-profit trade association representing local builders, remodelers, developers, manufacturers, engineers, architects and other industry professionals since 1974. Through our affiliations with both the North Carolina Home Builders Association and the National Home Builders Association the HBA of NENC is dedicated to promoting the building industry and individual home ownership by providing education, events and networking opportunities to our members and the public while promoting policies that will keep housing a national priority.

2012
Home & Remodeling
Expo



Sponsorship Opportunities

Title Sponsor: \$3000.00 - (Only ONE available)

- Expo Title: Home & Remodeling Expo presented by “sponsor name”
- Top billing on event signage with logo recognition
- Company Representative to be recognized at event and make welcoming announcement on both Saturday and Sunday to attendees
- 10 x 8 Booth with 1st rights for prominent placement as chosen by YOU!
- Recognized at all Membership Meetings & Events for one full year as Expo Sponsor
- Company Banner displayed (provided by Sponsor)
- Company Name and logo on front cover of Show Guide
- Full Page Ad in Show Guide
- Logo on Home Page of HBA’s Website until 10/31/2012 with link
- Full Page Ad in 2012 HBA Directory (if submitted prior to 12/15/2011)
- Logo with link to company website on Expo page(s)
- One full page ad in our monthly e-newsletter for 1 Full year
- Logo included in all Expo features in newsletter
- Recognition in advertising, PR efforts, and marketing efforts including print, radio and billboards.
- Showcase your product/service at one membership meeting in 2012 (HBA reserves right to choose month)
- HBA of NENC Builder/Associate Membership **PLUS** one Affiliate Membership for one year
- 25 VIP Premier Night Event Tickets

Partner Sponsor: \$1700.00

(Two available)

- 10 x 8 Booth
- 50% off of regular price on any additional booths
- Logo included on entry banner signage
- Logo on front cover as an Expo partner in Show Guide
- Verbal recognition at event
- Full page ad in Show Guide
- Logo with link on Expo website
- Logo Included in all Expo features in HBA of NENC Newsletter
- One ½ page ad in our monthly e-newsletter for 1 full year.
- Included in all print advertising
- Showcase your product/service at one membership meeting in 2011 (HBA reserves the right to choose month)
- Company Name and logo included in all Expo emails
- HBA of NENC Affiliate Membership (current members only)
- 10 VIP Premier Night Event Tickets

Supporting Sponsorships

Registration Rack Card Sponsor - \$1000.00

(One available)

Attendees will be required to fill out these information cards in order to be eligible for hourly door prize drawings. Advertise your business on perforated ticket stubs retained by attendees and highlight a special offer from your business such as a discount, prize entry, sale notification or a simple ad. Registration Rack Cards will be distributed by all exhibitors to their customers in the weeks prior to the show and at the door to all attendees for this 3 day event.

Premier Night Sponsor - \$600.00

~~(2 available)~~ **ONE LEFT!**

Friday evening. Hors' d'oeuvres and beverages will be served and the sponsoring company will receive recognition in the form of signage at the event as the Premier Night Sponsor, company name and logo on all Premier night invitations and acknowledgement in our Home Expo brochure. You will also be recognized as the sponsoring company for all awards given to exhibitors for their displays in the form of announcements during Premier Night and your company name and logo printed on the awards certificates to be displayed in each winning booth throughout the show.

Expo Shopping Bag- \$400.00

(One available)

The first 500 attendees will receive an Expo Shopping Bag containing advertising, business cards and gift items donated by your fellow exhibitors. Be the business that gets noticed first and foremost by having your business name and logo imprinted on each bag AND your business card prominently attached to each bag for even more exposure. Want even more for your money? Include a "special" flyer or discount offer directing attendees to your booth (you provide the flyer) and we will see that the flyer is hand delivered along with each bag!

Lanyard Sponsor-\$400.00

(One available)

Your company name or logo on all exhibitor badges and lanyards.

Military Appreciation Day Sponsor – \$350.00

(One available)

In honor of our active and retired military men and women **Sunday, March 4th, 2012** will be designated “Military Appreciation Day”. Each person holding a valid military id (including retired military) will be given a voucher good for one free meal from our on-site food vendor (value to be determined). Each voucher will name your business (with logo) as the sponsor of this special day. Want even more exposure? You can have traffic directed to YOUR booth in order to obtain these vouchers or we can distribute them at the door – your choice!

BARKitecture Competition Sponsor - \$150.00

Local High School Carpentry students compete to build the ultimate dog house. Each home will be displayed at the Home & Remodeling Expo and the competition will be featured in 4 weekly ads in the Athlete of the Week section of the Daily Advance. Sponsor a team and you will receive recognition in each ad as a sponsor of this event AND be included (business name and logo) on signage to be displayed in front of your team’s creation throughout the show! Each house will be auctioned to the highest bidder and all proceeds will be donated to the local animal shelter!

Banner Presentation on the Showroom Floor

Your banner (to be provided by Sponsor) will be placed in a primary location on the Showroom Floor during the Expo weekend from March 2nd – March 4th.

Stage Presence: \$200.00

General Location: \$100.00

Want more flexibility? Custom Sponsorship Packages Available – Build Your Own by Selecting the Options YOU Want!