



The Home Builders Association 2nd Annual Home & Remodeling Expo

March 25th, 26th & 27th, 2010
Knobbs Creek Recreation Center
Elizabeth City

Produced By:



**Home Builders Association
Of Northeastern North Carolina**

Prepared for the Housing rebound?



Home Builders Association of Northeastern North Carolina

To inquire about sponsorships please contact:

Sheryl Lovitt
252-453-6668
nenchba@mchsi.com

Use the **2011 Home Expo** to get an edge on your competition!

With your sponsorship, you and your company will receive more exposure than ever before! We're talking TV ads, radio spots and written media. And that's just the beginning. Read on to learn more about the tremendous opportunities in store for 2011.



2011 Home & Remodeling Expo

Dear Expo Sponsor,

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.

This year will mark our **2nd Home & Remodeling Expo and will be held on March 25th – 27th, 2011 at Knobbs Creek Recreation Center.** 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 first ever "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.

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.

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. We look forward to working with you in what will prove to be a mutually beneficial relationship!

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



2011 Home & Remodeling Expo

Sponsorship Opportunities

Title Sponsor: \$5000.00

- 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
- Logo on Promotional Bags (given to first 1000 attendees)
- 10 x 8 Booth with prominent placement to be determined by Committee
- 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 10/31/2011
- 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
- Company Name and logo included in all Expo emails
- Logo included on all admission tickets
- Showcase your product/service at one membership meeting in 2011
- HBA of NENC Affiliate Membership for one year (current members only)
- 25 VIP Premier Night Event Tickets
- 100 2011 Expo Tickets

Partner Sponsor: \$2500.00

- 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
- Opportunity to place promotional/marketing item in event bags
- 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
- Company Name and logo included in all Expo emails
- HBA of NENC Affiliate Membership (current members only)
- 10 VIP Premier Night Event Tickets
- 50 2011 Expo tickets



2011 Home & Remodeling Expo

Supporting Sponsorships

Admission Ticket Sponsor - \$1000.

(One available)

Ticket stubs retained by attendees are perfect to highlight a special offer from your business such as a discount, prize entry, sale notification or a simple ad. Tickets will be distributed by all exhibitors to their customers, and at the door to all attendees for this 2 day event.

Premier Night Sponsor - \$600.00

(2 available)

Friday evening. Hors'duevres 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.

Lanyard Sponsor-\$400.00

(One available)

Your company name or logo on all exhibitor badges

Home Show Passport Sponsor – \$300.

(10 available)

Make your booth the destination of choice for everyone attending the Expo! Every guest who attends will receive a passport with instructions to visit **your** booth in order to be eligible for the **grand prize**. Once every participating vendor (up to 10) has stamped their passport, guests will enter a drawing to be held at the end of the EXPO.