



Sunbelt Builders Show™
July 10–13, 2024 | Fort Worth, Texas
Sponsorship Information

WHAT STANDS OUT, GET NOTICED!

Plan your 2024 sponsorship & marketing strategies with TAB!



Rise to the occasion and get your company's name in front of the best builders in Texas!

Together with Texas Association of Builders, discuss, create, and approve a marketing package that will deliver increased visibility and networking with your targeted audience!

For more information, contact:
Director of Events & Sponsorships. Angelica B. Stehling, CMP
Angelica@TexasBuilders.org / (512) 615-2542



For questions and/or to get you connected:
Call or Email: Angelica Stehling, CMP, Director of Events & Sponsorships, (512) 476-6346 or Angelica@TexasBuilders.org
www.SunbeltBuildersShow.com



Sunbelt Builders Show™ Current Sunbelt Sponsors

(as of 2.14.23)

Presenting Sponsorship



Thursday Keynote Speaker



Friday Keynote Speaker



THE HUB Area Sponsors – 2 of 6 sold



Show Bags



Your natural gas company

Show Lanyards



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Sunbelt 2024 Education Center Sponsor – Exclusive – \$25,000

(pending sponsor - call for more information)

- 10x20 Prime booth space included outside Education Center
- The Education Center is branded as all brought to you by sponsoring company including a banner hanging above the center with your company logo
- The company can place products on all educational chairs and tables
- A company rep will introduce all educational speakers
- Company logo slide will be used as the holding slide
- Company logo & link in sponsor section – **SunbeltBuildersShow.com**
- Company logo in all Sunbelt marketing emails, ads, and more
- Company logo in TABloid (monthly member e-newsletter)
- Ad in Sunbelt Special Edition Insert of Texas Builder issue (specs to be determined)
 - o Ad artwork provided by company according to specifications
- Company logo included on Sunbelt Committee info & TAB meetings prior to Sunbelt
- Show Management makes hotel reservation for one company rep for 4 nights with Room, Tax and Valet Parking direct billed to TAB Master
- 25 free custom VIP Promo Codes to send to non-registered builders/remodeler
- Full Page Show Guide Ad (Company supplies artwork)
- Sunbelt App – Logo on Splash Page & Ultimate Exhibitor Listing
- 3'x3' Cling at each designated entrance to trade-show (Company supplies artwork)
- Social Media Post (Company supplies artwork)
- Keynote Session Ad (Company supplies artwork)
- 6 tickets for company representatives to Thursday's Big Time in Cowtown Fundraiser
- 8 additional Comp Exhibitor Registration Passes
- Logo on Exhibitor Maps
- Logo on Sponsor Overall Thank You Cling
- Logo on Welcome Signage
- Verbal recognition at the Thursday and Friday Keynote Presentations
- Logo on Show Guide Exhibitor Directory Listing
- Logo on Sunbelt Sponsor page in Show Guide
- Company name bolded and highlighted in all Exhibitor Listings
- Company logo will be included in the "Know Before You Go" email to Sunbelt registrants

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Sunbelt 2024 Event Wi-Fi Buyout Sponsor – Exclusive - \$25,000 (1)

- 10'x30' Booth space included
- Company logo in all Sunbelt marketing emails, ads, and more
- Company logo included in TABloid (TAB's Monthly E-Newsletter to all members)
- Ad in the Sunbelt Special Edition insert (specs to be provided by Show Management) – need confirmation and artwork by April 15
- Company Logo in Sunbelt Special Edition – need confirmation & artwork by April 15
- Full Page Show Guide Ad – company to supply artwork
- Company logo on Wi-Fi Splash Page & name incorporated into Wi-Fi password.
- Wi-Fi access and password marketed to the builder attendees
- Company logo included on Sunbelt Committee info & TAB meetings prior to Sunbelt
- Show Management makes hotel reservation for one company rep for 4 nights with Room, Tax and Valet Parking direct billed to TAB Master
- 25 free custom VIP Promo Codes to send to non-registered builders/remodeler
- Full Page Show Guide Ad (Company supplies artwork)
- Sunbelt App – Logo on Splash Page & Ultimate Exhibitor Listing
- 3'x3' Cling at each designated entrance to trade-show (Company supplies artwork)
- Social Media Post (Company supplies artwork)
- Keynote Session Ad (Company supplies artwork)
- 6 tickets for company representatives to Thursday's Big Time in Cowtown Fundraiser
- 8 additional Comp Exhibitor Registration Passes
- Logo on Exhibitor Maps
- Logo on Sponsor Overall Thank You Cling
- Logo on Welcome Signage
- Verbal recognition at the Thursday and Friday Keynote Presentations
- Logo on Show Guide Exhibitor Directory Listing
- Logo on Sunbelt Sponsor page in Show Guide
- Company name bolded and highlighted in all Exhibitor Listings
- Company logo will be included in the "Know Before You Go" email to Sunbelt registrants
- Company logo & link in Sponsor Section of the Sunbelt Website - **SunbeltBuildersShow.com**

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"THE HUB – Conversation Starter" Sponsor - \$10,000 (6 Total, 2 sold – 4 available)

- Includes 10'x10' Premium Inline Booth space near "The HUB" central location
- Company logo & link in Sponsor Section of Sunbelt Website - **SunbeltBuildersShow.com**
- Company has opportunity to present an innovative, educational, demo program in "The HUB" which will be promoted by Show Management. Choice of available times will be given to you for you to choose one time slot on Thursday or Friday.
- Company recognition in selected marketing emails, ads & logo in Sunbelt Special Edition Insert of Texas Builder issue
- Company logo included on Sunbelt Committee info & TAB meetings prior to Sunbelt
- 14 free custom VIP Promo Codes to send to non-registered builders/remodelers
- Half Page Show Guide Ad (Company supplies artwork)
- (2) 2'x2' Clings (Company supplies artwork, Show Management to purchase clings)
- Social Media Post (Company supplies artwork)
- Keynote Session Ad (Company supplies artwork) which will be included in PowerPoint presentation at each Keynote (Thursday / Friday)
- 4 tickets for company representatives to Thursday's Big Time in Cowtown Fundraiser
- 4 additional Comp Exhibitor Registration Passes
- Logo on Show Guide Exhibitor Directory Listing & on Sponsor page in Show Guide
- Sunbelt App Sponsor Listing (Logo, Contact Info)
- Logo on Exhibitor Locators
- Logo on Sponsor Overall Thank You Cling
- Company name bolded and highlighted in all Exhibitor Listings
- "The HUB" will be marketed as the central location for learning, networking, etc.
- Show Management to create the space and incorporate company logo into space
 - Show Management will produce and pay for space
- Company recognition in "Know Before You Go" email

THE HUB Area Sponsors – 2 of 6 sold



JamesHardie™



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WARRANTIES AND INSURANCE

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“Hotel Key Cards - \$7,500 (1 available)”

- Logo on hotel keycards – branded on one side – and Sunbelt branded on the other side
- Company logo in Sponsor Section of the Sunbelt Website –**SunbeltBuildersShow.com**
- Company recognition (some logo and some name) in selected marketing emails and ads
- Company logo included in (2) TABloid Emails (TAB’s monthly e-newsletter to all members) prior to Sunbelt (May & June)
- Company name in Sunbelt Special Edition Insert of Texas Builder issue
- Company logo will be included on Sunbelt Committee info & TAB meetings prior to Sunbelt
- 8 free custom VIP Promo Codes to send to non-registered builders/remodelers
- Half Page Show Guide Ad (Company supplies artwork)
- (2) - 1’x1’ Clings (Company to supply artwork, Show Management to purchase clings)
- 4 tickets for company representatives to Thursday's Big Time in Cowtown Fundraiser
- 4 additional Comp Exhibitor Registration Passes
- Logo on Show Guide Exhibitor Directory Listing & on Sponsor page in Show Guide
- Sunbelt App Sponsor Listing (Logo, Contact Info)
- Logo on Exhibitor Locators & Overall Sponsor Thank you Cling
- Website Logo upgrade on floor plan
- Company name bolded and highlighted in all Exhibitor Listings, Keynote PowerPoints on Thursday & Friday and in the “Know Before You Go” email

Sunbelt 2024 Sunbelt Booster Club - \$3,000 (unlimited)

Enhance Your Exhibitor Participation with theses sponsor benefits

- Company Name will be included in Sunbelt ad in the Texas Builder magazine issue immediately prior to Sunbelt
- Company Name will be included in the June TABloid e-newsletter immediately prior to Sunbelt
- Company name will be included in the “Know Before You Go” email to Sunbelt registrants
- Company name will be included on Sunbelt Committee info & TAB meetings prior to Sunbelt
- Company name will be included on the Sunbelt Sponsor Page in the Show Guide
- Company name will be included on the Overall Sponsor thank you cling onsite
- Company name will be included in the Keynote Presentation loops on Thursday & Friday
- Company will receive name recognition on the Sunbelt Sponsor section of the Website
- 4 Sunbelt Show Non-Exhibiting Show Passes for Company Representatives

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Sunbelt Stampede - Attendee Traffic Promotion - \$1,250 (Maximum of 25 companies)

Company must be a Sunbelt Exhibitor

LIMITED TO 25 EXHIBITING COMPANIES

- Company promotion on game marketing pieces, emails, and onsite game piece*
- Company promotion on signage*
 - *Show Management reserves the right to use logo or company name on materials, and acknowledges that on each piece – the participating companies will be listed with either logo or company name.
- Company name in the onsite Show Guide ad – marketing the Sunbelt Stampede.
- 1'x1' cling at booth identifying company as a Sunbelt Stampede participant.
 - Show Management to create the cling and have it placed by company's booth.
- Lead Retrieval Badge Scanner (Value \$320)
- Show Management will purchase (2) \$2,500 gift cards – one to be included in each daily basket.
- Each participating company has the opportunity to provide (2) gifts – one to be included in each daily basket.
 - Company would need to confirm gift participation by June 3
 - Company can provide logoed gift item or another gift with a noted company gift tag.
 - Daily Gift Baskets will be displayed at the registration desk to draw attention to the game.
 - Game Pieces will be accessible near registration desk and registration personnel can answer any questions about The Sunbelt Stampede

GAME INFORMATION:

- Show Management will create game pieces and prominently display them near registration.
- Anyone can play the game – however the rules will clearly state that a winner must be a builder type.
- To be eligible for drawing, must be a builder type and get scanned by each game participating company.
- The game player then submits their game piece to the registration desk.
- Registration staff will verify the player is a qualified builder type and got scanned by all participating companies before submitting the game piece in the drawing bin.
- A winner's name will be drawn each day, one hour before closing, and the winner must be PRESENT to win.
- Participants can only win once, however; game pieces for each participant (excluding the winner on the first day) will rollover to the next day. Must be PRESENT to win on the second day.

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Sunbelt Advertising Opportunities

- Email Blast Pre-Show to registrants in June 2024- \$1,500 (1)
- Email Blast Post-Show to registrants in August 2024 - \$1,750 (1)
- Post-Show Sunbelt Webinar Demo – August 2024 (1) - \$2,000 (must apply and be approved)
- Pre-Show Sunbelt Webinar Demo – June 2024 (1) - \$2,000 (must apply and be approved)
- Social Media Post (one per week starting in May 2024 - \$300 (6)
- Keynote Presentation Ad (will loop on Thurs. & Fri Keynote PowerPoints – 15-minute
Doors Open prior to session starting - \$300 - unlimited
- Website Plan Logo Upgrade \$100 - unlimited
- Show Guide Back Cover – **SOLD**
- Show Guide Inside Front Cover - **SOLD**
- Show Guide Inside Back Cover - \$1,950
- Show Guide 2-page Spread - \$2,000
- Show Guide Full – Page - \$1,300 (10)
- Show Guide Half – Page - \$700 (15)
- Logo Upgrade in Show Guide Exhibitor Description Listing - \$300 - unlimited



2024 Sunbelt Sponsorship Fillable Form

Payments made to Sunbelt Builders Show™
Contact Angelica Stehling at 512-476-6346 or email
angelica@texasbuilders.org

Sunbelt Sold-Out Sponsors

(Attendee Estimates –2,000 residential construction professionals from across Texas)

- ☐ Presenting
- ☐ Thursday Keynote
- ☐ Friday Keynote
- ☐ Show Bags
- ☐ Show Lanyards

Sunbelt Available Sponsorships

- ☐ \$25,000 Sunbelt Title Education Center Sponsorship - Exclusive
- ☐ \$25,000 Sunbelt Event WIF Buyout - Exclusive
- ☐ \$10,000 Sunbelt “The HUB” Sponsor – 2 sold – 4 available (includes (1) 10’x10’ booth & presentation time)
- ☐ \$7,500 Sunbelt Hotel Key Card Sponsor (must purchase at least (1) 10’x10’ booth)
- ☐ \$3,000 Sunbelt Booster Club Sponsor (open to all exhibitors & non-exhibiting attendees)
- ☐ \$250 Friend of Sunbelt (open only to builders, developers, remodelers, multifamily)

Sunbelt Stampede – Attendee Traffic Promotion – Game Participation

- ☐ \$1,250 (limited to 25 companies)
includes lead retrieval scanner & exposure throughout pre-, during, and post-show marketing campaign

Sunbelt Advertising

(company to supply artwork based on specifications and timelines provided)

- ☐ \$1,500 (1) Email Blast Pre-Show to registrants in June 2024
- ☐ \$1,750 (1) Email Blast Post-Show to registrants in August 2024
- ☐ \$2,000 (1) Pre-Show Sunbelt Webinar Demo – June 2024
- ☐ \$2,000 (1) Post-Show Sunbelt Webinar Demo – August 2024
- ☐ \$300 Social Media Posting (6) – one per week starting in May 2024)
- ☐ \$300 Keynote Presentation ad, PowerPoint to run at Thurs. & Fri. Keynotes – 15 minutes - Doors Open to Start
- ☐ \$100 – Sunbelt Website Floor Plan Logo Upgrade
- ☐ Show Guide Back Cover
- ☐ Show Guide Inside Front Cover
- ☐ \$1,950 Show Guide Inside Back Cover
- ☐ \$2,000 Show Guide 2-page Spread
- ☐ \$1,300 Show Guide Full Page ad (10)
- ☐ \$700 Show Guide Half Page (15)
- ☐ \$300 Show Guide Logo Upgrade in Exhibitor Description Listing

Texas Association of Builders, TAB HOMEPAC and Texas Builders Foundation

Events during Sunbelt Builders Show™ week

(Click on any of the following and TAB will contact you with more information)

Annual TBF Golf Tournament, July 9, 2024
Texas Association of Builders Board, Committee & Council Meetings, July 10 – 13, 2024
Big Time in Cowtown @ Billy Bob’s benefiting TAB HOMEPAC and Texas Builders Foundation, July 11, 2024
TAB’s Star Awards – Annual Presentation of Awards to the Best in Texas, July 12, 2024

Authorized By Info :

Name: _____ Company: _____
Address/City/State/Zip: _____ Phone: _____
Email: _____ Signed by & Date _____

- ☐ Pay with Credit Card – Call for Info or ☐ Send me an invoice This company is responsible for providing Texas Association of Builders (TAB) staff with all marketing materials as requested for event and program publications. The applicant agrees that by completing & submitting this contract they consent receiving communications from Sunbelt Builders Show™ and TAB management via mail, email or telephone. By entering into this agreement TAB & Sunbelt Builders Show™ does not represent or maintain that the company will be sole sponsor for any event unless otherwise specified. Management reserves the right to add sponsors, if in its sole discretion determines that the best interest of the event or program requires such change. Marketing benefits begin upon receipt of payment.