

Be Seen. Be Chosen.

2026 Sponsorship Opportunities



Sunbelt Builders Show® & TAB Summer Events

July 21-24, 2026

San Antonio, Texas

Connect with the Decision-Makers Your Business Depends On.

The Sunbelt Builders Show[®] is the Southwest epicenter of residential construction, drawing the most qualified buyers and influencers in the region. Put your brand directly in front of:



Builders



Remodelers



Developers



Multifamily & Rental
Property Owners

Levels of Partnership

From targeted advertising to headline status, discover the level of impact that aligns with your strategic goals.

1.

Headline Sponsorships

Unparalleled brand leadership and exclusivity

2.

Premier Partnership (\$25,000)

Deep integration into the attendee experience

3.

Core Partnership (\$10,000)

High-visibility engagement on the show floor

4.

Foundational Support & Advertising (\$250-\$4,000)

Targeted digital, print, and on-site brand awareness

Headline Sponsorships: Lead the Industry Conversation

Command the highest level of visibility and influence with our most exclusive, high-impact sponsorship opportunities.
(These are confirmed for 2026. Contact to get on a list for 2027)



Presenting Sponsor*
The ultimate position, integrated into all aspects of the show's identity.

Wednesday Keynote Speaker*

Aligning brand with the show's main event and most anticipated speaker.



Hotel Keycards*
The first and last brand attendees see each day.

Sunbelt Coffee House*
Providing a specialty service on the trade show floor



Show Bags*
Placing brand directly in the hands of every attendee

Show Lanyards*
Delivering continuous brand exposure on the lanyard given to every attendee



Podcast Studio
Interactive interviews on a variety of industry topics

*Exclusive

The Premier Partnership

\$25,000

Deep Brand Integration: Own a Key Part of the Attendee Experience

The Professional Development Center

Position your brand as an industry expert.

- Co-branded in full with the education center
- Recognition in all marketing related to education center
- Opportunity for a company rep to introduce speakers for all sessions & make center their home
- Opportunity for one non-advertorial presentation timeslot.
- See more on next slide

The Podcast Center

Align your brand with industry influencers.

- Co-branded in full with the podcast center.
- Recognition in all marketing related to the podcasts.
- Opportunity for one non-advertorial company topic on a podcast program.
- See more on next slide

A Specialty Food or Beverage Station

Be the hub of networking and hospitality.

- Specialty branding at the station on both days.
- Your company logo featured on napkins.
- See more on next slide



The Premier Partnership

\$25,000

Show benefits included with every \$25,000 Premier Partnership:



10' x 20' Premier Booth



Company logo on marketing materials, website, onsite signage, and select newsletters.



Logo & **15-30 second video ad** on two on-site LED Display units.



Full-Page ad in the Sunbelt Show Guide (print & digital).



Ad in the Wednesday Keynote Presentation loop.



Recognition in 'Know Before You Go' email.



8 Additional Exhibitor Passes*
*depending on the sponsorship.



4 Tickets* to the "Big Time Fundraiser" at Howl at The Moon
*depending on the sponsorship.



'Map Your Show' **Ultimate** Package
- exceptional online & app exposure

The Core Partnership

\$10,000

High-Visibility Engagement: Be a known presence on the show floor with these spotlight opportunities:

Show Lanyards
Your logo co-branded on every attendee lanyard (Sold-out)

Sunbelt Food Station
Your branding at one of six daily food stations

Sunbelt Water Station
Your branding at the show's central water station. Includes sponsor-logoed cups.



*Exclusive

The Core Partnership

\$10,000

Show benefits included with every \$10,000 Core Partnership:



10' x 10' Booth



Company logo on marketing materials, website, onsite signage, and select newsletters.



Logo on two on-site LED Display units.



Half-Page ad in the Sunbelt Show Guide (print & digital).



Ad in the Wednesday Keynote Presentation loop.



Recognition in 'Know Before You Go' email.



4 Additional Exhibitor Passes (total of 8).



2 Tickets to the "Big Time Fundraiser" at Howl at The Moon.



2 reps invited to the exclusive First-Timer Happy Hour.



'Map Your Show' **Essential** Package including online & app exposure

Foundational Support & Targeted Advertising

Digital & Print Reach

(Must be an Exhibitor)

Pre-Show Email Blast (June '26):	\$1,500
Post-Show Email Blast (Aug '26):	\$1,750
Social Media Post (Starts May '26):	\$300
Keynote Presentation Ad Loop:	\$300
Show Guide Ads:	
Inside Front Cover:	sold out
Back Cover:	sold out
Inside Back Cover:	sold out
2-Page Spread:	\$2,000
Full Page:	\$1,300
Half Page:	\$700
Exhibitor Show Directory Logo	\$300

Map Your Show

New 2026 Event Management offering for Exhibitors:
Online & App Ad Packages:

\$495 - Essential Package

- available during initial application process
- regular rate is \$750

\$995 - Ultimate Package

- available during initial application process
- regular rate is \$1,500

\$10,000 - Exclusive APP Sponsor

- (call for details)

Other online & app advertising options

- landing banners, product spotlights and more

Foundational Support & Targeted Advertising

Show Your Support

Sunbelt Booster Club Sponsor: \$4,000

(No booth purchase required)

- Name recognition in marketing emails Show Guide, website, onsite signage,
- Name recognition in General Session keynote loop and TAB meetings
- Includes 2 company rep show passes

Sunbelt First-Timer Happy Hour: \$4,000 Tuesday, July 21, 5:15 - 6:45 p.m.

(Booth purchase required)

- Name recognition in marketing & printed items for event (Show Guide, website, signage etc.)
- A company rep to welcome first-timersewcomers
- Invitation Only event inclusive of sponsors, TAB Sr. Officers, Young Professional Leadership.
- Sponsor will be provided additional invitations for clients

Builder Friend of Sunbelt: \$250

(For member Builders, Remodelers, Developers, Multifamily Owners)

- Name recognition in Show Guide, website, LED displays, and General Session Keynote loop.
- Registration Show Pass for one.

Associate Friend of Sunbelt: \$750 / \$850 after May 31

(For HBA local associate members.*

No booth required)

- Name recognition in Show Guide, website, LED displays, and General Session Keynote loop.
- Registration Show Pass for one.

*Associate = product or service provider

Beyond the Show Floor: The Full Texas Association of Builders Experience

Your Sunbelt partnership connects you to the entire ecosystem of TAB events, offering further opportunities to engage with industry leadership.

**TAB Summer Committee,
Council & Board Meetings
(July 21-24):**
Connect with the
association's leadership.



**Star Awards Dinner &
Ceremony Celebration
(July 23):**
Recognize the best in
Texas residential
construction.



**Big Time on the Riverwalk
Fundraiser (July 22):**
Support the Texas Builders
Foundation and
HOME PAC.

Contact TAB for details on all co-located event sponsorships.

Let's Build Your 2026 Sunbelt Partnership

Secure your sponsorship and connect with the leaders of the **Southwest's** residential construction industry.

Angelica B. Stehling, CMP

VP, Events & Industry Sponsorships

(512) 476-6346 or (512) 615-2542

Angelica@TexasBuilders.org



Be Seen! Be Chosen!

Join these industry partners:



Sunbelt Presenting Sponsor



Wednesday Keynote Sponsor



Sunbelt Coffee House



Podcast Studio



Hotel Keycard Sponsor



Show Bags Sponsor



Show Lanyard Sponsor

