

# 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

# 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.



## **Hotel Keycards\***

The first and last brand attendees see each day.



## **Show Bags\***

Placing brand directly in the hands of every attendee



## **Podcast Studio**

Interactive interviews on a variety of industry topics

## **Wednesday Keynote Speaker\***

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

## **Sunbelt Coffee House\***

Providing a specialty service on the trade show floor

## **Show Lanyards\***

Delivering continuous brand exposure on the lanyard given to every attendee



**\*Exclusive**

# The Core Partnership

**\$10,000**

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

## Sunbelt Food Station

Your branding at one of six daily food stations

## Sunbelt Beverage Station

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



**\*Exclusive**

# The Core Partnership

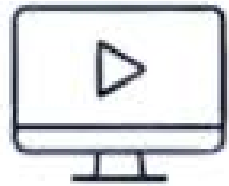
Show benefits\* included with every \$10,000 Core Partnership: ~~\$10,000~~ **\$7,500**



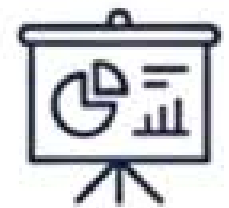
**10' x 10' Booth**



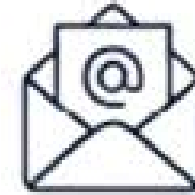
Company logo on marketing materials, website, onsite signage, and select newsletters.



Logo on two on-site LED Display units.



Ad in the Wednesday Keynote Presentation loop.



Recognition in 'Know Before You Go' email.



**4** Additional Exhibitor Passes (total of 8).



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

\*All benefits dependent on timelines and availability. Call for more information

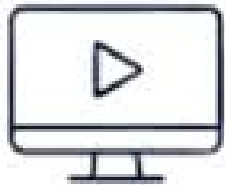
# The Education Session Partnership

**\$2,500 - \$4,000**

Professional Development is key to success. Partner with an available education session on the tradeshow floor. Must be an exhibitor



Brand visibility & Recognition  
On-Site Presence  
Thought Leadership  
Attendee Engagement  
Extended Exposure



Choose an available education session in the Professional Development Center on the Trade Show Floor. See list

## Wednesday, July 22

*TAB 2025-2026 Contracts Package Update* - **Sold**

Speakers: Don Shelton and Tyler Hood, Bush/Rudnicki/Shelton

*Building Your Leadership House: Constructing Excellence from Foundation to Finish*

Speaker: Tim Lansford, Luxury Homes of Texas

*Best Practices in Energy Efficient Homes*

Speakers: Heather Laminack, Ferrier Homes & James Rodriguez, Fox Energy Specialists

*The Water Challenge: Effects on the Future of Housing* - **Sold**

Speakers: Frances Blake, TAB, Ashley Morgan, Texas Water Development Board & Scott Norman, TAB, Cara Tackett, Pape-Dawson.

## Thursday, July 23

*Keynote: Economic Forecast and Texas Housing Market* - \$4,000

Speaker: Dr. Robert Dietz, National Association of Home Building (NAHB)

*AI in Design, Customization & Timesaver Tools for Builders & Clients*

Speakers: Chris Bolio, Alair Homes & Kristal Casey, Unicorn Service Solutions

*Industry Viewpoints - Panel Discussion* **Sold**

Speakers: Jeff Czar, King Fish Development, Michael Robare, Robare Custom Homes, and Frank Sitterle, Sitterle Homes. Moderated by Tim Lansford, Luxury Homes of Texas

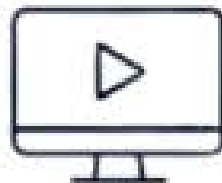
# The Sunbelt Super Fan Game

**\$1,250**

Be a mandatory booth visit for builders to be eligible for a chance to win.  
Must be a participating exhibitor



Brand visibility & Recognition  
On-Site Presence  
Attendee Engagement  
Extended Exposure



5 stops remaining

## MARKETING BENEFITS

- Company will get listed on advertisement in Show Guide
- Client will have a Sunbelt Super Fan GAME Stop Cling at their booth
- Client will receive list of contact information for all players
- Client can provide 4 company swag items for the gifts bags that will go with the cash winnings

## GAME INFORMATION

- The game will be marketed to builder types only as a potential winner.
- To be eligible to win, a player must visit all participating companies and input the secret code in the Sunbelt App
- Once a player has input all the secret codes they will be included in the randomized selection of the winner.
- Registration staff will have the ability to verify the player/winner through the app
- Show Management will provide participating companies with lead information for every player who entered their secret code during game play
- 2 winners will be drawn each day, 15 minutes before closing in the Professional Development Center on the tradeshow floor. Show Management will bring cash for each daily winners. \$1,000 - First Prize, \$500 - Second Prize
- Participants can only win once.
- Game Participants MUST be PRESENT to win

# Foundational Support & Targeted Advertising

## Digital & Print Reach

*(Must be an Exhibitor)*

|                                     |                 |
|-------------------------------------|-----------------|
| Pre-Show Email Blast (June '26):    | <b>sold out</b> |
| Post-Show Email Blast (Aug '26):    | \$1,750         |
| Social Media Post (Starts May '26): | \$300           |
| Keynote Presentation Ad Loop:       | \$300           |
| Show Guide Ads:                     | <b>sold out</b> |
| Inside Front Cover:                 | <b>sold out</b> |
| Back Cover:                         | <b>sold out</b> |
| Inside Back Cover:                  | <b>sold out</b> |
| 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. \$750- \$10,000

**\$750 - Essential Package**

**\$1,500 - Ultimate Package**

**\$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: \$3,000 or \$1,000**

**Tuesday, July 21, 5:30 - 6:30 p.m.**

*(Booth purchase required)*

- Logo or Name recognition in marketing & printed items for event
- 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.**



# Be Seen! Be Chosen!

## Join these industry partners:



Sunbelt Presenting Sponsor



Wednesday Keynote Sponsor



Sunbelt Coffee House



Hotel Keycard Sponsor



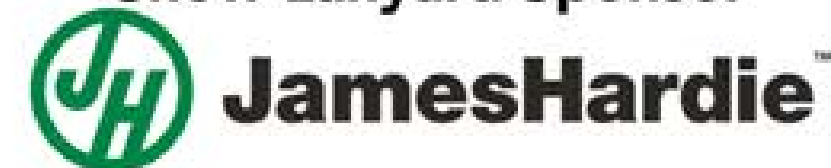
Podcast Studio



Show Bags Sponsor



Show Lanyard Sponsor



Education Session Sponsors

Hotchkiss Insurance

Kinetico Water Systems of San Antonio

Sunbelt First-Timer Happy Hour Sponsor

Kinetico Water Systems of San Antonio

# Let's Build Your 2026 Sunbelt Partnership

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

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**Angelica B. Stehling, CMP**

VP, Events & Industry Sponsorships

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