



# One Industry Segment, 700 Association Executives and Staff

*Association Management Conference  
August 11-14, 2018 • Long Beach, CA*

# CONTENTS

Benefits Overview ..... 3

The Industry Advantage ..... 5

Wearing Many Hats..... 5

Connect with Association  
Decision Makers ..... 6

Sponsorship Benefits ..... 7

Multiple Ways to Reach  
Your Audience..... 8

Branded Marketing  
Opportunities ..... 11

AMC Sponsorship Add-ons ..... 16

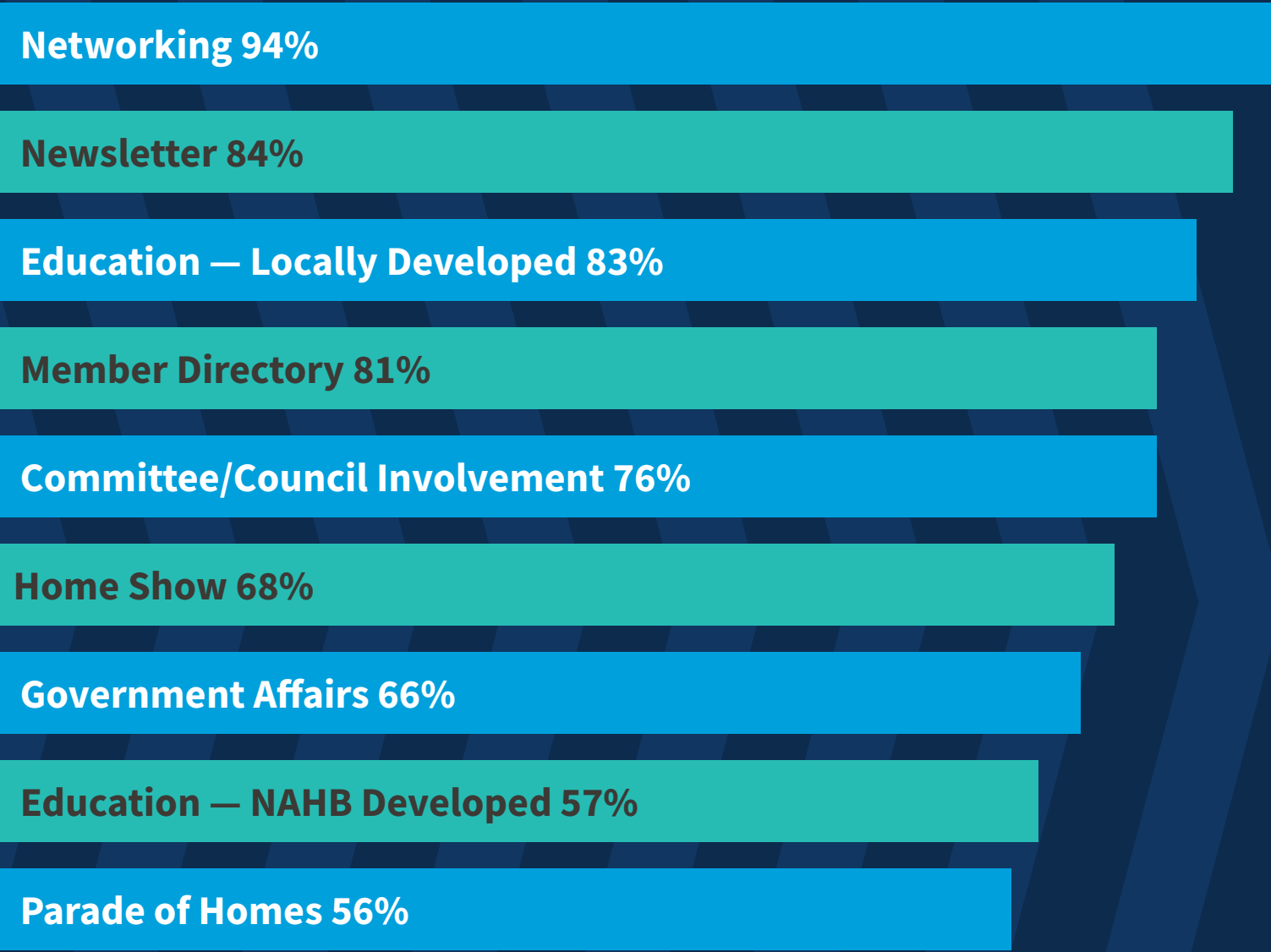
Anytime Add-on  
Opportunities ..... 18

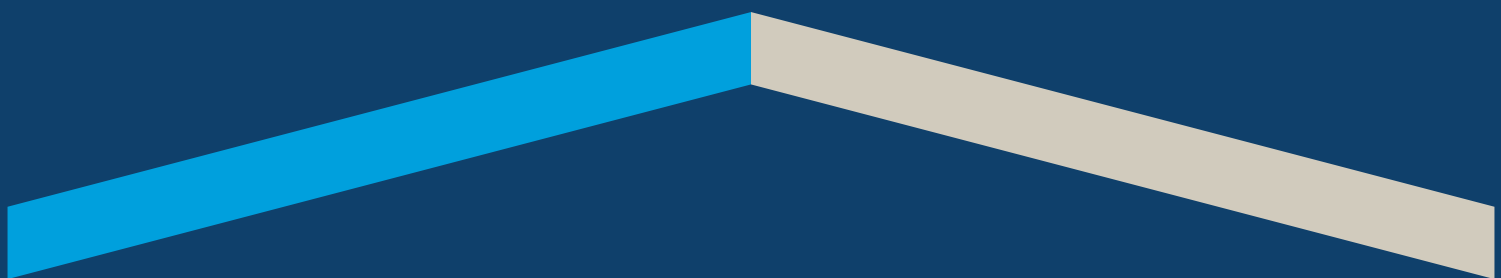
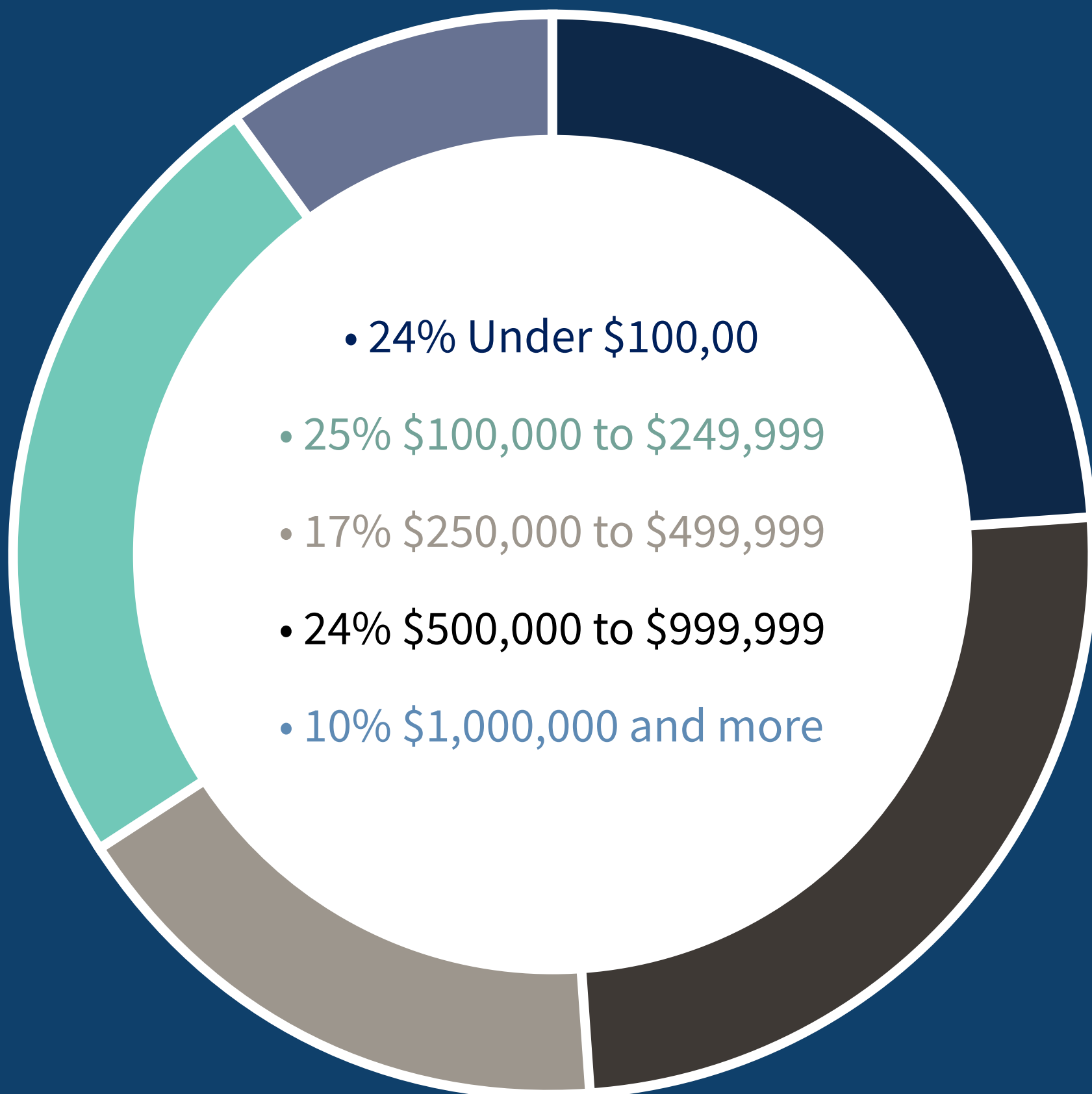
Benefits Detailed ..... 19



The National Association of Home Builders (NAHB) is a federation-based organization that comprises over 700 local and state associations that recruit members and provide programs and services unique to the needs of those members. NAHB provides resources and training for association executive officers, staff that creates organizational, professional and personal success.

## LOCAL NAHB MEMBER BENEFITS OFFERED





# NAHB ASSOCIATIONS SPEND OVER **\$2 BILLION** PER YEAR

# THE INDUSTRY ADVANTAGE

As an organization, your marketing can be targeted to one specific industry. You'll be able to understand the needs of this specific association segment and identify the specific way you can assist them.

# WEARING MANY HATS

The average association has 2 full-time positions and one part-time position. That means the staff is wearing multiple hats—membership recruitment and retention, advocating to public officials on industry issues, communicating, maintaining finances, managing programs (education, home shows, etc.), working with volunteer leaders, including a board of directors, maintaining office operations and systems and so much more.

# CONNECT WITH ASSOCIATION DECISION MAKERS

Whether your business objectives include visibility at a specific event or as a year-round brand awareness, NAHB connects you to the decision makers—the local association executive officers. Decisions about services and programs—from membership software and marketing technology and services for members—are decided at the local level.

To discuss these opportunities or custom packages to meet your company's goals, contact **Steve Bunce at [sbunce@nahb.org](mailto:sbunce@nahb.org) or 202-266-8690.**

◆ **Diamond: \$25,000**

The premier, top-level marketing opportunity puts your organization out front.

● **Sapphire: \$20,000**

This sponsorship offers an outstanding opportunity to showcase your brand’s presence throughout the year.

★ **Emerald: \$10,000**

Gain year-long recognition, including at NAHB’s Association Management Conference with various options for recognition.

Face-to-Face Benefits

	Association Management Conference August 11-14, (Long Beach, CA)	EOC Events at NAHB Midyear Meeting July 24-28, Portland, OR (Oregon Convention Center)	EOC Events at IBS February 19-21, 2019, Las Vegas, NV (Las Vegas Convention Center)
Advertising - Print	◆		
Direct Mail List	◆ ● ★		
Exhibit Tabletop	◆ ● ★		
In-person Networking	◆ ● ★	◆	◆ ●
Signage	◆ ● ★	◆	◆ ●
Other:	◆ (General Session)  ● (Event)  ★ (Room Drop)	◆ (Presidents Council Breakfast)  ● (Two EOC Continuing Education sessions)	◆ (Speaking Opportunity at Presidents Council Breakfast)  ● (Speaking Opportunity at Two EOC Continuing Education Sessions)

Digital Media Benefits

	Association Management Conference August 11-14, (Long Beach, CA)	EOC Events at NAHB Midyear Meeting July 24-28, Portland, OR (Oregon Convention Center)	EOC Events at IBS February 19-21, 2019, Las Vegas, NV (Las Vegas Convention Center)
Email (mention with link)	◆ ● ★	◆ (Presidents Council Email Invites)	◆ (Presidents Council Email Invites)
Email (dedicated)	◆ ●		
Friday Morning Email Insertions (e-newsletter to EOs & HBA Staff)	◆ ● ★	◆ (Eight Insertions)  ● (Six Insertions)	
Website - list/logo with link	◆ ● ★		
Website - ad with link	◆ ● ★		
Social Media	◆ ● ★		

For complete details about our Diamond, Sapphire and Emerald level sponsorships, or to customize your sponsorship email **Steve Bunce at sbunce@nahb.org.**

# MULTIPLE WAYS TO REACH YOUR AUDIENCE

Your marketing goals may include everything from branding your organization to connecting to a certain event. NAHB has several flexible options—from year-long level sponsorships for sustained awareness to specific promotional opportunities at the Association Management Conference.





## **Year-Long Federation Visibility**

There are a number of ways to create brand awareness and market specific products and services. When you become a Diamond, Sapphire or Emerald level sponsor, you gain year-long presence at events attended by association staff. In addition, there are opportunities for exposure—and engagement—available through numerous marketing channels.

## **NAHB Midyear Meeting**

Interact with association executive officers throughout this meeting as well as sponsorship of two executive officer education sessions, or through the NAHB Presidents Council.

## **2018 NAHB Association Management Conference**

Reach executive officers, other association staff who attend this event to learn effective practices for associations, applying them to the particular needs of the home building industry.

## **NAHB Presidents Council at the NAHB Midyear Meeting and IBS**

Breakfast meeting during IBS of local and state HBA Presidents and NAHB Executive Officers, typically includes an update from the NAHB Chairman of the Board, education programming provided by NAHB HBA Advisory Services, and a networking opportunity for EOs and volunteers over breakfast.

**[Click here for more!](#)**

## **EO Education Sessions at the NAHB Midyear Meeting and IBS**

Two education sessions held prior to the start of the Show, on association-related topics such as membership and communications.

**[Click here for more!](#)**

# BRANDED MARKETING OPPORTUNITIES



If you prefer to create awareness through a branded promotional item or other programs offered at the Association Management Conference, attended by 400 local executive officers and their staff.

## **AMC Closing Party \$15,000**

Raise the stature of your sponsorship with the AMC Closing Party at Gladstone's. Gladstone's is a Long Beach waterfront restaurant on the boardwalk with great views of the water and the Queen Mary. We will be using the indoor space, as well as the outdoor space with a great patio.

After two and a half days, this is THE must attend social event of the conference, and will be held on Monday evening, August 13th, from 6:00 – 9:00 PM.

This experience will have a beach vibe, and will include a signature cocktail. We are currently working on the full slate of sponsor benefits and welcome your thoughts. **Click here for more!**

## **AMC Registration Sponsorship \$15,000**

Grab those first impressions as attendees arrive and visit the registration desk to pick up their badges and lanyards with your branding. Sponsor branding extends to the registration desk countertop and highboy table in the registration area. Your table top and all other sponsor benefits are included. **Click here for more!**

## **SOLD Association Awards**

### **Luncheon \$10,000**

This luncheon recognizes both associations and executive officers for their significant achievements. Individual awards presented include the Small Office, the New Executive Officer, the Executive Officer of the Year and Career Achievement. Association awards range from membership recruitment to communications. As the exclusive sponsor of this event, you'll receive:

**Click here for more!**





## **Branded Hotel Key Cards \$7,500**

From the moment attendees check in, they will see your ad on the front of the plastic room key card. This up-front visibility will help drive traffic to your booth and increase your brand recognition. **Click [here](#) for more!**



## **Branded Tote Bag \$7,500**

The bag is distributed to all attendees and used to carry materials during the conference and as a take-home souvenir. Your company name will get high recognition with your logo printed on each bag. **Click [here](#) for more!**





## **Mobile Device Charging Station \$7,500**

This smart and sleek free standing HD full media charging station features a 19" user friendly LCD touch screen to display your videos or images with or without audio, and is custom wrapped with your design prior to the conference. It can charge up to 8 devices, and lockers can fit standard tablets including older iPads. Build some BUZZ for your brand! **Click here for more!**



## Exhibiting Sponsor \$6,000

You receive a six foot table-top space in the Resource Pavillion—where breakfasts and breaks are held—and a central gathering place for attendees. **Click [here](#) for more!**



# AMC SPONSORSHIP ADD-ONS



These can be added to one of the AMC sponsorship packages to enhance your reach.

## **Banner, Stair Clings & Column Wraps**

Conference site advertising is a proven way to increase traffic at your company's table, and elevate your branding during the conference. All prices include the banner production, handling, installation and removal. **Click here for more!**



## **Product Lab \$3,500**

This is a great way to demonstrate your product or service. This one-hour vendor demonstration (scheduled when no other sessions or events are in conflict) will allow you the opportunity to provide hands-on training for a specific audience. **Only two available, act now! Click here for more!**

## **Refreshment Break \$2,500 (Does not include Table Top)**

Meet attendees as they gather in one central location between sessions. Take this opportunity to distribute marketing materials and talk one-on-one with association decision makers. **Click here for more!**

# ANYTIME ADD-ON OPPORTUNITIES

*Available as an add-on to other sponsorships.*

## Friday Morning Email \$600/insertion

Weekly email digest of important news and updates from NAHB to all State and Local Home Builder Associations across the nation—sent to 750 EOs and HBAs Staff. Sponsor benefit is one 100-150 word sponsored content article, one graphic, and two hyperlinks to your site(s).



To Insert Name, NAHB Member #345

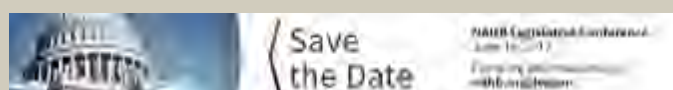
### Inside Washington

#### Legislation is enacted on Monday, Feb. 20

The National Housing Center will be closed in observance of Presidents' Day.

#### How to Comply with Silica Standards

A cooking seminar, Fundamentals of Flavor, will be held at 12 p.m. in CR-9000. Learn simple cooking tricks on how to quickly get delicious food on the table.



### Colorado Builders Discuss Regulatory Reform with EPA Chief

The National Housing Center will be closed in observance of Presidents' Day.

### Association Health Plans — What's the Next Step?

A cooking seminar, Fundamentals of Flavor, will be held at 12 p.m. in CR-9000. Learn simple cooking tricks on how to quickly get delicious food on the table.

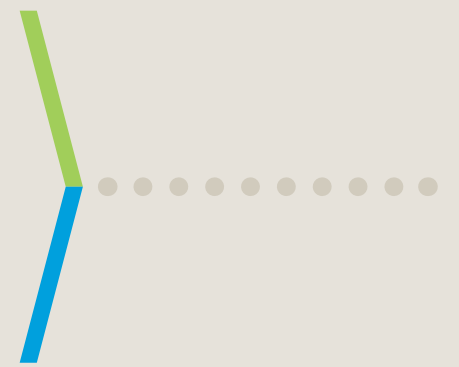
**Which RAM Truck is the Right Fit for You?**

Light duty, heavy duty, chassis cab, both series at least 40-hp diesel engine or Cummins® Turbo Diesel — when it comes to purchasing new vehicles, a lack of options is seldom the issue. What can be challenging is settling on the perfect truck from everything available. FCA US LLC dealers can help with that decision.

With curbside messaging featuring Ram trucks, Ram cargo vans and other FCA vehicles, the free Team FCA can be a valuable resource to HBA members throughout the purchase process.

**RESOURCES TO GROW YOUR MEMBERSHIP**  
**VIEW RESOURCES**

# BENEFITS DETAILED



## **NAHB President's Council Breakfast Meeting at 2018 NAHB Mid Year Meeting, & 2019 IBS**

Deepen existing relationships and forge new ones with this sponsorship. This bi-annual breakfast meeting of local and state HBA presidents and NAHB Executive Officers (EOs) typically includes an update from the NAHB Chairman of the Board, education programming provided by NAHB HBA Advisory Services, and a networking opportunity for EOs and volunteers over breakfast.

- On-site attendance averages between 85-110 with an audience mix of 70% volunteer leadership, and 30% EOs.
- Sponsor logo and hyperlink in all email communications regarding sponsored breakfast
- Sponsor signage at entrance to the breakfast, on stage, and on food service tables
- Sponsor logo on AV screen during breakfast, on meeting agenda, and on meeting evaluation
- VIP sponsor seating for two for the breakfast—great networking
- Up to 3 minutes of podium time to deliver sponsor message, after breakfast and before the meeting starts
- Permission to distribute one gift item, or one marketing brochure
- Post meeting attendee list for follow up

## **Executive Officers Council Continuing Education Sponsorship at 2018 NAHB Mid Year Meeting, and 2019 IBS**

The Executive Officers Council (EOC) offers two 1 ½ hour education sessions during the NAHB Mid Year meeting, and again during the IBS Board Meeting. Deliver your sponsorship message to this group of active NAHB Executive Officers as they participate in our continuing education program.

One sponsorship is available per meeting, and includes both continuing education sessions.

- Sponsor logo and hyperlink in all email communications regarding sponsored breakfast
- Sponsor signage at entrance to the sessions and inside the room, 2 education sessions per meeting
- Up to 3 minutes of podium time to deliver sponsor message prior to session starting, and introduce speaker(s)
- Permission to distribute one gift item, or one marketing brochure
- Post meeting attendee list for follow up



## AMC Closing Party \$15,000

- Table top space in the Resource Pavilion
- Option to distribute gift item via hotel room drop to attendees at the sponsor's expense
- Two complimentary conference registrations
- Recognition as a sponsor at the Association Management Conference on banner signage located throughout Resource Pavilion
- Pre and post conference registration mailing lists to enhance pre-conference promotion and post-conference follow up
- Logo & hyperlink recognition on the Association Management Conference's website **[nahb.org/amc](http://nahb.org/amc)** through December 31, 2018
- Acknowledgement in the conference notebook with complete sponsor contact information.
- Option to give away gift item and speak for 1 min on stage at the Sponsor Fair Luncheon on Monday, August 13th, 12:00 – 1:15 p.m.
- Two complimentary tickets to AMC Closing Party, Monday, August 13th, 6:00 PM – 9:00 PM, Gladstone's Long Beach
- Sponsor recognition signage provided by NAHB at the AMC Closing Party venue, Gladstone's Long Beach
- Sponsor branding on the AMC Closing Party tickets provided to all attendees



## AMC Registration Sponsorship \$15,000

- Table top space in the Resource Pavilion
- Sponsor branding decaled on to the registration desk countertop and highboy table in the registration area
- Sponsor logo on all conference name badges
- Sponsor branding on conference lanyards
- Option to distribute gift item via hotel room drop to attendees at the sponsor's expense
- Two complimentary conference registrations
- Recognition as a sponsor at the Association Management Conference on banner signage located throughout Resource Pavilion
- Pre and post conference registration mailing lists to enhance pre-conference promotion and post-conference follow up
- Logo & hyperlink recognition on the Association Management Conference's website **nahb.org/amc** through December 31, 2018
- Acknowledgement in the conference notebook with complete sponsor contact information.
- Option to give away gift item and speak for 1 min on stage at the Sponsor Fair Luncheon on Monday, August 13th, 12:00 – 1:15 p.m.
- Two complimentary tickets to AMC Closing Party, Monday, August 13th, 6:00 PM – 9:00 PM, Gladstone's Long Beach

## Association Awards Luncheon **SOLD**

- Sponsor logo on front cover of Awards Program
- Sponsor-supplied marketing brochure will be placed on each seat of the AEA Awards Luncheon
- Sponsor logo displayed on screen during AEA Awards Luncheon Program
- Sponsor logo signage on stage and at the entrance of the AEA Awards Luncheon
- Three minutes of podium time introducing the Awards Program luncheon
- Sponsor logo included on the NAHB Association Excellence Award webpage **nahb.org/AEA** through December 31, 2018
- Sponsor logo included in all electronic NAHB AEA Awards promotions
- Sponsor logo included in AEA winners on **nahb.org/AEA** Winners through December 31, 2018
- Pre- and post-conference registration mailing lists to enhance pre-conference promotion and post-conference follow up
- Option to distribute gift item via hotel room drop to attendees at the sponsor's expense
- Logo & hyperlink recognition on the Association Management Conference's website **nahb.org/amc** through December 31, 2018
- Recognition as a sponsor at the Association Management Conference on banner signage located throughout Resource Pavilion
- Table top space in the Resource Pavilion area
- Acknowledgment in the conference notebook with sponsor contact information
- Option to give away gift item and speak for one minute on stage at the Sponsor Fair Luncheon
- Two complimentary conference registrations
- Two complimentary tickets to the AMC Closing Party

## Hotel Key Cards \$7,500

- Your branding and message will appear on the front of all conference hotel room keys (sponsor supplies artwork to specifications, back of card may also be available for sponsor branding)
- Pre- and post-conference registration mailing lists to enhance pre-conference promotion and post-conference follow up
- Option to distribute gift item via hotel room drop to attendees at the sponsor's expense
- Logo & hyperlink recognition on the Association Management Conference's website **nahb.org/AMC** through December 31, 2018
- Recognition as a sponsor at the Association Management Conference on banner signage located throughout Resource Pavilion
- Table top space in the Resource Pavilion area
- Acknowledgment in the conference notebook with sponsor contact information
- Option to give away gift item and speak for one minute on stage at the Sponsor Fair Luncheon
- Two complimentary conference registrations
- Two complimentary tickets to the AMC Closing Party





## Branded Tote Bag \$7,500

- Logo and message imprinted single color, one side (conference name will also be included)
- Option to provide one sponsor marketing brochure inside of the bag
- Option to distribute gift item via hotel room drop to attendees at the sponsor's expense
- Pre- and post-conference registration mailing lists to enhance pre-conference promotion and post-conference follow up
- Logo & hyperlink recognition on the Association Management Conference's website **[nahb.org/AMC](http://nahb.org/AMC)** through December 31, 2018
- Recognition as a sponsor at the Association Management Conference on banner signage located throughout Resource Pavilion
- Table top space in the Resource Pavilion area
- Acknowledgment in the conference notebook with sponsor contact information
- Option to give away gift item and speak for one minute on stage at the Sponsor Fair Luncheon
- Two complimentary conference registrations
- Two complimentary tickets to the AMC Closing Party



## Mobile Device Charging Station \$7,500

Associate your company's name with recharging, and one of the conference's most sought after services AND collect qualified leads as attendees seek out your booth to recharge their devices. This smart and sleek charging station offers audio capabilities and eight safe and secure recharging lockers. The unit boasts a 19" LCD display screen to show your promotional media, video, or static images. Simply design your custom wrap with the template we will send you, and we will take care of the rest.

- Sponsor logo recognition on charging station
- Sponsor branding on charging station customized wrapper (artwork to be provided by sponsor)
- Sponsor video or images with our without audio continuously plays as a loop on 19" LCD screen
- Sponsor listing on Thank You signage located in the conference registration area and in the exhibit hall
- Recognition of sponsorship in the onsite program
- Sponsor ribbons for all sponsor representatives
- Logo & hyperlink recognition on the Association Management Conference's website **[nahb.org/AMC](http://nahb.org/AMC)** through December 31, 2018
- Pre- and post-conference registration mailing lists to enhance pre-conference promotion and post-conference follow up
- Option to distribute gift item via hotel room drop to attendees at the sponsor's expense
- Table top space in the Resource Pavilion area
- Option to give away gift item and speak for one minute on stage at the Sponsor Fair Luncheon
- Two complimentary conference registrations
- Two complimentary tickets to the AMC Closing Party



## Exhibiting Sponsor \$6,000

- Pre- and post-conference registration mailing lists to enhance pre-conference promotion and post-conference follow up
- Option to distribute gift item via hotel room drop to attendees at the sponsor's expense
- Logo & hyperlink recognition on the Association Management Conference's website **nahb.org/AMC** through December 31, 2018
- Recognition as a sponsor at the Association Management Conference on banner signage located throughout Resource Pavilion
- Table top space in the Resource Pavilion area
- Acknowledgment in the conference notebook with sponsor contact information
- Option to give away gift item and speak for one minute on stage at the Sponsor Fair Luncheon
- Two complimentary conference registrations
- Two complimentary tickets to the AMC Closing Party

## Banner, Stair Clings, & Column Wraps

Conference Level 14' x 4' Banner  
(Top of Stairs & Escalators) \$4,000

- This highly visible 14' x 4' banner hangs against the wall below the guard rails that wrap around the open space on our conference level four. The location is sure to be seen by all attendees and hangs immediately below tables #10 and #11 on the sponsor floor plan drawing.





### Lobby Level Stair Clings \$4,000

- Grab the attendee's attention as soon as they walk in to the hotel lobby with this stair cling package. Your message will appear as indicated in the image, and measures 69" wide x approximately 35" high (5.75' x 2.92' prox)

### Column Wraps

*Premium Rotunda Column Wrap \$4,000*

*All Other Column Wraps \$3,500 each*

- Keep your branding and message in front of our attendees with these 360 degree column wraps, approximately 8' tall and 4' in diameter. Only five are available and are offered on a first come, first served basis.

### **Product Lab \$3,500**

- One hour with no competing conference events
- Listing, with description, in conference program
- Option to distribute promotional information at the conference registration area

### **Refreshment Break \$2,500** *(Does not include Table Top)*

Signage at refreshment break area

- Option to have a sponsor representative at the break location
- One complimentary conference registration
- One complimentary ticket to the AMC Closing Party



To discuss these opportunities  
or custom packages to meet your  
company's goals, contact **Steve Bunce**  
at **[sbunce@nahb.org](mailto:sbunce@nahb.org)** or **202-266-8690**.

