



NEW FOR 2021

The new Home Tech Zone will feature a variety of 30-minute live, interactive demonstrations and experiences that explore the most in-demand home tech products, but equally important, the infrastructure and back-end requirements for preparing and installing these technologies.

Learn what is critical and achievable for the mainstream builder, including the importance of developing a home tech strategy, when to rely on an integrator and how to leverage home tech as a true asset and sales driver for your company.

Tech Zone Product Sponsor - \$5,000

All ten (10) tech demos scheduled for Wednesday, February 10, 2021

- One performance-based product will be incorporated into video recorded demos (samples: Leak detection through smart tech, kitchen automation or Smart Home Technology for Safety & Security etc.)
 - Demos will be 15-30 minutes in length (some pre-recorded and some semi-live where instructor is able to answer questions at end of the video via a chat function)
- Product might be referenced later if it makes sense in a subsequent demo, but not guaranteed
- Hired talent who are master builders will host demos and provide information on the sponsored product (almost like a product placement in a movie or TV show)
- Videos shot on will be created in a controlled environment based on product sponsorships
- Segments will have brief intro – product sponsorship mention by talent, possible link to IBSx booth
- Presenter acknowledgement of the demo sponsor and closing “still” for sponsor at end of segment
- Viewers of sponsored product session provided to sponsor for lead gen after IBSx
- Dedicated URL for sponsors to link directly to sponsor session (only IBSx registrants will have direct access)
- Sponsorship included on event details page of IBSx
- Marketing pre-IBSx across NAHB and IBS blogs and social media channels to include sponsor acknowledgment (must sign up by January 10 for this benefit to be included)

Tech Zone Top Level - \$10,000 “Zone” sponsor

ALL PRODUCT SPONSOR BENEFITS, plus:

- Segments where sponsor’s product is featured can have 15 second opening sponsor video (provided by sponsor)
- Viewers of ALL HTZ sessions provided to sponsor for lead gen after IBSx
- One sponsor supplied instructional product video on HTZ spage for duration of IBSx
- Product type exclusivity
- Marketing pre-IBSx across NAHB and IBS blogs and social media channels to include sponsor acknowledgment (January 10 deadline required)

For Sponsorship Information Contact: Robin Habberley, rhabberley@nahb.org, 202.615.3909