

EXPAND YOUR MARKET

EXHIBITOR & SPONSORSHIP OPPORTUNITIES

2021 VIRGINIA BUILDERS & SUMMIT & EXPO

OCTOBER 12, 2021
RICHMOND MARRIOTT DOWNTOWN
RICHMOND, VIRGINIA



HOME BUILDERS ASSOCIATION of VIRGINIA



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The Home Builders Association of Virginia will host the annual Virginia Builders Summit & Expo on October 12, 2021 in Richmond, Virginia. The Virginia Builders Summit & Expo will attract Virginia's premier residential builders, remodelers, developers, suppliers, and partners. The one-day event will feature **8** educational sessions and over **50** exhibitors.

WHY EXHIBIT?

The **Virginia Builders Summit & Expo** brings housing industry professionals together from across Virginia for one day. Exhibitors will display products and services, build relationships, create brand awareness, generate leads, and be able to answer questions in person. The home building and housing market is constantly evolving—attendees will look to the vendors at the Virginia Builders Summit & Expo for new products and services to separate them from their competition.

SET-UP AND EXHIBIT HOURS

Monday, October 11

12:00–4:00 pm	Exhibit Set-up
5:00–6:30 pm	Opening Reception

Tuesday, October 12

9:00 am–4:00 pm	Exhibits Open
12:00–1:30 pm	Lunch in Exhibit Hall
4:00–8:00 pm	Exhibit Tear-Down

WHO SHOULD EXHIBIT?

- ▶ Architects
- ▶ Engineers
- ▶ Building Supply Companies
- ▶ Building Material Manufacturers
- ▶ Kitchen & Bath Companies
- ▶ Cabinet Companies
- ▶ Banks
- ▶ Mortgage Companies
- ▶ Software Companies
- ▶ Roofing Supply Companies
- ▶ Energy Companies
- ▶ Green Building Material Companies
- ▶ Flooring Companies
- ▶ Insurance Companies
- ▶ Utility Companies
- ▶ Warranty Companies
- ▶ Auto Manufacturers
- ▶ Telecommunications Companies
- ▶ Environmental Companies
- ▶ Septic System Professionals
- ▶ And More!

WHO IS ATTENDING?

- ▶ Home Builders
- ▶ Builder Principals
- ▶ Remodelers
- ▶ Multifamily Builders
- ▶ Superintendents
- ▶ Sales and Marketing Directors
- ▶ Architects/Engineers/Designers
- ▶ Builder Purchasing Managers
- ▶ New Home Sales Professionals
- ▶ Building Code Officials
- ▶ Land Developers
- ▶ Academics
- ▶ Builder Trade Partners



SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR SOLD

Get your message out front and center! Presenting Sponsor will be recognized prominently at the registration area where all attendees must visit to receive their admittance badges, so use this opportunity to put your company on each person's radar! Your company logo and message will appear on banners and signage in the registration area and noticeably on the show floor. Presenting Sponsor will receive a full page advertisement on the back cover of the official event program. Presenting Sponsor will be prominently recognized on all registration materials. Presenting Sponsor will receive a 16' x 20' exhibit booth.

PREVIEW COCKTAIL RECEPTION..... SOLD

Kick off the opening of the Virginia Builders Summit & Expo with a sponsorship package that is built to increase your brand awareness and drive traffic to your booth during the trade show. This event will keep people talking about YOU—as they network, eat, and drink. Sponsor will have the opportunity to distribute brand named give-aways and their logo will be prominently featured at the cocktail reception. Exclusive sponsorship includes an 8' x 10' exhibit booth.

LUNCH \$5,000*

This sponsorship will provide a free lunch for all attendees on the exhibit floor. This sponsorship package is built to increase your brand awareness and drive traffic to your booth during the trade show. This event will keep people talking about YOU—as they enjoy lunch and network. Sponsor will have the opportunity to distribute brand named give-aways and their logo will be prominently featured at the lunch staging area. Sponsorship includes an 8'x10' exhibit booth.

HBAV BOARD BREAKFAST SOLD

The HBAV Board of Directors Fall Meeting will be held the morning of October 12, 2021, prior to the Virginia Builders Summit & Expo. Board Breakfast sponsors will sponsor the HBAV Board Breakfast for 85 board members and be recognized from the podium by the HBAV President. Sponsorship includes an 8'x10' exhibit booth.

PARKING \$3,000*

This sponsorship ensures the attendees will visit your booth in order to pick up their parking voucher. Sponsorship includes an 8'x10' exhibit booth

EDUCATION (8 AVAILABLE) \$2,500*

Show your commitment to education in the building industry. Great opportunity to distribute your company's literature in break area along with signage recognition. Each education sponsor will be invited to introduce the speakers of each educational session. Sponsorship includes an 8'x10' exhibit booth.

WI-FI \$2,000

Sponsor the Wi-Fi for all attendees to access. Wi-Fi sponsor will be able to choose the password for all attendees to type in when accessing the on-site Wi-Fi.

LANYARDS \$1,500

Be the first name attendees read by sponsoring badge lanyards distributed in the registration area. Your sponsorship is a great value for eye-level marketing. Sponsor must supply a minimum of 700 lanyards.

SHOW BAGS \$1,500

Place your mobile advertisements in the hands of every Virginia Builders Summit & Expo attendee. Sponsor must provide a minimum of 500 bags.

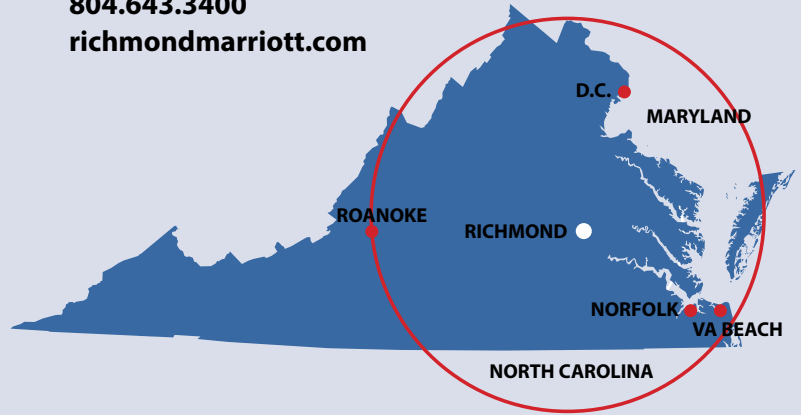
***Includes Exhibit Booth**





LOCATION

Richmond Marriott Downtown
500 East Broad Street
Richmond, VA 23219
804.643.3400
richmondmarriott.com



EVENT CONTACT

Rhonda Tucker
HOME BUILDERS ASSOCIATION OF VIRGINIA
1051 East Cary Street, Suite 1400
Richmond, VA 23219
804.643.2797, ext. 2
rtucker@hbav.com

**FOR MORE INFO, CONTACT US AT
804.643.2797 OR HBAYMAIL@HBAV.COM**



**Home Builders Association of Virginia • 1051 East Cary Street, Suite 1400, Richmond, VA 23219
804.643.2797, ext. 2 • rtucker@hbav.com**

Based on full payment and availability of space, Home Builders Association of Virginia (HBAV) hereby provides display area in the 2021 Virginia Builders Summit & Expo in Richmond Virginia, for the duration of the Expo on October 12, 2021, subject to the Rules and Regulations on the reverse and incorporated as part of this contract.

Exhibit Hall Booth Prices are as follows (check one):

- PREMIUM** booths (premium exposure to traffic on multiple sides)
- STANDARD** Aisle booths (exposure to traffic on one side)

	MEMBERS		NON-MEMBERS	
	By July 15	After July 15	By July 15	After July 15
STANDARD	\$1,395	\$1,595	\$1,495	\$1,695
PREMIUM	\$1,895	\$2,095	\$1,995	\$2,195

Booth fees include two (2) conference registrations.

Additional booth attendees must register for the conference at **\$75** before September 10 or **\$95** after September 10.

Name _____ Company _____ Email _____

Name _____ Company _____ Email _____

Exhibit fees must be paid in full with signed contract. Cancellations received by July 15 will receive a 50% refund and must be in writing. **Please select your top three booth preferences below.** NO refunds will be given after July 15.

Exhibit space (8' x 10') includes one sign with the name of the firm and numbered booth identification with one 6' custom draped table. The entire exhibit area is carpeted; booth carpeting is not necessary. Wi-Fi will be available in the Exhibit Hall. Any additional equipment, special lighting, or special decorations should be arranged through Exhibits, Inc., the official Expo decorator. If electrical is needed, please indicate below. Any other utilities are available through Expo Facility. You will receive a confirmation packet that includes information on available services.

Top three booth preferences:

1. _____
2. _____
3. _____

The Exhibitor's payment, made payable to the **Home Builders Association of Virginia**, is enclosed.

Booth Fee	\$ _____
Additional Attendees	\$ _____
Booth Electricity, if needed (\$50)	\$ _____
Total	\$ _____

This amount represents full payment and will serve to confirm the intent to exhibit.

This contract, including the Rules and Regulations on the reverse side, embodies the whole agreement of the parties hereto.

There are no promises, terms, conditions, understandings, or obligations other than those contained herein. This contract shall supersede all previous communications, representations, and agreements, whether verbal or written between parties.

I understand that by providing my email address I give my consent to receive communication sent by or on behalf of the Home Builders Association of Virginia (and its subsidiaries and affiliates) via email.

I have read, understood, and agree to the above-stated terms and the Rules and Regulations, as they appear in the brochure, governing this contract and I am authorized by my company or organization to sign this contract.

Yes (please sign) _____

Company or Organization

Address

City/State/Zip

Phone (with area code)

On site Email

On site Contact Name

On site Contact Number

Billing Contact Name

Billing Contact Number

Billing Email

Payment can be made by check or by calling **Rhonda Tucker** at the HBAV office at **(804) 643-2797, ext. 2** or by writing her at **rtucker@hbav.com**.

Please return completed Exhibitor Contract with payment.
BOOTH SPACE/CHOICE WILL NOT BE GUARANTEED WITHOUT PAYMENT. HBAV RESERVES THE RIGHT TO RENUMBER OR MOVE BOOTHS IF NECESSARY.

Thank you for supporting the Home Builders Association of Virginia.
Registration deadline is **September 10**.

PLEASE MAKE A COPY OF THIS PAGE FOR YOUR RECORDS.

1. **RESERVATIONS FOR SPACE** will be made in the order in which signed contracts with payment are received. Availability of space will be on a first-come, first-served basis. The Home Builders Association of Virginia (HBAV) reserves the right to relocate/reassign booth space and display areas for the benefit of the exhibitor or for the betterment of the Expo.
2. **PAYMENT AND CANCELLATION POLICY:** Exhibit fees must be paid in full with signed contract. Cancellations received by **July 15, 2021**, will receive a 50% refund and must be in writing. **NO refunds after July 15, 2021.**
3. **DIMENSIONS AND LIMITATIONS:** Exhibits are 8' x 10' and **must not exceed 8 feet in height on the back wall or 3 feet in height on the side walls.** Exhibits must be constructed so as not to obstruct the view of adjoining booths. Permission to display equipment taller than 8 feet must be obtained from the HBAV staff no later than September 10, 2021. Alterations to the present booth layout must have prior approval of the HBAV staff before September 10, 2021. One conference registration is included in the booth fee.
4. **SIGNAGE:** Signs, banners or archways over the aisles will be permitted only with prior approval of the Exhibit Manager by September 10, 2021.
5. **LIABILITY:** The exhibitor agrees to protect, save, and keep the Home Builders Association of Virginia, the Richmond Marriott Downtown and Exhibits, Inc., their representatives, employees and agents forever harmless from any and all damages or charges imposed for violation of any law or ordinance, whether occasioned by the negligence of the exhibitor or the representatives, agents or employees of the exhibitor or those persons acting under the express or implied authority of the exhibitor. Exhibitor also agrees to comply with all applicable terms, conditions, rules and regulations of the Richmond Marriott Downtown and Exhibits, Inc. The exhibitor assumes complete responsibility and liability for all loss, damage or destruction of his/her property, employees, agents and guests. The HBAV, the Richmond Marriott Downtown, and Exhibits, Inc., any officer, agent, or employee thereof, will not be liable for any loss, damage or destruction of exhibitor's property due to theft, fire, accident or any other cause. The exhibitor also assumes full responsibility and liability for all injury to any and all persons or property caused by the exhibitor, its agents, representatives or employees. The exhibitor will indemnify and hold harmless the Home Builders Association of Virginia, the Richmond Marriott Downtown, and Exhibits, Inc., their members, directors, officers, agents, representatives and employees against any and all liability whatsoever arising from any or all damage to property or personal injury or loss caused by the exhibitor, its agents, representatives, employees or any other such persons.
6. **INSTALLATION HOURS:** Installation may occur on Monday, **October 11**, 12:00–4:00 pm. **ALL EXHIBITS MUST BE SET UP FOR AN INSPECTION BY THE EXHIBIT MANAGER AT 4:00 PM ON MONDAY, OCTOBER 11, 2021. NO EXCEPTIONS.**
7. **SPACE:** If space is not occupied by 4:00 pm on Monday, **October 11, 2021**, it will be forfeited by the Exhibitor and his/her space may be resold, reassigned or used by the HBAV without refund.
8. **DISMANTLING HOURS: Displays must NOT be dismantled until the close of Expo on Tuesday, October 12, 2021 at 4:00 pm.** The Exhibitor authorizes HBAV to remove, at the Exhibitor's expense, any material in the exhibit area belonging to said Exhibitor three hours past the close of Expo on Tuesday, **October 12, 2021. Those breaking the rules may jeopardize the ability to exhibit with HBAV in future years.**
9. **PROHIBITIONS:** Exhibits, signs or displays are prohibited in any of the public rooms or elsewhere on the premises of the Richmond Marriott Downtown. Absolutely no alcoholic beverages will be served or given away by exhibitors unless approved by the Richmond Marriott Downtown in advance. This will be STRICTLY enforced.
10. **SOUND DEVICES:** The use of sound devices, megaphones, loudspeakers or other amplified methods of attracting attention is prohibited without prior approval of the HBAV staff.
11. **AMENDMENT TO REGULATIONS:** All matters and questions not covered by these regulations are subject to the decision of HBAV. The Home Builders Association of Virginia shall have sole authority to circulate, interpret and enforce all rules and regulations and to make any amendments necessary for the orderly conduct of the Expo.