

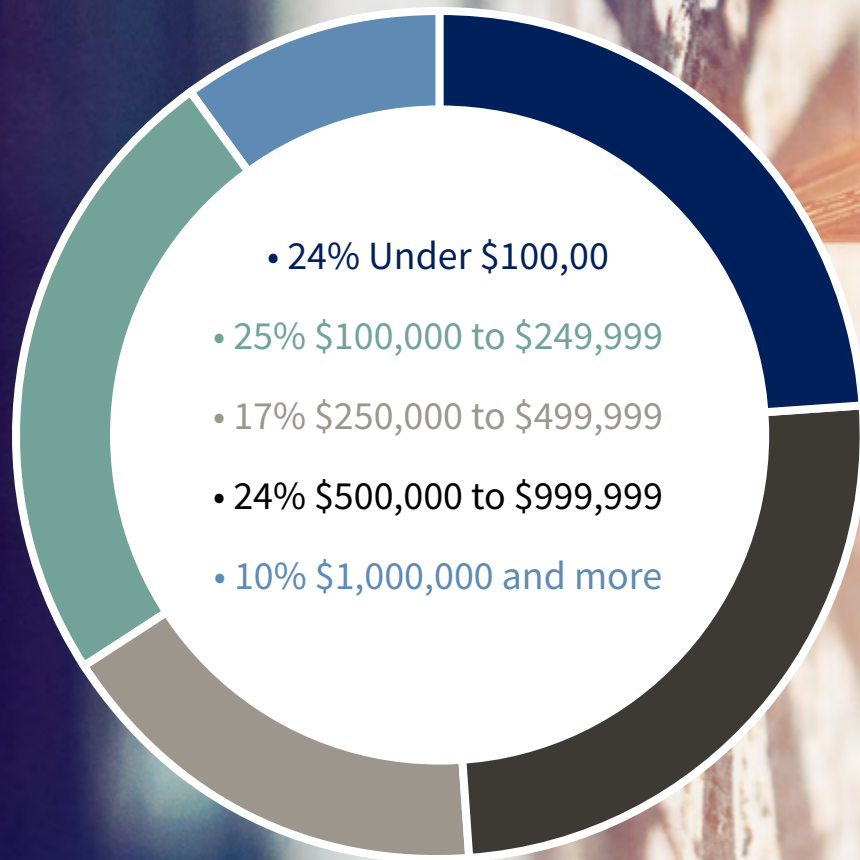
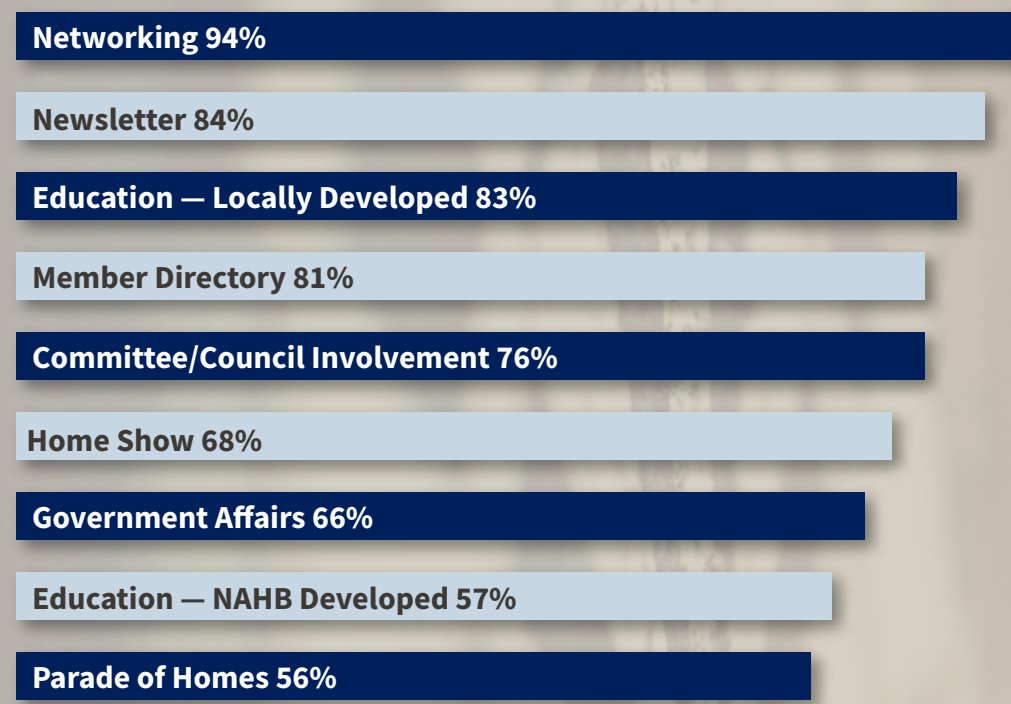
# One Industry Segment, 700 Association Executives and Staff

*Association Management Conference  
August 16-19, 2017 • Denver*



**#NAHBAMC**

## LOCAL NAHB MEMBER BENEFITS OFFERED



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

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.

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.

## 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.

◆ **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**

	<b>NAHB EO Orientation Spring &amp; Fall Washington, DC (National Housing Center)</b>	<b>Association Management Conference August 16-19, (Denver, CO)</b>	<b>NAHB Midyear Meeting June 13-17, Washington, DC (Marriott Wardman Park Hotel)</b>	<b>IBS January 9-11, 2018, Orlando, FL (Orange County Convention Center)</b>
Advertising - Print		◆	◆	◆ ●
Direct Mail		◆ ●		
Exhibit Tabletop	◆ ●	◆ ● ★		◆ (Executive Officers Council Lounge)
In-person Networking	◆ ●	◆ ● ★	◆	◆ ● ★
Signage	◆ ●	◆ ● ★	◆	◆
Other:	Add-ons (breakfast or lunch)	◆ (General Session) ● (Event) ★ (Room Drop)	◆ (Education Session with flyer)	◆ (Executive Officers Council Lounge food upgrade add-on) ● (Executive Officers Council education sessions)

**Digital Media Benefits**

	<b>NAHB EO Orientation Spring &amp; Fall Washington, DC (National Housing Center)</b>	<b>Association Management Conference August 16-19, (Denver, CO)</b>	<b>NAHB Midyear Meeting June 13-17, Washington, DC (Marriott Wardman Park Hotel)</b>	<b>IBS January 9-11, 2018, Orlando, FL (Orange County Convention Center)</b>
Email (mention with link)	◆ ● x 2	◆ ● ★	◆	◆
Email (dedicated)	◆ ● x 2	◆ ●		◆
Friday Morning Email (e-newsletter)	◆ ● x 4		◆	
Website - list/logo with link		◆ ● ★		
Website - ad with link		◆ ● ★		
Social Media		◆ ● ★		
728 x 90 Sponsor Banner Above the Fold, 3 Month Run Time	◆ ●			
125 x 125 Sponsor Banner, Weekly Digest Email, 3 Month Run Time	★			

For complete details about our Diamond, Sapphire and Emerald level sponsorships, or to customize your sponsorship email **Steve Bunce at [sbunce@nahb.org](mailto: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 Executive Officer Orientations**

50 new executive officers per session receive orientation to the Federation and the programs and services offered. These orientations are held at NAHB headquarters in the spring and fall.

**NAHB Midyear Meeting**

Interact with association executive officers throughout this meeting as well as sponsorship of the executive officer education session.

**2017 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 International Builders' Show® (IBS) Executive Officer Lounge**

This is a meeting room dedicated to executive officers that's equipped with small meeting space, a few computers for them to check emails, and light snacks and beverages.

**EO Education Sessions at IBS**

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



# 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.

## Relaxation Massage Lounge \$10,000

Associate your company's name with rest, relaxation, and the conference's most sought after service AND collect qualified leads as delegates seek out your booth to request vouchers to redeem in the massage lounge. Foot massage stations are included at no extra charge. [Click here for more!](#)

## 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 Room Keys \$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!](#)

## Attendee Badge & Lanyard \$7,500

The attendee badge must be worn by all registered attendees to participate in the Institute. Your company name will get high recognition with your logo printed on each lanyard and name badge. [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!](#)

## 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!](#)

# AMC SPONSORSHIP ADD ONS

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

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

## Mobile Device Charging Station \$3,500

This free standing HD full media charging station features a digital 19" HD screen to display your videos or images with or without audio. It can charge up to 12 devices at 2.1A, which is the greatest power and speed a device can consume to charge. [Click here for more!](#)

# ANYTIME ADD-ON OPPORTUNITIES

## Sponsored Webinars: Your Content, Our Machinery \$7,500

Sponsored webinars are educational webinars which are co-produced by NAHB and the sponsor. This is a great opportunity to increase visibility and awareness for your products and services. [Click here for more!](#)

## Friday Morning Email \$500/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 250 word article, one graphic, and hyperlinks to your site(s).

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



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.**

# SPONSORSHIP BENEFITS

[Click Here to Return to Previous Page](#)

## Relaxation Massage Lounge \$10,000

- Sponsor logo recognition in the Relaxation Massage Station in a dedicated semi-private area
- Sponsor branding on vouchers to be provided by sponsor
- Sponsor can supply their own signature clothing for the massage therapists to wear, such as a T-shirt or golf shirt
- Sponsor listing on Thank You signage located in the conference registration area and in the Exhibit Hall
- Sponsor ribbons for all sponsor representatives
- Recognition of sponsorship in the onsite program
- 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
- Year-long logo & hyperlink recognition on the Association Management Conference's website [nahb.org/AMC](http://nahb.org/AMC) through December 31, 2017
- Recognition of sponsorship at the Association Management Conference on banner signage located throughout Resource Pavilion
- Complimentary 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 NAHB Night Out

## Association Awards Luncheon \$10,000

- 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](http://nahb.org/AEA) through December 31, 2017
- Sponsor logo included in all electronic NAHB AEA Awards promotions
- Sponsor logo included in AEA winners on [nahb.org/AEAWinners](http://nahb.org/AEAWinners) through December 31, 2017
- 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
- Year-long logo & hyperlink recognition on the Association Management Conference's website [nahb.org/AMC](http://nahb.org/AMC) through December 31, 2017
- Recognition as a sponsor at the Association Management Conference on banner signage located throughout Resource Pavilion
- Complimentary 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 NAHB Night Out

## Branded Room Keys \$7,500

- Logo and message will appear on the front of all conference hotel room keys (sponsor supplies artwork to specifications)
- 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
- Year-long logo & hyperlink recognition on the Association Management Conference's website [nahb.org/AMC](http://nahb.org/AMC) through December 31, 2017
- Recognition as a sponsor at the Association Management Conference on banner signage located throughout Resource Pavilion
- Complimentary 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 NAHB Night Out

## 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
- Year-long logo & hyperlink recognition on the Association Management Conference's website [nahb.org/AMC](http://nahb.org/AMC) through December 31, 2017
- Recognition as a sponsor at the Association Management Conference on banner signage located throughout Resource Pavilion
- Complimentary 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 NAHB Night Out



[Click Here to Return to Previous Page](#)

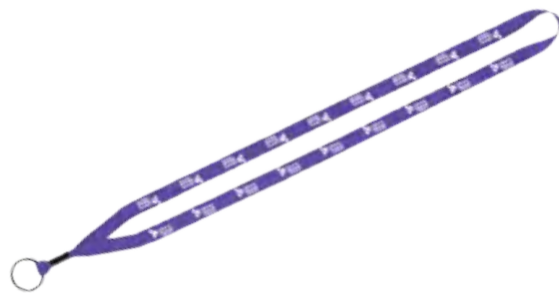
To discuss these opportunities or custom packages to meet your company's goals, contact **Steve Bunce at [sbunce@nahb.org](mailto:sbunce@nahb.org) or 202-266-8690.**

# SPONSORSHIP BENEFITS

[Click Here to Return to Previous Page](#)

## Attendee Badge & Lanyard \$7,500

- Sponsor logo will appear on each attendee's name badge and lanyard
- 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
- Year-long logo & hyperlink recognition on the Association Management Conference's website [nahb.org/AMC](http://nahb.org/AMC) through December 31, 2017
- Recognition as a sponsor at the Association Management Conference on banner signage located throughout Resource Pavilion
- Complimentary 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 NAHB Night Out



## 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
- Year-long logo & hyperlink recognition on the Association Management Conference's website [nahb.org/AMC](http://nahb.org/AMC) through December 31, 2017
- Recognition as a sponsor at the Association Management Conference on banner signage located throughout Resource Pavilion
- Complimentary 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 NAHB Night Out

## 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 NAHB Night Out

## 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

## Mobile Device Charging Station \$3,500

Associate your company's name with recharging, and one of the conference's most sought after services AND collect qualified leads as delegates seek out your booth to recharge their devices. The charging station offers audio capabilities with external volume controls, and light dimmers for the LEDs illuminating its 11 charging tips. The unit boasts a widescreen 19" HD color monitor for your media. We will pre-load your content (or existing media management software), but this cell phone charging kiosk has WiFi capabilities and a hidden USB port in case you need to make any changes. It is unobtrusive and attractive as it is, and our vendor's art department will be happy to help you design a shrink wrap for your custom charging station.

- Sponsor logo recognition on the charging station
- Charging station can be placed within your table top area or another area of the conference
- Sponsor branding on charging station wrapper (artwork to be provided by sponsor)
- Sponsor video or images with our without audio continuously plays as a loop
- 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
- Year-long logo & hyperlink recognition on the Association Management Conference's website [nahb.org/AMC](http://nahb.org/AMC) through December 31, 2017

## Sponsored Webinars: Your Content, Our Machinery \$7,500

- Webinar topic will be picked and marketed for the target audience
- Webinar will be free for attendees
- Sponsor collects all leads from webinar attendees
- Sponsor recognition in Webinar Description, Marketing, Registration Site, Confirmation Email, Webinar Slides, Thank You Email



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.**

[Click Here to Return to Previous Page](#)