

Sponsorship Opportunities 2009 Custom Builder Symposium

November 6 – 8, 2009 | San Diego, CA



Access Nearly 500 of the Industry's Best Custom Home Builders

Nearly 500 builders from across the country come to the

Custom Builder Symposium ready to network and to learn.

As a sponsor, your company will gain access to the country's most

high profile custom builders. This event offers an outstanding

opportunity raise your profile among those who are most

successful in the industry.



NAHB isn't just the voice
of the building industry...

We're its heart and soul.



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How a Sponsorship Benefits You

- Asserting your company's presence and leadership in a competitive market
- Being visible and accessible to key decision makers
- Providing information about your product and services
- Connecting with other professionals about the latest trends in design

Cut through the clutter.

Participants come to the Custom Builder Symposium to learn, not to be distracted by acres of booths. Because the symposium does not have an exhibit floor, your sponsorship participation means you will stand out as an industry leader.

A focus on education.

The Symposium is a highly credible and well respected backdrop for your sponsorship. Each day features a mix of seminars that focus on the areas of business management, production, design, marketing and technology.

The exchange of ideas.

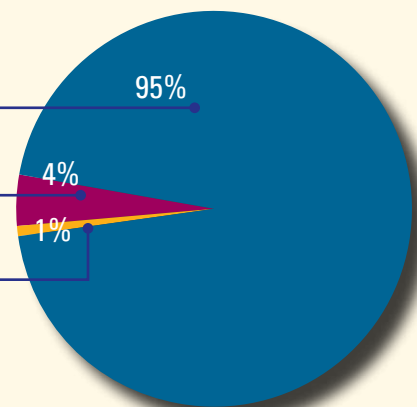
No marketing is more potent than word of mouth. The symposium will offer opportunities for networking among the builders so they can exchange valuable information and ideas that will help their businesses be more successful.

Attendees By Type

Custom Builder

Small Volume Builder/Developer

Other

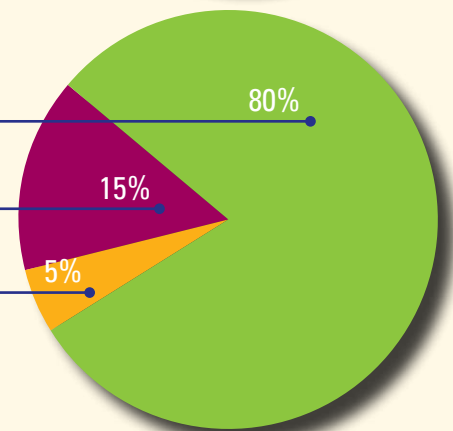


Attendees By Title

Owner/President

Company Employee

Other



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Sponsorship Opportunities

Your Custom Builder Symposium Sponsorship Benefits Package includes:

- Your name and logo on select conference materials
- A commemorative plaque publicly awarded during the Symposium
- Podium time at your special event or a general session
- A tabletop exhibit of your company literature in the Sponsor Resource Center
- A link to your website on the Custom Builder Symposium website
- One copy each of pre- and post-symposium attendee lists
- Complimentary full symposium registrations (quantity varies with sponsorship level)
- A chance to network with the industry's best builders

...plus the exclusive benefits of your sponsorship.

Welcome Reception

\$8,000

First impressions create lasting impressions; be the first company that builders see at the NAHB Custom Builder Symposium.

THIS SPONSORSHIP'S EXCLUSIVE BENEFITS INCLUDE:

- The Custom Builder Symposium Sponsorship Benefit Package
- Your name incorporated into title of Welcome Reception
- Your name and logo displayed on Welcome Reception signage
- Four complimentary full symposium registrations
- Five minutes of podium time during the Sponsor Spotlight at the reception

Breakfast and Keynote Session

\$20,000

Set the stage for learning by sponsoring the Opening Breakfast and Keynote Session.

THIS SPONSORSHIP'S EXCLUSIVE BENEFITS INCLUDE:

- The Custom Builder Symposium Sponsorship Benefit Package
- Your name incorporated into title of the Breakfast and Keynote Session
- Your name and logo displayed on event signage
- Three minutes of podium time during the Session
- Five complimentary full symposium registrations

Golf Tournament

\$15,000

The golf outing will be held at a fabulous area resort property.

THIS SPONSORSHIP'S EXCLUSIVE BENEFITS INCLUDE:

- The Custom Builder Symposium Sponsorship Benefit Package
- Your name incorporated into title of Golf Tournament
- Your name and logo on signage displayed at registration tables, on the golf carts and at the 19th Hole awards reception
- Recognition and three minutes speaking time at tournament
- Four complimentary full symposium registrations
- Four complimentary spots to play in the tournament
- The opportunity to enclose a flyer or brochure in the Custom Builder Symposium tote bag (You must provide and pre-ship materials.)
- In addition, you may provide a special golf giveaway item for tournament players





Custom Home Builder of the Year Award

\$18,500

This prestigious event will honor outstanding achievement in the craft of custom home building.

THIS SPONSORSHIP'S EXCLUSIVE BENEFITS INCLUDE:

- The Custom Builder Symposium Sponsorship Benefit Package
- Your name incorporated into the title of the event
- Your name and logo displayed on event signage
- Five complimentary full symposium registrations
- Recognition and three minutes podium time during the award presentation
- Sponsor may provide a special table giveaway item for award event attendees
- The opportunity to enclose a flyer or brochure in the Custom Builder Symposium tote bag. (You must provide and pre-ship materials.)
- A select number of complimentary tickets to the Custom Home Builder of the Year Award event will be issued

Sunday Breakfast

\$10,000

Breakfast on Sunday morning will be the starting point for the final day of conference activities.

THIS SPONSORSHIP'S EXCLUSIVE BENEFITS INCLUDE:

- The Custom Builder Symposium Sponsorship Benefit Package
- Your name and logo displayed on Sunday Breakfast signage
- Three minutes of podium time at the Breakfast
- Four complimentary full symposium registrations

Lanyards

\$10,000

Give attendees near-constant exposure to your name and logo. The lanyard is a badge holder worn around the neck of every conference attendee. The lanyard is printed with company name or logo.

THIS SPONSORSHIP'S EXCLUSIVE BENEFITS INCLUDE:

- The Custom Builder Symposium Sponsorship Benefit Package
- Three minutes of podium time at a special event
- Four complimentary full symposium registrations

Lunch and General Session

\$10,000

The general session will feature one of the industry's most influential leaders who will address important trends affecting home builders nationwide.

THIS SPONSORSHIP'S EXCLUSIVE BENEFITS INCLUDE:

- The Custom Builder Symposium Sponsorship Benefit Package
- Sponsor name incorporated in title of the General Session
- Sponsor name and logo displayed on General Session signage
- Three minutes of podium time during the General Session
- Four complimentary full symposium registrations

Coffee Break (three available) \$6,000 each

Coffee breaks are an opportune time for attendees to network and mingle between sessions.

THIS SPONSORSHIP'S EXCLUSIVE BENEFITS INCLUDE:

- The Custom Builder Symposium Sponsorship Benefit Package
- Three minutes of podium time at special event
- Three complimentary full symposium registrations

"Icynene is proud to be a sponsor of the Custom Builder Symposium. It provides a valuable network of contacts in the custom builder industry for our company and helps us to expand our business."

—Alan Rankin President and CEO, Icynene Inc.



Tote Bag \$10,000

The Symposium Tote Bag is a high quality canvas bag used by attendees to carry promotional materials and workbooks during the Symposium.*

THIS SPONSORSHIP'S EXCLUSIVE BENEFITS INCLUDE:

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- Three minutes of podium time at special event
- Four complimentary full symposium registrations

*Sponsor must provide a camera-ready logo to be imprinted on one side of the tote bag (must be pre-approved by NAHB).

Workbook \$12,000

The Symposium Workbook is a reference tool for custom builders to use during the Symposium and after the event. It contains the handout materials for all of the speakers, with ample room for attendees to take notes.

THIS SPONSORSHIP'S EXCLUSIVE BENEFITS INCLUDE:

- The Custom Builder Symposium Sponsorship Benefit Package
- Three minutes of podium time at special event.
- Four complimentary full conference registrations.
- A one-page company ad in the Symposium workbook distributed to all conference attendees. Sponsor must provide 600 pre-printed ad copies.

Roundtables Session \$8,000

The Symposium Roundtables offer builders a unique opportunity to share and gain knowledge on topics such as creating profitability and indoor living environments. As the Roundtables Session sponsor, you will gain access to the industry's most committed custom builders.

THIS SPONSORSHIP'S EXCLUSIVE BENEFITS INCLUDE:

- The Custom Builder Symposium Sponsorship Benefit Package
- Three minutes of podium time during the Roundtables Session
- The right for sponsor to host and/or participate in at least one roundtable session
- Three complimentary full symposium registrations

Participating (five available) \$6,000 each

As a participating sponsor, you will gain visibility with and access to top custom builders and emphasize your support and commitment to the home building industry.

THIS SPONSORSHIP'S EXCLUSIVE BENEFITS INCLUDE:

- The Custom Builder Symposium Sponsorship Benefit Package
- Three minutes of podium time at special event
- Three complimentary full symposium registrations



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Sponsorship Terms And Conditions:

The NAHB Custom Builder Symposium will recognize sponsors for their support as outlined in sponsorship benefits and in other activities as determined by NAHB to be appropriate for the conference. Sponsors are encouraged to promote their involvement with the NAHB Custom Builder Symposium. The NAHB Custom Builder Symposium reserves all rights and decision-making authority over all aspects of the sponsorship element, but not limited to, selection of sponsors, identification of appropriate sponsorships, recognition of sponsors and any and all other terms, conditions and fees. Absolutely no refunds issued after signed contract and payment is received from sponsor. All sponsors receive right of first refusal to sponsor same opportunity at next year's conference or event. Food and beverage selections for all events are determined by NAHB. All sponsor listings for printed or electronic recognition benefits are contingent upon receipt of sponsor's signed contract and payment before specified deadlines.

To Request Sponsorship Information, Please Contact:

National Association of Home Builders (NAHB)
Grante Wright
1201 15th Street, NW
Washington, DC 20005
Phone: 202-266-8051 or 800-368-5242 x8051
Fax: 202-266-8193
Email: gwright@nahb.com
www.nahb.org/reachbuilders

Give Your Customers What They Want.
BuilderBooks, the publishing arm of NAHB, provides the straightforward, no-nonsense tools and resources that builders and associates are looking for. At BuilderBooks.com you will find the ideal products to give to your customers to help them build their business. BuilderBooks Gift Cards are also available and make the perfect gift. To learn more about quantity discounts and branding opportunities please contact Patricia Potts, ppotts@nahb.com or 800-368-5242 x8224.



The National Association of Home Builders was established in 1942 to help promote the building industry and encourage policies for its growth. Representing more than 235,000 industry professionals, NAHB strives to create balanced public policy, to be an educational resource for both consumers and builders and to publicly represent the building industry in all its facets.

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