



CONFERENCE & EXPO

May 4 - 5, 2017

Cobb Galleria Centre, Atlanta, GA



# Exhibitor Prospectus

Organized by:

Verne Packer, CEM  
VP Management Services, LLC  
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727-480-3785

In association with:



AMERICAN SOCIETY  
OF HOME INSPECTORS



AMERICAN  
SOCIETY OF  
INTERIOR  
DESIGNERS



[www.ECBCShow.com](http://www.ECBCShow.com)

# ECBC 2017

The East Coast Builders Conference (ECBC), formerly known as BRExpo, is a two-day trade event designed specifically to address the needs of the East Coast residential building industry. Now, after recovering from the worst real estate downturn in history, the region is one of the fastest growing residential construction markets in the U.S.! With builder and remodeler activity at its highest point in six years and continued growth forecasted for the foreseeable future, ECBC will be the ideal meeting place for the East Coast's building and remodeling community.



A large percentage of East Coast builders and remodelers do not go to the national builder shows



Our robust marketing program will reach over **180,000** builders, remodelers and Kitchen Bath Designers and Retailers on the East Coast



The building market in the region is **up 20%** over the past two years

## Who Attends?

Attendees of **ECBC 2017** are Architects, Builders, Contractors, Designers, Developers, Engineers, Green Initiatives, Landscape Installers, Remodelers, and more.

## Who Exhibits?

Manufacturers and Distributors that offer innovative products and services related to the residential building & remodeling industry

## Top 5 reasons to Exhibit at ECBC 2017

- 1** Be a part of the industry's premier east coast trade show & conference
- 2** Reach an audience with buying power. Thousands of builders, remodelers, contractors, designers, architects and engineers from across the East Coast will attend
- 3** Interact with customers face-to-face at your booth - the industry's preferred method of receiving and sharing information or at one of the many special events happening during the show.
- 4** Generate sales leads and new customers promoting brand awareness of your company
- 5** Go head-to-head with your COMPETITION! Be present to capture the east coast business

## Additional reasons to Exhibit at ECBC

- ECBC answers the East Coast's strong need for a B2B building industry show to serve the fastest growing residential construction market
- Conducive environment for doing business without the distractions other shows have
- Atlanta is ranked in the top three US cities for new home starts
- Industry growth always results in new business start-ups. Meet the new builders in the industry or get face-to-face with established builders
- Great opportunity to network and build relationships with top industry leaders



# Product categories exhibiting at ECBC 2017

- Adhesives
- Air Compressors
- Air Conditioning/Heating
- Appliances
- Architects
- Association
- Attorney
- Awnings
- Bath Fixtures
- Builder Publications
- Building Supply
- Cabinets
- Closets
- Coatings
- Contractor Marketing
- Counter Tops
- Decking/Fence/Railings
- Designer - Interior/Exterior
- Doors
- Drones
- Electrical
- Engineers
- Equipment
- Fasteners
- Financial
- Fire Place
- Fire Protection
- Flooring - All Types
- Garage Doors/Equipment
- Gutters
- Hardware/Locks
- Hardwood Flooring
- Installation Tools/Systems
- Insulation
- Insurance - Home Warranty
- Irrigation Systems
- Kitchen & Bath
- Landscaping
- Lighting
- Lumber
- Marketing
- Outdoor Living
- Paint
- Plumbing
- Ply Board
- Pools/Spas
- Power Generators
- Railings - Custom
- RCRE - Building Materials
- RCRE - Fixtures
- Real Estate
- Roofing
- Security Systems
- Skylights
- Smart Home Technology
- Software
- Solar Products
- Specialty Products
- Stone/Pavers
- Storage/Closets
- Tile
- Tools
- Trucks/Vans
- Window Blinds
- Windows
- Wood products



## WE DELIVER THE RIGHT AUDIENCE

**Our database:** Our database contains over **180,000 QUALIFIED** attendees

**Industry Relations:** We have relationships with the largest retailers, wholesalers and distributors in the industry

**Strategic Media Partners:** We work closely with leading industry publications, newsletters and blogs

**Association Sponsors:** We have strong partners who will help make **ECBC** a huge success.

**Quality Education:** The ECBC conference will offer CU accredited, cutting edge programs by industry experts

**Massive Marketing:** Our marketing initiatives will create the buzz and deliver the audience! They include heavy social media, direct mail, email, digital, advertising, field marketing visits to top builders, remodelers, industry outreach and PR

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## Atlanta is widely acknowledged as one of the top cities to do business in the US.

Atlanta boasts a world-class international airport and ranks 3<sup>rd</sup> in the nation among cities with the highest number of FORTUNE 500 Headquarters. These companies include Coca-Cola, Home Depot, Delta Airlines and Turner Broadcasting to name a few. With Atlanta's incredible accessibility, beautiful weather and nearly limitless entertainment and dining options, we think this is the perfect place for you to come do business. **We look forward to seeing you in ATLANTA!**



**WORLD-CLASS VENUE**  
The Cobb Galleria Centre

### Benefits to Atlanta:

**UNPARALLELED ACCESSIBILITY** - Atlanta is one of the most accessible cities in the world and home to the world's busiest and most efficient airport. With more flights from more locations coming into Atlanta than any other airport in the world, Atlanta makes smart business sense.

**VIBRANT CITY WITH UNLIMITED THINGS TO DO** - Atlanta serves up endless dining choices and a variety of things to do, including unwinding at the city's hottest nightlife spots.

**WORLD-CLASS VENUE** - The Cobb Galleria Centre, located just minutes northwest of Atlanta, provides the right venues, hotels, restaurants and entertainment to make your visit an inspiring experience for attendees, and a rewarding opportunity for you. Free parking and safe surroundings are other reasons people feel comfortable here.

**PHENOMENAL MARKET GROWTH** - The building market in the region is up 20% over the past two years and Atlanta comes in second for the most new home starts in the U.S.



**Suntrust Park - New Home of the Atlanta Braves**

The **East Coast Builders Conference** will help grow your business by providing exceptional value and knowledge. Here are some additional things that we are bringing to the table to ensure that you see maximum ROI as an exhibitor:



- ## COST SAVINGS IN ATLANTA
- Georgia is a right to work state - No Unions
  - Save over **30%** on Booth Space
  - Save **30%** on Electrical and Labor
  - Save **30%** on Material Handling
  - FREE** parking
  - Low priced hotels



# Sponsorships

Build your brand and enhance your profile through a variety of tailored sponsorship and advertising packages.

We encourage you to speak with your Account Executive to create a custom package that will successfully accomplish your marketing objectives. Please consider some of the below items and keep in mind that discounts apply to package sponsorships.

**You can support the 2017 East Coast Builders Conference through the following options:**

## **CONFERENCE TRACK SPONSOR - \$10,000**

The **ECBC** Conference Track Sponsor is the superior conference sponsorship. This category offers premier recognition on our website. In addition, this sponsorship includes one full-page ad in the Official Show Directory, your company logo featured in onsite signage, and your banner ad featured on the conference registration page. This recognition also includes up to 10 VIP conference registrations.

## **BLOCK PARTY SPONSOR - \$5,000 for One Day or \$8,500 for Two Days**

Party central will take place in and around YOUR BOOTH in the Expo Hall!

**ECBC** will provide you with an in-booth appetizer to help drive attendance to your booth during our block party Thursday and/or Friday afternoon. during our Block Party. In addition, sponsors receive 40 complimentary drink tickets to hand out to key customers! Benefits include company logo on the conference website and drink tickets, one full-page ad in the Official Show Directory, onsite and in booth signage, highlighting in the conference program, and four conference registrations. Confirm your two day sponsorship early enough and we will place a bar by your booth as well!

## **BREAKFAST COFFEE SPONSOR - \$5,000**

Morning breakfast sponsorship offers exclusive recognition during breakfast before the education tracks begin and in the conference program, logo on the Event website, and one complimentary VIP conference registration. If confirmed early enough, Coffee service takes place in or next to your booth!



## **LUNCH SPONSOR - \$5000 EXCLUSIVE OR SHARE WITH THREE OTHER COMPANIES \$2,000 per day (Two days available)**

The food trucks are rolling in and you're buying! Your company logo will be placed on our event website, on each luncheon ticket provided to each and every attendee and on site right in front of each of our fresh, exciting food trucks in our **ECBCafe**. If you would like to provide napkins or drink cups, we are happy to have them distributed with the luncheon entrée of our attendees' choice!

## **IN-BOOTH EVENT OR PRIZE GIVEAWAY - \$5,000**

The ultimate traffic driver, in-booth events and prize giveaways will have attendees gathering about your booth. You create the event and we'll promote it before and during the show on our event website, show directory, on-site signage and exhibit hall announcements.

## **LANYARDS - \$3,000**

Let the **ECBC** attendees advertise your brand while walking around the show! Sponsor will supply ECBC staff with 5,000 lanyards to be distributed to all attendees at registration.

## **ATTENDEE BAG - \$4,000**

One of the most highly visible sponsorships available because everyone loves a bag! With all of the printed brochures and materials being distributed on the show floor, your bag will come in handy for every attendee. Sponsor will supply **ECBC** with 5,000 bags to be distributed to all attendees at registration. (Cost of production not included).

## **AISSLE SIGNS**

Would you like to make it easier for attendees to find you on the show floor? Purchase the Aisle Sign for the aisle or aisles where your booth is located on the show floor. Each aisle sign is \$1000 - you supply your logo.

## **ONLINE REGISTRATION SPONSOR - \$3,500 (exclusive)**

Sponsor's banner ad will appear on the registration page of the **ECBC** website and in all registration emails to attendees, including their badge confirmation email notices. Each attendee receives a minimum of three pre-event communications and will see your name!

**For more information about advertising and sponsorship opportunities, please [CLICK HERE](#).**

[www.ECBCShow.com](http://www.ECBCShow.com)

# Exhibitor Application Process



## 2017 Booth Fees

Exhibit Space is \$23 per net square foot for raw space and \$26 per net square foot for package space. Package price includes: space, pipe & drape, carpet, 2 chairs, table, ID sign, wastebasket

## How to Reserve Exhibit Space

[CLICK HERE](#) to access the online application and reserve your booth. Once you have completed the online application, an email will be sent to confirm your reservation.

Once your application is received, we'll call you to discuss your booth location followed by a contract and invoice. You can pay for your booth space by credit card either online or by calling Verne Packer at 727-480-3785.

## Payment Schedule

25% due with Space Application

Additional 25% due no later than September 30, 2016

After September 30, 2016, 50% due with Space Application  
Additional 50% or Payment in Full due no later than January 30, 2017

**ECBC** accepts checks, VISA, Mastercard. American Express and Discover Card.

## Questions?

If you have questions about or need assistance with the application process, please contact the **ECBC** office:

### Verne Packer

Executive Director  
Dallas Office: (469) 980-7212  
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### Robb Miltner

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### Angela O'Reilly

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## 2017 Exhibit Schedule

### Tuesday, May 2, 2017

**Exhibitor Move-in:** noon – 5:00 p.m.

### Wednesday, May 3, 2017

**Exhibitor Move-in:** 8:00 a.m. – 8:00 p.m.

### Thursday, May 4, 2017

**Expo Floor Open:** 10:00 a.m. – 5:00 p.m.

**Opening General Session:** 12:00 pm – 1:30 pm

### Friday, May 5, 2017

**Expo Floor Open:** 10:00 a.m. – 4:00 p.m.

**Exhibitor Move-out:** 4:00 p.m. – 8:00 p.m.

### Saturday, May 6, 2017

**Exhibitor Move-out:** 8:00 a.m. – noon



# ECBC 2017 Call for Speakers

## Early Bird Submission Deadline: October 19, 2016

The **East Coast Builders Conference** invites all exhibiting companies to submit requests for speakers and session topics to be presented in our 60-minute mini sessions throughout the two-day conference and expo on May 4-5, 2017. The mini sessions should be of an educational nature but we encourage you to use your products within your presentation.

**Only five sessions per day will be offered.**

**We suggest that your session covers one or more of our noted tracks:**

- Kitchen & Bath
- Building
- Remodeling
- Design
- Marketing/Finance
- Outdoor Building Products Network
- Women in Construction

**Act fast!**

Sessions are limited and we expect them to sell out quickly.

Please **[CLICK HERE](#)** to submit your application to hold a session. We ask that you clearly define the content of your session, include the name and bio of the speaker(s) for the session and how you will use your products within the session.

## Proposals will be evaluated by our Advisory Board based on the following criteria:

- A proven track record as a speaker (you are welcome to submit past evaluation scores, comments, or recommendations).
- The ability to share best practices and address core issues specific to the builder and remodeler industry.
- The ability to address a critical issue.
- Interactive HOT TOPICS that will be of interest to our attendees.

## Your meeting room will be equipped with:

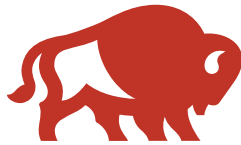
- Standard Audio Visual
- Classroom seating for up to 60 attendees
- Badge scanning at door and post event lead list of the attendees that participated in your session

We encourage you to provide stand up banners that promote your company, attendee give away items and you may order food and beverage at your own cost from the Cobb Galleria.

**Cost to participate: \$500 Early Bird Pricing - Price increases to \$750 on October 19, 2016**

**[www.ECBCShow.com](http://www.ECBCShow.com)**

# Recognize these Brands?





# They exhibited in BRExpo 2016

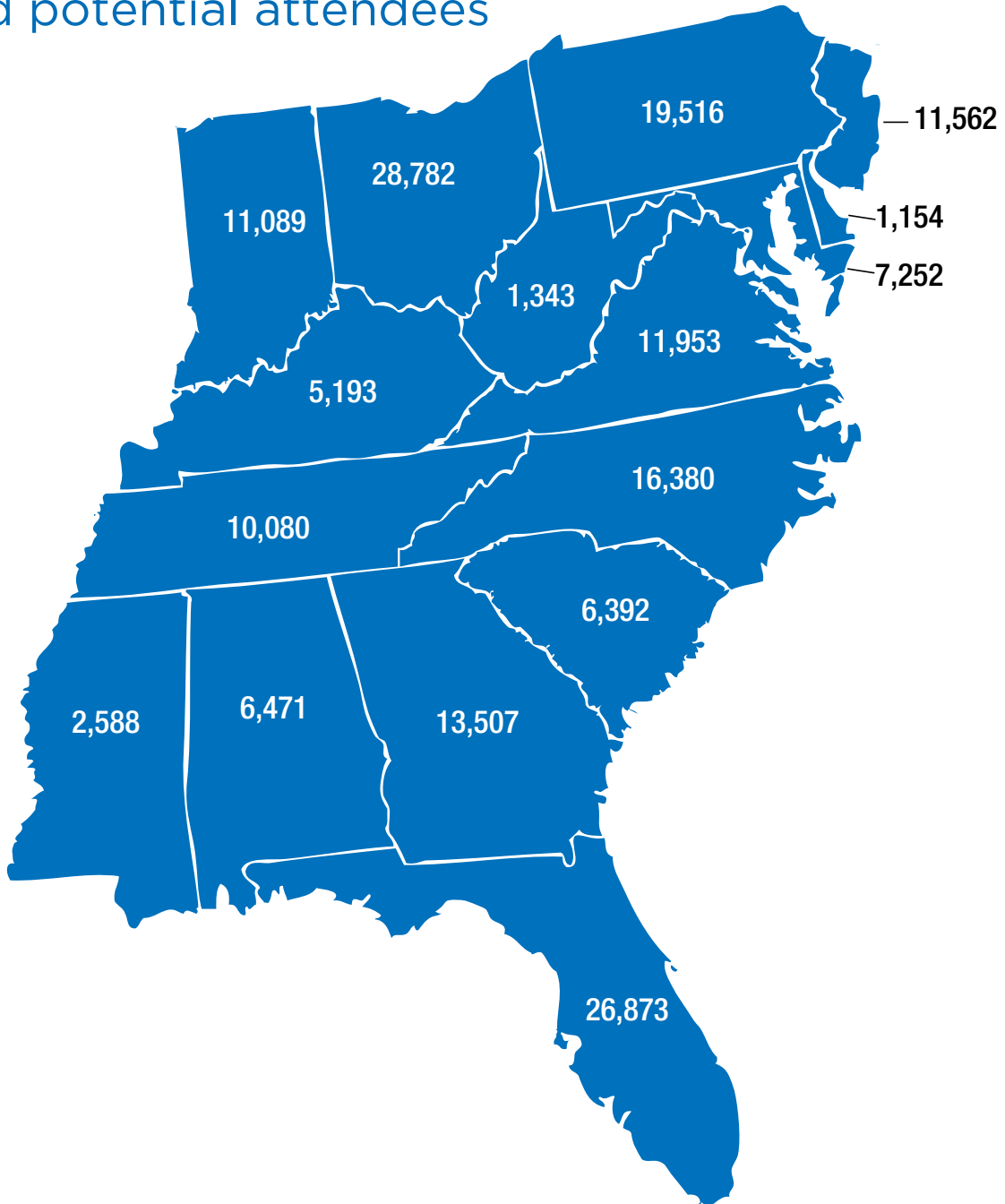


# ECBC 2017

marketing will reach over

# 180,000

qualified potential attendees



## Geographic Attendee Target Markets Include:

- Architects
- Builders
- Remodelers
- Kitchen & Bath Designers/Retailers
- Engineers



East Coast Builders Conference

**We look forward to speaking with you about  
exhibiting at this MUST ATTEND EVENT!**

**May 4 - 5, 2017**

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