

# southwest BUILDERS

10th Annual SHOW

## sponsorships

ALL SPONSORSHIPS INCLUDE sponsor's name and company logo listed on Sponsor's Thank You page in the *Official Exhibit Guide*, sponsor's logo presence on show website, and recognition in the *NewsBuilder*.

reserve sponsorship by:

**7/23/10**

to be included on website when attendee registration opens on 7/26

reserve sponsorship by:

**8/16/10**

to be included in Exhibit Guide

**FOR ALL SPONSORSHIPS**

Logos are due no later than 9/15, but it is best to send your logo immediately after purchase to gain the most exposure on the website. See below for deadlines specific to your sponsorship.

**FORECAST LUNCHEON**  
\$10,000 SPONSOR:



**KICKOFF BREAKFAST (1 available)**

\$3,000 promotional investment includes:

- Five tickets to breakfast
- Full page ad in *Official Exhibit Guide*
- Sponsor's company logo prominently displayed during the Kickoff Breakfast
- HBACA approved introduction of Kickoff Breakfast keynote speaker
- Five parking passes

logo due:  
no later than 8/16  
ad artwork due:  
8/23/10  
register 5  
table guests:  
no later than 9/21

**EXHIBIT HALL ENTRY (1 available)**

\$3,000 promotional investment includes:

- Opportunity to provide a custom-designed entry area leading to the Exhibit Hall (*supplied by sponsor per HBACA approval*) or to provide artwork for the Southwest Builders Show entry structure unit (*see reverse for specifications*)
- Full page ad in *Official Exhibit Guide*
- Five parking passes

logo due:  
no later than 8/16  
entry plans due:  
no later than 7/23  
deliver to show site:  
9/27/10  
OR entry artwork due:  
no later than 8/2  
ad artwork due:  
8/23/10

**SHOW PRIZE (1 available)**

\$2,500 promotional investment includes:

- Full page ad in *Official Exhibit Guide*
- Sponsor's company representative to draw winner for drawing
- Recognition on Show Floor Map and on "Survivor HBACA" cards provided to every attendee
- Recognition in Show Prize Booth
- Two parking passes

logo due:  
no later than 8/16  
ad artwork due:  
8/23/10



GREAT VALUE!

**EXPOCARDS / LANYARDS**



**SHOW BAGS (1 available)**

\$2,500 promotional investment includes:

- Company logo on the outside of 1,500 Show Bags to be distributed at prominent locations in the Phoenix Convention Center (*Bag selected by sponsor. Sponsorship includes \$1,000 allowance with any additional costs paid by sponsor.*)
- Company collateral inside bags
- Half page ad in *Official Exhibit Guide*
- Two parking passes

logo due:  
no later than 8/16  
ad artwork due:  
8/23/10  
bags due:  
no later than 9/1

**AISLE BANNERS (1 available)**

\$1,500 promotional investment includes:

- Sponsor's artwork prominently displayed on both sides of each aisle banner on show floor (*see reverse for specifications*)
- Half page ad in *Official Exhibit Guide*
- Two parking passes

logo due:  
no later than 8/16  
banner artwork due:  
7/2/10

**SEMINAR SPONSORSHIPS (3 available)**

\$1,000 promotional investment includes:

- Half page ad in *Official Exhibit Guide*
- Sponsor's company logo prominently displayed during the seminar
- HBACA approved introduction of seminar speaker
- Display table in the room for company collateral
- Two parking passes

logo due:  
no later than 8/16  
ad artwork due:  
8/23/10

9/29



southwest  
**BUILDERS**  
10th Annual **SHOW**  
specifications

reserve sponsorship by:  
**7/23/10**  
to be included on website when  
attendee registration opens on 7/26

reserve sponsorship by:  
**8/16/10**  
to be included in Exhibit Guide

#### LOGOS

Preferred format for logos is EPS (create outlines on text), however, high resolution TIFF, JPG and PDF are also acceptable. DO NOT SEND Word or Powerpoint files.

#### EXHIBIT GUIDE AD ARTWORK

All ads are full color (see Advertising flyer for sizes). Suitable electronic form: 300dpi at actual size in PDF (with fonts embedded), TIFF, JPG or EPS (create outlines on text). Though not necessary, is recommended, and in advertiser's best interest, that color proofs accompany all ads. PC platform. Programs supported: Adobe CS2 InDesign, Photoshop, Illustrator; Adobe Acrobat 7.0. DO NOT SEND Word or Powerpoint files.

#### LANYARDS

Style, size, printing process and color are all at sponsor's discretion, but should include printing of sponsor's logo or company name on lanyard.

#### SHOW BAGS

Style, size, printing process and color are all at sponsor's discretion, but should include printing of sponsor's logo or company name on bags.

#### AISLE BANNERS

Size: 10" wide x 39.5" high. Suitable electronic form: 300dpi at actual size in PDF (with fonts embedded), TIFF, JPG or EPS (create outlines on text). PC platform. Programs supported: Adobe CS2 InDesign, Photoshop, Illustrator; Adobe Acrobat 7.0. DO NOT SEND Word or Powerpoint files.

#### EXHIBIT HALL ENTRY

If you will be supplying your own entry structure, you must submit a written description of the entry structure plans to show management no later than 7/23/10 for inspection by the Phoenix Convention Center's Fire Prevention Specialist. Please include size, material, weight and mobile equipment required. A photo or illustration would also be helpful.

If you would rather supply artwork for the Southwest Builders Show Entry Unit, the unit has 3 vertical towers with artwork panels that are visible from both sides and a horizontal banner that runs across the top. There are planters at the bottom (plants included). To see an illustration and photos of the unit, please contact Laura Swanson. Specifications are as follows:

Large Vertical Tower Panels (6 total): 38.25" x 72"

Small Horizontal Tower Caps (12 total): 29.75" x 22.75"

Large Horizontal Top Banner Panels (4 total): 116.125" x 22.75"

Two top panels should include "Welcome to the Southwest Builders Show" and the Southwest Builders Show logo; the other two top panels should include "See You Next Year". Though not required, you might consider using the show's colors and/or theme in your design (contact Laura for specifics). Illustrator EPS only (create outlines on text). Send low resolution PDF proofs to swansonl@hbaca.org and FTP instructions will be sent to you.

Digital files may be sent in preferably by email (5 MB limit) to swansonl@hbaca.org or, if files are too large to email successfully, you may burn to CD and mail to: HBACA / Attn: Laura Swanson, 16430 N. Scottsdale Rd., Suite 150, Scottsdale AZ 85254.

### Questions?

For more information on how you can become a sponsor, contact:  
LISA RUGLOSKI, rugloskil@hbaca.org, 602.274.6545

9/29

For questions about artwork or specifications, please contact:  
LAURA SWANSON, swansonl@hbaca.org, 602.274.6545

# sponsorship contract

## CONTACT Information

SPONSOR:			Contact:
Address:			Phone:
City:	State:	Zip:	Email:
AGENCY:			Contact:
Address:			Phone:
City:	State:	Zip:	Email:

## SPONSORSHIP commitment

Sponsorships are sold on a first-come, first-served basis. You will be notified if the sponsorship you are requesting below has already been sold.

- |  |   |
|--|---|
| <input type="checkbox"/> Forecast Luncheon ..... \$ 10,000 | <input type="checkbox"/> Expocards / Lanyards ..... \$ 2,500  |
| <input type="checkbox"/> Kickoff Breakfast ..... \$ 3,000  | <input type="checkbox"/> Show Bags ..... \$ 2,500   |
| <input type="checkbox"/> Exhibit Hall Entry ..... \$ 3,000 | <input type="checkbox"/> Aisle Banners ..... \$ 1,500   |
| <input type="checkbox"/> Show Prize ..... \$ 2,500         | <input type="checkbox"/> Seminar <input type="checkbox"/> AM <input type="checkbox"/> PM ..... \$ 1,000 |

SPONSORSHIP TOTAL: \$

## PAYMENT & terms

Rates are in U.S. dollars, and payment must be made in U.S. dollars upon receipt of invoice. Written cancellations must be received thirty (30) days prior to the closing date. Unpaid invoices will accrue an interest charge of 1½ % per month until paid. If the account is unpaid for 90 days, collection proceedings will commence and the sponsor agrees to pay all collection costs at the prevailing market rates for collection, including legal fees incurred by the Home Builders Association of Central Arizona. The sponsor accepts full responsibility and indemnifies the Home Builders Association of Central Arizona from any and all trademark, service mark, copyright misuse and any violations of federal, state or municipal laws or regulations that may be occur as a result of publishing sponsorship materials for sponsor. All copy is subject to editing by the Southwest Builders Show staff. I acknowledge upon signing this contract, that I have read and accept the terms, conditions and policies of this contract; I further understand that this contract contains all elements of this agreement both written and oral.

Authorized Signature: _____	Date: _____
Print Name: _____	

- I am sending a check in the amount of \$ \_\_\_\_\_ made payable to the Home Builders Association of Central Arizona. Send to 16430 N. Scottsdale Rd., Suite 150, Scottsdale AZ 85254.
- I would like to pay by credit card. Please contact me.

FAX SIGNED CONTRACT TO: 480.556.5478  
questions? Contact LISA RUGLOSKI, 602.274.6545, rugloski@hbaca.org

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