



Home Builders Association of West Florida

4400 Bayou Boulevard, Suite 45 • Pensacola, FL 32503-2692 • (850) 476-0318 • FAX (850) 494-9764 • www.westfloridahomebuilders.com

June 9, 2010

TO: Interested Sponsor

RE: 2010 Home & Product Expo Sponsorship (\$1,800.00)

The Home Builders Association of West Florida's purpose is to promote the building of new homes, support builders by providing education and resources, and to keep the cost of housing down so that all Americans are able to own a home. We do this at the national, state and local levels. The Association needs financial assistance in order to promote the Home & Product Expo, which is one of our biggest fundraisers of the year. Profits go toward administrative expenses and member services.

We work hard to give our sponsors the best media coverage and recognition possible. You are very important to us! We plan to use the same advertising campaign that we have used in the past, which has proved to be very successful. We advertise using newspaper ads, web/online ads, posters, yard signs, email, radio, TV ads including commercials and weather channel scrolls. We have partnered with Pensacola News Journal, Cox, WEAR3 and Mediacom, just to name a few, to provide up to 25K in advertising! We anticipate another great show this year – our attendance was slightly higher last year than the previous year. Last year nearly 4000 people attended the three day show to view the products and services on display. We had over 100 exhibitor booths in the 2009 show.

Enclosed you will find the 2010 Home & Product Expo Sponsorship Form including sponsorship benefits along with an event timeline. Don't miss this opportunity to become one of six exclusive sponsors of the 2010 Home & Product Expo.

Please contact Expo Coordinator, Alecia Overman, at alecia@hbawf.com or 850-476-0318 with any questions.

2010 Home & Product Expo Sponsorship Form



Sponsorship Benefits Include:

- limited to six major sponsors
- exclusivity of business type (e.g., one bank, one auto dealership)
- your logo and/or audio mention included in all paid media
- sponsor recognition in the special Home & Product Expo insert/floor map
- sponsor recognition in the *2010 Home Improvement Resource Guide* (4000 copies distributed)
- ability to place a company banner in a prominent location inside or outside the Expo venue during the three day show (you provide banner)
- sponsor recognition and company profile in *Cornerstone* magazine (HBA's monthly publication distributed to over 300 HBA members.)
- mention in any editorials or media, whenever possible
- logo and link to your website from the HBA website / Expo website
- logo on the 2010 Expo sponsor banner displayed during the Expo Awards Luncheon
- logo on the 2010 Expo Awards Luncheon mailer (Distributed to over 300 HBA members)
- 25 % off the HBA member booth rate (Value of up to \$185.00 per 10 x 10 booth)
- 20 % off ad rates in the *2010 Home Improvement Resource Guide* - 4000 copies distributed. (Value of up to \$90.00)
- 100 complimentary 2010 Home & Product Expo entry tickets (Value of up to \$500.00)

Due to media production deadlines, you must return your sponsorship form with payment and company logo (high quality .jpg preferred) by July 09, 2010 in order to receive all sponsor benefits.

Sponsor Deadline: July 9, 2010 Return via fax to 850-494-9764	
Sponsorship Cost: \$1800.00 (Only Six Available – First Come, First Served!)	
Company Name:	Need receipt emailed? YES / NO
Contact Name :	Email or Telephone:
Charge my (American Express, Visa, or MasterCard).	
Card Number: _____	Expiration: _____ CVV Code: _____
Signature: _____	_____ Will mail or drop off check.

HBA of West Florida ♦ 4400 Bayou Blvd., Suite #45 ♦ Pensacola, FL 32503

T: (850) 476-0318 ♦ F: (850) 494-9764 ♦ www.westfloridabuilders.com

2010 Home & Product Expo

Event Timeline



- 05/21/2010 Booth reservations begin.
- 06/09/2010 *2010 Home Improvement Resource Guide* advertisement sales begin.
- 07/09/2010 DEADLINE for sponsors to submit form, payment and logo (high quality .jpg preferred).
- 07/12/2010 Advertising production begins (commercials, print advertising etc...).
- 07/15/2010 DEADLINE to submit sponsor company profiles for the August issue of *Cornerstone*.
- 07/20/2010 DEADLINE for *2010 Home Improvement Resource Guide* ad placement.
- 08/02/2010 2010 Expo Awards Luncheon invitation mailed, emailed and faxed.
Booth Reservations End!
- 08/06/2010 Mandatory exhibitor meeting at the Pensacola Civic Center. (10:00 a.m.)
- 08/19/2010 Exhibitor set up begins. (7:00 a.m. – 7:00 p.m.)
- 08/20/2010 Exhibitor set up continues. (7:00 a.m. – 10:00 a.m.)
Judging of booths begins. (10:00 a.m. – 10:45 a.m.)
2010 Expo Awards Luncheon & Silent Auction begins. (11:00 a.m. – 12:30 p.m.)
Expo floor open to the public. (1:00 p.m. – 6:00 p.m.)
- 08/21/2010 Expo open to the public. (10:00 a.m. – 6:00 p.m.)
- 08/22/2010 Expo open to the public. (12:00 p.m. – 5:00 p.m.)
Free admission hours – Sunday 22nd only! (3:00 p.m. – 5:00 p.m.)
Exhibitor take down. (5:00 p.m. – 10:00 p.m.)

Please Note:

Dates and times listed are tentative and subject to change if necessary. Please check the HBA website (www.westfloridabuilders.com) for the most up to date information.