

Build Boston

25th annual Build Boston
November 18-20, 2009
Seaport World Trade Center, Boston
www.buildboston.com



2009 SPONSORSHIP OPPORTUNITIES AND EXHIBIT RATES

Build Boston is the largest regional tradeshow and convention for the design and construction industry in the U.S. The show attracts more than 350 of the nation's leading suppliers of building technologies, products and services, and more than 16,000 attendees.

In addition to the Boston Society of Architects, more than 35 building industry organizations participate in Build Boston each year. Build Boston exhibitors and sponsors reach this expanded constituency through newsletters, websites, electronic publications, and various other marketing opportunities.

Build Boston is sponsored by:

BSA

The Boston Society of Architects/AIA



AIA New York Chapter

ab

ArchitectureBoston

MAJOR SPONSORSHIPS

These are the packages that have it all — premium locations on the show floor, sponsorship of key tradeshow elements and functions, prominent logo placement on promotional materials, and more. Look at all these entitlements!

EVENT MATERIALS

	Platinum Sponsor \$25,000	Official Show Sponsor \$15,000	Gala Gold Sponsor \$12,500	Gala Silver Sponsor \$7,500	Gala Bronze Sponsor \$5,000
Logo in VIP invitation	■	■			
Personalized VIP invitations to distribute to clients	■	■			
Logo + link to your website included in email blasts (* applies only to Gala-specific emails)	■	■	*	*	*
Logo + link to your website on builboston.com home page	■	■	■		
Logo + link to your website on builboston sponsor page	■	■	■	■	■
Cube ad on the Build Boston website	■	■			

PRINT ADVERTISING

Logo on Build Boston print ads	■	■			
Logo on the cover of the attendee brochure	■	■	■		
4-color ad in the attendee brochure	2 pp-spread	1	1		
Sponsorship listing in the Build Boston attendee brochure	■	■	■	■	■
Logo on cover of the program guide	■	■	■		
4-color ad in program book	2 pp-spread	1	1	0.5	0.25
Logo in the exhibitor list of program book	■	■	■	■	
Bold listing in the exhibitor list of program book	■	■	■	■	■
Logo on gala invites			■	■	■

ON-SITE EXPOSURE

Your company banner hung on the back wall of exhibit hall (sponsor provides the banner)	■	■			
Logo on show signage	■	■			
The right to add an insert into the official show bag	■	■			
Your company banner prominently hung in conference center (sponsor provides the banner)			■	■	
Logo on gala signage			■	■	■
Logo on tent cards at gala			■	■	■

TICKETS AND BADGES

Conference passes (all workshops plus exhibit hall entry)	6	4	2	1	
Individual workshop passes	4	2	2	1	
Workshop discounts	30%	20%	15%	10%	
Tickets to gala	6	4	10	5	3
Drink tickets at gala	15	12	12	6	3

PR OPPORTUNITIES

Sponsorship mention in all press releases	■	■			
Sponsorship mention in targeted press releases			■	■	■
Sponsorship recognition in the BSA chapterletter	■	■	■	■	■
One use of mailing list of pre-registered attendees prior to the event	■	■	■		
One use of attendee mailing list for post-show marketing	■	■			

ADDITIONAL SPONSORSHIPS

Individual Symposium or Workshop Track Sponsor Prices range from \$1,500 – \$5,000

Reach a highly targeted group of professionals by sponsoring one of the individual symposiums or workshop tracks offered at Build Boston. Past examples include Women in Design, Building Science, Building Integrated Management, Small Firms, and many more. Sponsorship benefits include signage and logo presence on-site at the event, on the Build Boston website, the opportunity to distribute company literature and informational materials to conference attendees, and the opportunity to reach out to workshop attendees after the event. Symposium details available in June 2009.

Complete Registration Area \$7,500

Capture the attention of attendees as they enter Build Boston by sponsoring the Registration Area. Stand out with signage in the area through which all attendees pass to enter the exhibit hall. The complete registration package includes logo add-on to 12 Build Boston kick panels, logo on registration kiosks in the center of the foyer, a carpet logo in the foyer and a logo on a banner as people enter the registration lobby.

Kick Panels \$2,500

Your company logo on all 12 of the Build Boston kick panels in the registration lobby.

Registration Kiosks

\$2,500

Your company logo on the main registration kiosk where people will complete registration forms and pick up Attendee Programs. Your logo will be seen at 8' in the air.

Carpet Logo and Banner in the Foyers

\$3,500

Attendees will see your logo above and below in this sponsorship, with your logo placed on a welcome carpet in the registration area, as well as a banner as you enter the lobby.

Name Badge Lanyards

\$6,000 (sponsor provides lanyard)

Everyone has to wear a name-badge at Build Boston and lanyards are the preferred method of displaying name-badges at the show. Imprinted with your company name and/or logo in your choice of color, these are strong, well-made promotional items that attendees will keep and use again and again. Your company name may show up at additional building industry events!

Bag Logo with Bag Insert

\$4,995

Your company logo will be on each of the show bags distributed at Build Boston. You are also entitled to distribute one 8½" × 11" insert in the bag. Logo on the bag will be one of up to six sponsored logos. Bag insert will be one of six total inserts. Minimum of 3,000 bags to be distributed.

Bag Insert

\$3,000

Have the opportunity to reach attendees as they enter Build Boston and help them find your booth. Insert one 8½" × 11" insert into the convention bag. A minimum of 3,000 inserts will be placed in show bags.

Bag Logo

\$3,000

Make a lasting impression by placing your company logo on the official Build Boston show bag. Everyone wants to have a bag to hold literature while at a tradeshow and these after have a life after the show ends. We will provide the show logo to print on one side of the bag while your logo is featured on the other side. Logo on the bag will be one of up to six sponsored logos. Minimum of 3,000 bags to be distributed.

Conference Center Steps

\$5,500

The Conference Center at Build Boston is where over 200 workshops and special events take place, providing heavy foot traffic morning, noon and night. Capture the attention of thousands of conference attendees as they move up and down this area. A sign with your company logo will be placed on the base of each step to promote your organization.

Official Pen

\$3,500 if sponsor provides pen

\$5,500 if Build Boston provides pen

Everyone needs a pen at a trade show. Upon entering Build Boston, attendees will receive an Official Build Boston Pen, courtesy of your company. These pens are used to take notes while talking to exhibitors on the Show floor as well as for extensive note-taking during the nearly 225 workshops that take place over the three-day event.

Banner on the Exhibit Hall Wall

\$3,000 (sponsor provides banner)

The wall above the doors to the Conference Center — at the rear of the center aisle of the exhibit hall — is a perfect location for you to do some bold corporate branding. It is visible from just about anywhere in the hall. The area is heavily trafficked all day, especially with attendees walking up the center aisle. Limited space. Act early! (banner cannot be larger than 8' w × 4'h)

Banner in the Conference Center

\$2,500 (sponsor provides banner)

Thousands of Build Boston attendees walk through the Conference Center to get to and from the more than 225 workshops offered over the three days. Hang your company banner and receive great exposure outside the exhibit hall.

Free-Standing Billboards

\$2,150

Why be limited to your booth space? These two-sided freestanding signs offer you the chance to put your corporate message around the show floor or conference center (based on availability). Strategically placed in heavy traffic areas, they can increase awareness of your company and direct attendees to your booth. (37.5" w × 85.5" h — discounts are available for multiple billboards.)

Window Displays — Vestibule display case

\$2,250 for one, \$5,500 for three

(sponsor provides poster/posters)

Here is a way you can reach every attendee and exhibitor before they even walk into the lobby of Build Boston — hang huge posters promoting your company in a display cases at the building entrance. This case holds a total of three 36" w × 48" h posters.

Outdoor Banners/Flags

\$2,475 per banner;

\$22,275 for all ten banners

(sponsor provides banners)

The Seaport World Trade Center banners along Seaport Boulevard may be substituted with your company's own message. Replace the ten banners along the front of the building with your own during Build Boston and reach show attendees and the general public! Each banner measures 3' w × 12' h.

BSA Design Gallery

\$5,000

Align your company brand with the beautiful work displayed in the BSA Design Gallery. See your company logo on all design gallery signage, as well as your company banner hung in the conference center, logo and link on the Build Boston website, and recognition in the BSA ChapterLetter.

Registration Badge Mailing Insert

\$3250 (sponsor responsible for production and shipment of inserts)

Reach Build Boston attendees before they step foot in the convention center. We mail over 12,000 badges prior to the show and this is a great opportunity for registrants to learn about your company.

Bar Sponsorship

\$5,000

Cocktail receptions are very popular at Build Boston, a way for colleagues and friends to mingle in a relaxed setting on the exhibit hall floor. Your company logo will be featured on signs and tent cards at each of the bars. You will be mentioned as a sponsor of the nightly cocktail receptions in marketing materials and will receive 20 drink tickets.

Chocolate Sponsorship

\$2,495

The BSA distributes chocolates throughout the show that are always a big hit with attendees. The chocolates can be found in the Bookstore, tables in the store/lounge, design gallery and BSA information booth. Your company logo will be prominently displayed along the BSA logo on more than 2,500 pieces of dark chocolate.

If none of these sponsorships seem right for you, we can create a custom promotional opportunity that fits your company's needs. Please contact a sales person about additional opportunities that could include: aisle signs, coffee breaks, workshop portfolios, ways to reach exhibitors and much more!

BuildBoston

To exhibit, sponsor or advertise
call 800-996-3863.

2009 EXHIBIT RATES

All booths are 10' x 10' unless otherwise indicated. Floor plan is subject to change.

Standard booth \$32.95 per sq. ft.

Add 10% for corner

Add 15% for peninsula

Add 20% for island

Your exhibitor package includes:

- Standard booth equipment consisting of an 8' draped back wall and 3' side walls
- Booth identification sign with company name and logo
- Two free listings in the Program Update and Buyer's Guide
- Exhibitor listing on www.BuildBoston.com
- Opportunity to participate in logo-swap program — place your logo and link on www.BuildBoston.com in exchange for including our logo and link on your website.
- The ability to reach thousands of qualified prospects!

To exhibit at Build Boston, please call 800-996-3863.

To learn more about the show, visit www.buildboston.com.

SHOW HIGHLIGHTS

Exhibit Hall/Attendees

350 suppliers and vendors exhibit to reach thousands of design and construction industry professionals. Over 15,000 decision-makers and buyers attend each year to find new suppliers and visit companies with whom they have existing relationships. Attendees often make product commitments on the show floor.

Keynote Luncheon, workshops and symposiums

An annual keynote lunch features an industry leader addressing the building industry outlook in New England and beyond. Workshops and symposiums cover various topics (e.g. women in design, green building and design, and integrated practice, etc.). The diverse range of topics attracts professionals from all aspects of the design and building industry.

Annual BSA/Build Boston Gala and Design Celebration

The Gala is the networking event of the year for the New England design and building industry. The evening begins with a cocktail reception on the show floor and proceeds to a multimedia environment celebrating excellence in design. If you like to mingle with architects, don't miss this event.

Networking Opportunities

Additional cocktail parties take place nightly in the exhibit hall. Several industry associations host meetings and special events over the course of the show, providing an opportunity for sponsors and exhibitors to reach a wide range of industry leaders and decision-makers on the show floor.

The BSA Design Gallery

Must-see exhibits showcasing winning designs from the BSA and other major trade organization award programs.

25th annual Build Boston
November 18-20, 2009
Seaport World Trade Center, Boston
www.buildboston.com



photo © Justin Knight