

Sunbelt Builders Show™

July 28-31, 2025

The Gaylord Texan Resort / Grapevine, TX

Sponsorship Information



July 29-30, 2025 ~ The Gaylord Texan ~ Grapevine, TX

*Ensure your company's
products and services are
UNMISSABLE at the largest
residential construction show
in the Southwest.*

2025 Sunbelt Presenting Sponsor – \$35,000 - Exclusive – (Sold-out)

- Prime booth space selected and included
- Company logo & link on website footers & sponsor section*–**SunbeltBuildersShow.com**
- Company logo & link on Registration Website and Confirmation on all emails*
- Company logo (or name) in all Sunbelt marketing emails, ads, and more
- Company logo & link in TABloid (monthly member e-newsletter)
- Ad in Sunbelt Special Edition Insert of Texas Builder issue
 - o **Ad artwork provided by company according to specifications**
- Company logo included on Sunbelt Committee info & TAB meetings prior to Sunbelt
- 40 free custom VIP Promo Codes for non-registered builders/remodelers
- Full Page Show Guide Ad (Company supplies artwork)
 - o **Ad artwork provided by company according to specifications**
- Sunbelt App – Logo on Splash Page & Ultimate Exhibitor Listing
- Cling – Size and location to be determined by Show Management
 - o **Ad artwork provided by company according to specifications**
- Social Media Post (Company supplies artwork)
 - o **Ad artwork provided by company according to specifications**
- Keynote Session Ad (Company supplies artwork)
 - o **Ad artwork provided by company according to specifications**
- 8 additional Comp Exhibitor Registration Passes
- Logo on or near Entrance Unit and Registration Counters (depending on design)
- Logo on Exhibitor Maps
- Logo on Sponsor Overall Thank You Cling
- Company **30 second video** to play at Tuesday’s Keynote to introduce sponsoring company
 - o **Video to be provided by company according to specifications**
- Logo on Show Guide Exhibitor Directory Listing
- Exhibitor Floorplan Website Upgrade
- Logo on Sunbelt Sponsor page in Show Guide (**exclusive to sponsorship**)
- Company name bolded and highlighted in all Exhibitor Listings
- Company logo/link included in the “Know Before You Go” email to Sunbelt registrants
- 8 tickets for company representatives to Tuesday’s Big Time at Glass Cactus fundraiser on Tuesday, July 29 from 7:30 – 11 p.m.
- Thank you sign in booth
- Hotel specifics to be discussed with show management & sponsor rep



2025 Tuesday Keynote Speaker – Exclusive – \$30,000 (Sold-out)

- Prime booth space selected and included
- Company logo & link on website footers & sponsor section*–**SunbeltBuildersShow.co**
- Company logo & link on Registration Website and Confirmation on all emails*
- Company logo (or name) in all Sunbelt marketing emails, ads, and more
- Company logo & link in TABloid (monthly member e-newsletter)
- Ad in Sunbelt Special Edition Insert of Texas Builder issue
 - o **Ad artwork provided by company according to specifications**
- Company logo included on Sunbelt Committee info & TAB meetings prior to Sunbelt
- 30 free custom VIP Promo Codes for non-registered builders/remodelers
- Full Page Show Guide Ad (Company supplies artwork)
 - o **Ad artwork provided by company according to specifications**
- Sunbelt App – Logo on Splash Page & Ultimate Exhibitor Listing
- Cling – Size and location to be determined by Show Management
 - o **Ad artwork provided by company according to specifications**
- Social Media Post (Company supplies artwork)
 - o **Ad artwork provided by company according to specifications**
- Keynote Session Ad (Company supplies artwork)
 - o **Ad artwork provided by company according to specifications**
- 8 additional Comp Exhibitor Registration Passes
- Logo on or near Entrance Unit and Registration Counters (depending on design)
- Logo on Exhibitor Maps
- Logo on Sponsor Overall Thank You Cling
- Company **30 second video** to play at Tuesday’s Keynote to introduce sponsoring company
 - o **Video to be provided by company according to specifications**
- Logo on Show Guide Exhibitor Directory Listing
- Exhibitor Floorplan Website Upgrade
- Logo on Sunbelt Sponsor page in Show Guide (**exclusive to sponsorship**)
- Company name bolded and highlighted in all Exhibitor Listings
- Company logo/link included in the “Know Before You Go” email to Sunbelt registrants
- 6 tickets for company representatives to Tuesday’s Big Time at Glass Cactus fundraiser on Tuesday, July 29 from 7:30 – 11 p.m.
- Thank you sign in booth
- Hotel specifics to be discussed with client and sponsor rep



2025 **Wednesday** Keynote Speaker – Exclusive – \$30,000

- Prime booth space to be selected
- Company logo & link on website footers & sponsor section*–**SunbeltBuildersShow.com**
- Company logo & link on Registration Website and Confirmation on all emails*
- Company logo (or name) in all Sunbelt marketing emails, ads, and more
- Company logo & link in TABloid (monthly member e-newsletter)
- Ad in Sunbelt Special Edition Insert of Texas Builder issue
 - o **Ad artwork provided by company according to specifications**
 - Company logo included on Sunbelt Committee info & TAB meetings prior to Sunbelt
 - 30 free custom VIP Promo Codes for non-registered builders/remodelers
 - Full Page Show Guide Ad (Company supplies artwork)
 - o **Ad artwork provided by company according to specifications**
 - Sunbelt App – Logo on Splash Page & Ultimate Exhibitor Listing
 - Cling – Size and location to be determined by Show Management
 - o **Ad artwork provided by company according to specifications**
 - Social Media Post (Company supplies artwork)
 - o **Ad artwork provided by company according to specifications**
 - Keynote Session Ad (Company supplies artwork)
 - o **Ad artwork provided by company according to specifications**
 - 8 additional Comp Exhibitor Registration Passes
 - Logo on or near Entrance Unit and Registration Counters (depending on design)
 - Logo on Exhibitor Maps
 - Logo on Sponsor Overall Thank You Cling
 - Company **30 second video** to play at Wednesday’s Keynote
 - o **Video to be provided by company according to specifications**
 - Company has opportunity to introduce speaker**
 - Logo on Show Guide Exhibitor Directory Listing
 - Exhibitor Floorplan Website Upgrade
 - Logo on Sunbelt Sponsor page in Show Guide (**exclusive to sponsorship**)
 - Company name bolded and highlighted in all Exhibitor Listings
 - Company logo/link included in the “Know Before You Go” email to Sunbelt registrants
 - 6 tickets for company representatives to Tuesday’s Big Time at Glass Cactus fundraiser on Tuesday, July 29
 - Thank you sign in booth
 - Hotel specifics to be discussed between Show Management & Sponsor Rep

For questions and/or to get you connected:
Call or Email: Angelica Stehling, CMP, Director of
Events & Sponsorships,
(512) 476-6346 or (512) 615-2542
Angelica@TexasBuilders.org
www.SunbeltBuildersShow.com



2025 Education Center Sponsor – Exclusive – \$25,000

(pending approval)

- 10x20 Prime booth space included outside Education Center
- The Education Center is branded as all brought to you by sponsoring company including a banner hanging above the center with your company logo
- The company can place products on all educational chairs and tables
- A company rep will introduce all educational speakers
- The company can assist in preparing the education line-up with Show Management approval. The sessions cannot be sales pitches by any company.
- Company logo slide will be used as the holding slide
- Company logo & link in sponsor section – **SunbeltBuildersShow.com**
- Company logo (or name) in all Sunbelt marketing emails, ads, and more
- Company logo in TABloid (monthly member e-newsletter)
- Ad in Sunbelt Special Edition Insert of Texas Builder issue (specs to be determined)
 - **Ad artwork provided by company according to specifications**
- Company logo included on Sunbelt Committee info & TAB meetings prior to Sunbelt
- 25 free custom VIP Promo Codes to send to non-registered builders/remodeler
- Full Page Show Guide Ad (Company supplies artwork)
 - **Ad artwork provided by company according to specifications**
- Sunbelt App – Logo on Splash Page & Ultimate Exhibitor Listing
 - **Company to complete the listing form supplied**
- Cling – Size and location to be determined by Show Management
 - **Ad artwork provided by company according to specifications**
- Social Media Post (Company supplies artwork)
 - **Ad artwork provided by company according to specifications**
- Keynote Session Ad (Company supplies artwork)
 - **Ad artwork provided by company according to specifications**
- 8 additional Comp Exhibitor Registration Passes
- Logo on Exhibitor Maps, on Sponsor Overall Thank you Clings
- Verbal recognition at the Keynote Presentations
- Logo on Show Guide Exhibitor Directory Listing
- Logo on Sunbelt Sponsor page in Show Guide
- Thank you sign in booth
- Company name bolded and highlighted in all Exhibitor Listings
- Company logo will be included in the “Know Before You Go” email to Sunbelt registrants
- 4 tickets to the Big Time at Glass Cactus Fundraiser on Tuesday night

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Event Wi-Fi Buyout Sponsor – Exclusive - \$25,000 (1)

- 10'x20' Booth space to be selected and included in package
- Company logo (or name) in all Sunbelt marketing emails, ads, and more
- Company logo & link in sponsor section – **SunbeltBuildersShow.com**
- Company logo included in TABloid (TAB's Monthly E-Newsletter to all members)
- Ad in Sunbelt Special Edition Insert of Texas Builder issue (specs to be determined)
 - **Ad artwork provided by company according to specifications**
- Company Logo in Sunbelt Special Edition – due date to be provided
- Full Page Show Guide Ad – company to supply artwork
- Company logo on Wi-Fi Splash Page & name incorporated into Wi-Fi password.
- Wi-Fi access and password marketed to builder attendee types only
- Company logo included on Sunbelt Committee info & TAB meetings prior to Sunbelt
- 25 free custom VIP Promo Codes to send to non-registered builders/remodeler
- Full Page Show Guide Ad
 - **Ad artwork provided by company according to specifications**
- Sunbelt App – Logo on Splash Page & Ultimate Exhibitor Listing
 - **Company to complete the listing form supplied**
- Cling – Size and location to be determined by Show Management
 - **Ad artwork provided by company according to specifications**
- Social Media Post
 - **Ad artwork provided by company according to specifications**
- Keynote Session Ad (Company supplies artwork)
 - **Ad artwork provided by company according to specifications**
- 8 additional Comp Exhibitor Registration Passes
- Logo on Exhibitor Maps
- Logo on Sponsor Overall Thank You Cling
- Verbal recognition at the Keynote Presentations
- Logo on Show Guide Exhibitor Directory Listing
- Logo on Sunbelt Sponsor page in Show Guide
- Thank you sign in booth
- Company name bolded and highlighted in all Exhibitor Listings
- Company logo will be included in the “Know Before You Go” email to Sunbelt registrants
- Company logo & link in Sponsor Section of the Sunbelt Website - **SunbeltBuildersShow.com**
- 4 tickets to the Big Time at Glass Cactus Fundraiser on Tuesday night

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"THE HUB – Conversation Starter" Sponsor - \$10,000 (6 opportunities)

- Includes 10'x10' Premium Inline Booth space near "The HUB" central location
- Company logo & link in Sponsor Section of Sunbelt Website - **SunbeltBuildersShow.com**
- Company has opportunity to present an innovative, educational, demo program in "The HUB" which will be promoted by Show Management. Choice of available times will be given to you for you to choose one time slot on Tuesday or Wednesday
- Company recognition in selected marketing emails, ads & logo in Sunbelt Special Edition Insert of Texas Builder issue
- Company logo included on Sunbelt Committee info & TAB meetings prior to Sunbelt
- 10 free custom VIP Promo Codes to send to non-registered builders/remodelers
- Half Page Show Guide Ad (Company supplies artwork
 - **Ad artwork provided by company according to specifications**
- Cling – Size and location to be determined by Show Management
 - **Ad artwork provided by company according to specifications**
- Social Media Post
 - **Ad artwork provided by company according to specifications**
- Keynote Session Ad to be included in PowerPoint presentation at each Keynote
 - **Ad artwork provided by company according to specifications**
- 8 additional Comp Exhibitor Registration Passes
- Logo on Show Guide Exhibitor Directory Listing & on Sponsor page in Show Guide
- Sunbelt App Sponsor Listing (Logo, Contact Info)
 - **Company to provide the exact sponsor listing info requested by due date**
- Logo on Exhibitor Locators
- Logo on Sponsor Overall Thank You Cling
- Company name bolded and highlighted in all Exhibitor Listings
- "The HUB" will be marketed as the central location for learning, networking, etc.
- Show Management to create the space and incorporate company logo into space
 - Show Management will produce and pay for space
- Company recognition in "Know Before You Go" email
- Thank you sign in booth
- 2 tickets to the Big Time at Glass Cactus on Tuesday, July 29 from 7:30 – 11 p.m.

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Hotel Key Cards - \$15,000 (1 available)

- Logo on Hotel keycards – company branded on one side and Sunbelt branded on the other
 - * Show Management to create and purchase key cards
- Includes a 10x10 Corner booth
- Company logo & link in Sponsor Section of Sunbelt Website - **SunbeltBuildersShow.com**
- Company recognition in selected marketing emails, ads & logo in Sunbelt Special Edition Insert of Texas Builder issue
- Company logo included on Sunbelt Committee info & TAB meetings prior to Sunbelt
- 10 free custom VIP Promo Codes to send to non-registered builders/remodelers
- Half Page Show Guide Ad*
- Cling – Size and location to be determined by Show Management*
- Social Media Post *
- Keynote Session Ad to be included in PowerPoint presentation at each Keynote*
 - *Ad artwork provided by company according to specifications**
- 8 additional Comp Exhibitor Registration Passes
- Logo on Show Guide Exhibitor Directory Listing & on Sponsor page in Show Guide
- Sunbelt App Sponsor Listing (Logo, Contact Info)
 - o Company to provide the exact sponsor listing info requested by due date**
- Logo on Exhibitor Locators and on Sponsor Overall Thank You Cling
- Company name bolded and highlighted in all Exhibitor Listings
- Company recognition in "Know Before You Go" email
- 2 tickets to the Big Time at Glass Cactus on Tuesday, July 29 from 7:30 – 11 p.m.

Show Bags and Show Lanyards – Sold-Out



- Logo on Show lanyards or Show Bags
 - Company logo & link in Sponsor Section of Sunbelt Website - **SunbeltBuildersShow.com**
 - Company recognition in selected marketing emails, ads & logo in Sunbelt Special Edition Insert of Texas Builder issue
 - Company logo included on Sunbelt Committee info & TAB meetings prior to Sunbelt
 - 10 free custom VIP Promo Codes to send to non-registered builders/remodelers
 - Half Page Show Guide Ad*
 - Cling – Size and location to be determined by Show Management*
 - Social Media Post *
 - Keynote Session Ad to be included in PowerPoint presentation at each Keynote*
 - *Ad artwork provided by company according to specifications**
 - 8 additional Comp Exhibitor Registration Passes
 - Logo on Show Guide Exhibitor Directory Listing & on Sponsor page in Show Guide
 - Sunbelt App Sponsor Listing (Logo, Contact Info)
 - o Company to provide the exact sponsor listing info requested by due date**
 - Logo on Exhibitor Locators and on Sponsor Overall Thank You Cling
 - Company name bolded and highlighted in all Exhibitor Listings
 - Company recognition in "Know Before You Go" email
 - 2 tickets to the Big Time at Glass Cactus on Tuesday, July 29 from 7:30 – 11 p.m.

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Sunbelt Attendee Traffic Promotion - Parade of Products - \$1,250

Company must be a Sunbelt Exhibitor

LIMITED TO 25 EXHIBITING COMPANIES

- Company promotion on game marketing pieces, emails, and onsite game piece*
- Company promotion on signage*
 - * Show Management reserves the right to use logo or company name on materials
- Company name in the onsite Show Guide ad – marketing of the game
- 1'x1' cling at booth identifying company as a game participant*
 - * Show Management to create the cling and have it placed by company's booth.
- Mobile License Badge Lead Retrieval
- Show Management will purchase (2) Large Gift cards – one to be included in each daily basket.
- Each participating company can provide up to 6 gifts – one to be included in each daily basket and Show Management will create more baskets to have 2 to 3 winners per day
 - Company would need to confirm gift participation by June 30
 - Company can provide logoed gift items or another gift with a noted company gift tag.
 - Daily Gift Baskets will be displayed at the registration desk to draw attention to the game.
 - Game Pieces will be accessible near registration desk and will be provided in each participating company's booth to entice more players. Company will be prepared to offer a game piece to an attendee that stops by and doesn't have one.

GAME INFORMATION:

- Show Management will create game pieces and prominently display them near registration and provide each company with some game pieces in their booth.
- The game will be marketed to builder types only as a potential winner. Anyone can play the game – however the rules will clearly state that a winner must be a builder type.
- To be eligible for drawing, must be a builder type and get scanned by each game participating company.
- The game player then submits their game piece to the registration desk.
- Registration staff will verify the player is a qualified builder type and got scanned by all participating companies before submitting the game piece in the drawing bin.
- A large gift card winner's name will be drawn each day, one hour before closing, and the winner must be PRESENT to win. We will create 2 other winning baskets each day to entice more players to win.
- Participants can only win once, however; game pieces for each participant (excluding the winner on the first day) will rollover to the next day.
- Game Participant MUST be PRESENT to win

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Sunbelt Booster Club - \$4,000 (unlimited)

No Booth Purchase Required

- Company Name will be included in Sunbelt ad in the Texas Builder magazine issue immediately prior to Sunbelt
- Company Name will be included in the June and July TABloid e-newsletters prior to Sunbelt
- Company name will be included in the “Know Before You Go” email to Sunbelt registrants
- Company name will be included on Sunbelt Committee info & TAB meetings prior to Sunbelt
- Company name will be included on the Sunbelt Sponsor Page in the Show Guide
- Company name will be included on the Overall Sponsor thank you cling onsite
- Company name will be included in the Keynote Presentation loops on Tues. & Wed.
- Company will receive name recognition on the Sunbelt Sponsor section of the Website
- 4 Sunbelt Show Non-Exhibiting Show Passes for Company Representatives

Builder Friend of Sunbelt - \$250 (Unlimited)

Available only to Builders / Remodelers / Developers / Multifamily & Rental Property Owners

- Individual Name, Company Name and Local HBA listed in Show Guide
- Listing in the sponsor section of the Sunbelt website – **SunbeltBuildersShow.com**

Associate Friend of Sunbelt - \$1,000 (Unlimited)

Available only to Product / Service companies

- Individual Name, Company Name listed in Show Guide
- Listing in the sponsor section of the Sunbelt website – **SunbeltBuildersShow.com**

Sunbelt Advertising Opportunities

- Email Blast Pre-Show to registrants in June 2025- \$1,500 (1)
- Email Blast Post-Show to registrants in August 2025- \$1,750 (1)
- Social Media Post (one per week starting in May 2025 - \$300 (6)
- Keynote Presentation Ad will loop on Tues. & Wed. Keynote PowerPoints - \$300 (10)
15-minute presentation loop - Doors Open prior to session starting
- Website Plan Logo Upgrade \$100 - unlimited
- Show Guide Back Cover – (sold-out)
- Show Guide Inside Front Cover – (sold-out)
- Show Guide Inside Back Cover - \$1,950
- Show Guide 2-page Spread - \$2,000
- Show Guide Full – Page - \$1,300 (10)
- Show Guide Half – Page - \$700 (15)
- Logo Upgrade in Show Guide Exhibitor Description Listing - \$300 (unlimited)

Ideas? Call TAB at 512-476-6346 to discuss.

Show Management reserves the right to add additional items

Texas Association of Builders Event – held during Sunbelt

Please contact TAB office for more information

Must be a TAB Member

1. TAB Meetings & Events – July 28 – 31, 2025

- Levels from \$2,500 - \$10,000

2. Big Time at Glass Cactus Fundraiser – Tues., July 29, 2025

- Supports both Texas Builders Foundation and HOME PAC
- Levels from \$1,000 - \$20,000

3. Star Awards Dinner & Presentation of Awards – Wed., July 30, 2025

- Recognize the best residential construction professionals in Texas
- Levels from \$4,000 - \$10,000
- Finalists Catalog Ad (both marketing and congratulatory) starting @ \$700



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