



**Sponsorship  
& Exhibitor  
Packages**

**Live Event March 26-28, 2021**

**HOMESHOWHAWAII.COM**

 **First Hawaiian Bank**  
PRESENTS

 **THE BIA-HAWAII**  
*Virtual*  
**BIG**  
Home Building & Remodeling Show

# WHAT'S IT ALL ABOUT?

BIA is shifting The BIG Home Building & Remodeling Show to a digital platform, we are going to cultivate a virtual trade show that will rival our in person experience. Giving consumers a place to get advice from the pros, find the services and products they need all from the comfort of their own homes. For our vendors we have created a digital experience that will allow you to capitalize on all possible leads.

First Hawaiian Bank  
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LS  
Lindsey

Plan Your Remodel From Your Couch  
Live Event March 26-28, 2021  
On Demand Experience through May

First Hawaiian Bank  
PRESENTS  
THE BIA-HAWAII  
*Virtual*  
**BIG**  
Home Building & Remodeling Show

Edit

Welcome to the  
Virtual Event!

You don't want to miss the BIA-Hawaii's  
BIG Home Building & Remodeling Show, March 26-28, 2021.

With over 100 companies, BIA's home shows are the largest and most respected industry expos in Hawaii. They draw about 30,000 attendees. We're excited to announce we've expanded to an online show. This allows safe and increased access and the ability to include mainland and international exhibitors and attendees.



# EVERYTHING TO EXPECT

## FROM THE BIG HOME BUILDING & REMODELING SHOW

### GET THE SAME GREAT CONNECTIONS YOU EXPECT FROM OUR TRADITIONAL SHOW

- Connect directly with consumers in your booth via chat
- Schedule follow up face-to-face meetings
- Show customers your best by sharing videos and photos
- Offer in-booth demonstrations utilizing live stream video
- Get more engagement by offering giveaways



# INCREASE YOUR IMPACT DIGITALLY

## OUR NEW FORMAT EXPANDS YOUR REACH AND GIVES YOU MORE!

- Reach a statewide audience - without the limitations of travel
- Reduced overhead and staffing costs associated with in-person show
- Show customers your best by sharing videos and photos
- Offer discounts and specials to increase traffic
- Track all engagement through the digital show



# EXHIBITOR & BOOTH *Packages*

**TWO TIER PARTICIPATION -  
FIND THE RIGHT PACKAGE TO  
FIT YOUR BUDGET AND  
OBJECTIVES**

STANDARD \$ 1,275 (member)  
\$ 1,375 (non-member)

PREMIUM \$ 1,825 (member)  
\$ 1,925 (non-member)

BIA Members will receive a special  
Member Badge that will tell all  
attendees that you are a trusted  
resource!





# BOOTH FEATURES LIST

**STANDARD**  
(\$1,275 - Member;  
+\$100 for Non-Member)

**PREMIUM**  
(\$1,825 - Member;  
+\$100 for Non-Member)

<b>Benefit From A \$40k Marketing Budget</b> - BIA is investing to make this event a success!	X	X
<b>Internationally Recognized Event Platform</b> - Used by the largest industry trade show in the world!	X	X
<b>Personalized Assistance</b> - We will help you walk through the process of building your booth by providing templates, task lists, recorded and live tutorials and demos	X	X
<b>Instant Sales Leads</b> - Call to Action Buttons "Click Here" forms will easily capture Lead information that you want and need.	X	X
<b>Unlimited Exhibitor Staff</b> - Allow all team members to contribute and participate in showroom hours	X	X
<b>Virtual Booth Homepage</b> - Well designed and easy to navigate featuring your company, products, services and contact information	X	X
<b>Multiple Rotating &amp; Linked Promotional Banners in Booth</b> - Link to your website, social media accounts or special landing pages right from your booth	X	X
<b>Embedded Video</b> - Share an introduction video and product demo videos in your booth	X	X
<b>Schedule Meeting Forms</b> - Schedule in-person or virtual meetings with consumers; includes opportunity for Calendly App integration	X	X
<b>Live Chat</b> - Allows you to connect with attendees real time in your booth during the show	X	X
<b>Live Face-to-Face Video Conference Meetings</b> - Schedule open showroom hours during high volume attendance hours and engage with customers live via streaming video conferencing, utilize this tool for sharing product demos	X	X
<b>Show Specials</b> - Each exhibitor is encouraged to offer show specials or discounts, these will be easily found in the booth	X	X
<b>Giveaways</b> - Each exhibitor is encouraged to offer \$100 daily giveaways/drawings to increase engagement, these will be easily found in the booth	X	X
<b>Exhibitor Directory &amp; Search Engine to be Easily Found</b> - All booths will be keyworded and categorized to allow consumers an easy way to find you	X	X
<b>Unlimited Content within Booth</b> - Share photos, videos, PDFs and more, there is no limit to the amount of information you can share in your booth	X	X
<b>Metrics &amp; Reports</b> - Pull reports to track your engagement throughout the show and after	X	X
<b>3D Virtual Expo Hall on Home Page</b> - Links to all directories and expo	X	X
<b>Event Calendar Access</b> - Add your demos, educational videos and events to a calendar in your booth	X	X
<b>Recorded DIY Course Catalogue by Category &amp; Topic</b> - Informational how-to video to teach consumers. Embedded recording as value-add to consumers. Featured videos in banner across top of multiple pages throughout the show (Limit 25)	X	X
<b>Featured Show Specials</b> - Featured in show specials directory on home page and in attendee dashboards		X
<b>Event/Educational Session Directory</b> - Directory of demos and events in your booth to the event calendar seen on attendee dashboards		X
<b>Bonus Banner Ad Home Page (Bottom)</b> - Preferred placement in expo hall/exhibitor lists. Positioned at the bottom of the exhibitor search page (rotating with other Preferred level exhibitors)		X
<b>Bonus Banner Ad Attendee Dashboard (Bottom)</b> - Preferred placement in expo hall/exhibitor lists. Positioned at the bottom of the exhibitor search page (rotating with other Preferred level exhibitors)		X
<b>Event Ticker Announcement</b> - Opportunity to display events across the top of the pages, sitewide		X
<b>Lead Capture of All Attendees who Enter Your Booth</b> - Opportunity to receive private attendee information, including names, email and other demographics		X
<b>Exhibitor Directory Premier Placement</b> - Top placement in directory and categories		X
<b>New Product Directory</b> - Opportunity to list up to 10 products in our New Product Directory		X
<b>Attendee Directory &amp; Matchmaking Opportunity</b> - Opportunity to access attendee information, leading up to, during and after the show; platinum exhibitors will have the opportunity to send 25 meeting requests to attendees who may be interested in your products or services		X
<b>Opportunity to Participate in Show Swag Bags</b> - We will collect items and bags from vendors and have them available for pick up at BIA the week of the show, showcase your business in these bags (750 minimum)		X
<b>Newsletter Category Spotlight</b> - Listing under category in pre, during, and post show newsletter mailed to registered attendees and BIA membership lists, BIA distribution lists (20 available)		X
<b>TOTAL VALUE</b>	<b>\$4,000</b>	<b>\$6,300</b>



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## Standard Booth Template



Contact: John Smith  
Website: <https://yourdomain.com>  
Email: [jsmith@yourcompany.com](mailto:jsmith@yourcompany.com)  
Phone: 555-555-5555  
Social: [Twitter](#) [Facebook](#) [LinkedIn](#)

Description

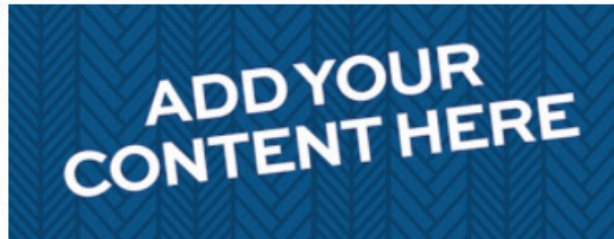
Event Calendar



Home Who We Are In-Person Appointment Zoom Now Giveaways Products & Services Contact Us

## Add A Headline About Your Company

With a short description of what you do. Then update the image or video below. Ideal sizes are 1200 x 750-465 pixels.



## ROTATING BANNERS

- Add rotating banner ads to your page to highlight specials and focus attention
- Add a hyperlink to your banners
- Up to six banners, sized 1380px W x 285px H

## Share Your Products & Services

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### Highlight A Product or Service Here

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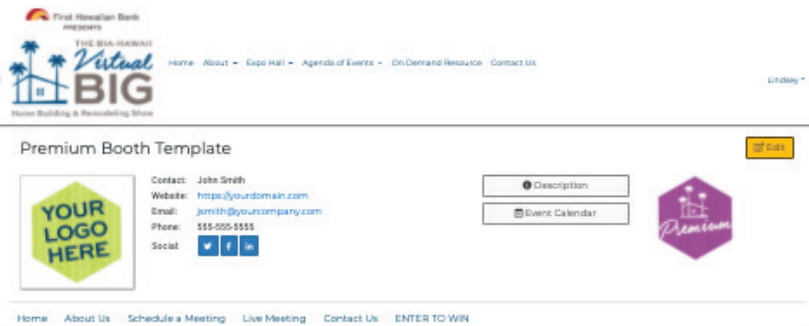


# STANDARD BOOTH

**STANDARD - \$1,275 (MEMBER)  
\$1,375 (NON-MEMBER)**

- Benefit from BIA's \$40,000 marketing budget
- Digital booth with unlimited content to showcase past projects, show specials, videos and services
- Schedule meetings with leads
- Live chat with folks in your booth
- Collect metrics and create reports



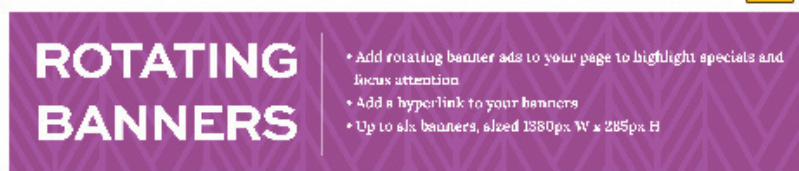


# PREMIUM BOOTH

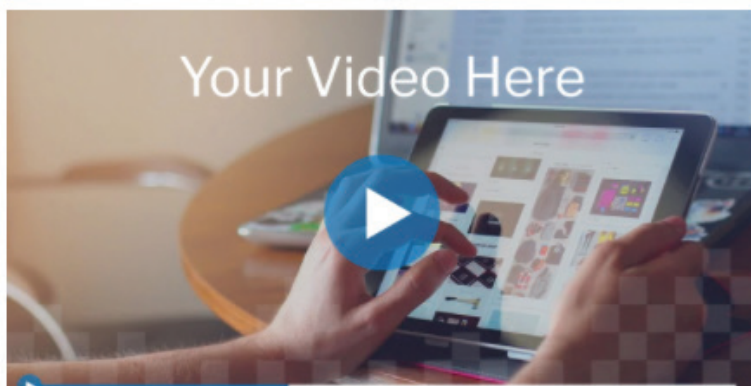
**PREMIUM - \$1,825 (MEMBER)**  
**\$1,925 (NON-MEMBER)**

EVERYTHING FROM OUR STANDARD BOOTHS PLUS:

- Premium listing and banners on category and expo pages
- Opportunity to participate in Show Swag Bag given to first 750 registrations
- Opportunity to be listed in pre, during and post show newsletters
- Reports providing detailed information about attendees
- More exposure for your events



DIY Session







# INCREASE YOUR LEADS

## BY OFFERING SHOW SPECIALS AND GIVEAWAYS

A large image of a hand pointing at a screen. The screen displays the text "SPECIAL OFFER" in large, bold, blue capital letters. The background of the image is a blurred, bokeh-style light pattern in shades of blue and yellow.

**SPECIAL  
OFFER**

We are encouraging all of our exhibitors to create show specials to increase their leads and sales during the show. Additionally, we are hoping all booths will offer giveaways to help provide more incentives for attendees to visit your booths!

# LEVERAGE A SPONSORSHIP AND GET MORE

We are offering event sponsorships that include your booth along with A la Carte sponsorships that can be added onto your booth purchase to increase your exposure. Choose the sponsorships that work for you and your business and get the most out of the Show!

SPONSORSHIP	DESCRIPTION	PRICE
Presenting Event Sponsor (Exclusive)	Premium booth; Opportunity to host 2 seminars; Recognition in Opening Ceremonies & Keynote Address; Company branded banner displayed in 3D Show lobby; Company logo on event page home page; Banner ads on Show website; Logo featured on all print advertising for the show; Company name mentioned in all radio (reserved for first 3 committed) advertising for the show; Company logo displayed in TV advertising for the show; Minimum 20 social media mentions; Dedicated Newsletter sent to all Show Attendees, BIA email list and HH+R email list; Logo displayed on BIAHawaii.org and in BIA newsletter	\$25,000
Category Sponsor (Industry Exclusive)	Premium booth; Banner ad at top of category page; Opportunity to host 1 seminar; Logo displayed in 3D Show lobby; Banner ads on Show website; Logo featured on all print advertising for the show; Minimum 20 social media mentions; Logo displayed on BIAHawaii.org and in BIA newsletter; Listing in pre-event newsletter	\$15,000
Platinum Sponsor (Industry Exclusive)	Premium Booth; Opportunity to host 1 seminar; Banner ads on Show website; Logo featured on all print and digital advertising for the show; Minimum 12 social media mentions; Logo displayed on BIAHawaii.org and in BIA newsletter	\$10,000
Community Sponsor (Industry Exclusive)	Premium Booth; Opportunity to host 1 seminar; Banner ads on Show website; Minimum 5 social media mentions; Logo displayed on BIAHawaii.org and in BIA newsletter	\$5,000
Registration Sponsor (2 Available)	Premium Booth; Logo displayed on registration pages and confirmation emails; Minimum 10 social media mentions; Logo displayed on BIAHawaii.org and in BIA newsletter	\$3,500
Kid's Corner (2 Available)	Standard Booth; Logo displayed on Kids Corner Booth; Logo displayed on BIA generated coloring and activity pages for parents to print at home; Minimum 5 social media mentions; Logo displayed on BIAHawaii.org and in BIA newsletter	\$3,000
Show Swag Bag Sponsor (5 Available)	Standard Booth; Opportunity to be a pick-up location for Show Swag Bag pick ups for first 750 registered attendees; Minimum 5 social media mentions; Logo displayed on BIAHawaii.org and in BIA newsletter; All items are due to BIA prior to March 8	\$3,000
Expo Industry Networking Event Sponsor (2 Available)	Standard Booth; Logo displayed during Expo Industry Networking Event; Opportunity to speak during Expo Industry Networking Event; Logo displayed on session in agenda page and in session post on website; All Expo Industry Networking Event attendees pushed into your booth following event; Minimum 2 social media mentions; Logo displayed on BIAHawaii.org and in BIA newsletter	\$2,000
Opening Ceremony Sponsor (2 Available)	Standard Booth; Logo displayed during Expo Industry Networking Event; Opportunity to speak during Expo Industry Networking Event; Logo displayed on session in agenda page and in session post on website; All Expo Industry Networking Event attendees pushed into your booth following event; Minimum 2 social media mentions; Logo displayed on BIAHawaii.org and in BIA newsletter	\$2,000
Keynote/Guest Speaker Sponsor (3 Available)	Standard Booth; Logo displayed during Session; Logo displayed on session in agenda page and in session post on website; Opportunity to speak during Keynote Session; All attendees pushed into your booth following event; Minimum 2 social media mentions; Logo displayed on BIAHawaii.org and in BIA newsletter	\$2,000



# A-LA-CARTE SPONSORSHIPS

SPONSORSHIP	DESCRIPTION	PRICE
A la Carte: Exhibitor of the Day (3 Available)	Your booth featured on BIA social media once during the show and one promotion in May following the show, both linking to your booth	<b>\$500</b>
A la Carte: Seminar Sponsor	Opportunity to host two 45 minute seminars during the event; Seminar and company listed in Agenda; Seminar and company shown on attendee dashboards; Minimum 1 social media mention	<b>\$750</b>
A la Carte: 1x Attendee Custom Email Blast to Attendee List post-event	Promote your company to all attendees	<b>\$500</b>
A la Carte: Additional New Products in Directory	Add 10 new products than your allotment - Premium (10), Standard (5)	<b>\$200</b>
A la Carte: Matchmaking Invites	Add 10 matchmaking emails you can send - Premium (25), Standard (0)	<b>\$500</b>
A la Carte: Bonus Banner Ad - Home Page Top Placement	Preferred placement in expo hall/exhibitor lists. Positioned at the top of the exhibitor search page (rotating with other sponsors)	<b>\$2,500</b>
A la Carte: Bonus Banner Ad	Attendee Dashboard Preferred placement in expo hall/exhibitor lists. Positioned at the top of the exhibitor search page (rotating with sponsors)	<b>\$1,500</b>
A la Carte: Category Banner	Place banner promoting exhibitor in selected category, bottom of page (rotating with sponsors)	<b>\$1,500</b>



# JOIN US AT THE BIG HOME BUILDING & REMODELING SHOW!

CONTACT THE BIA TEAM TO BOOK YOUR BOOTH!  
[CLIENTSERVICES@BIAHAWAII.ORG](mailto:CLIENTSERVICES@BIAHAWAII.ORG)

