

## LOCAL HOUSING UPDATES

## EVENT PROSPECTUS

### PROGRAM OVERVIEW

New home construction is the single largest volume product sales opportunity for building product manufacturers. Macroeconomic and demographic trends continue to drive demand for new housing. Leading economists project a more significant new home construction cycle in 2012, but recovery will be uneven, with certain geographic markets and home building segments outperforming the national market.



Powered by data from Housing IntelligencePro, BUILDER will visit six cities in 2012 (spring and fall), providing targeted, market insights and analysis.

- Dallas/Ft. Worth
- D.C.-metro
- Philadelphia
- Phoenix
- Raleigh-Durham
- S. California (Orange County)



Focused on both local and national economic outlooks, these programs combine intelligence, winning strategies, and peer-to-peer networking right where builders live and work.



- National economic outlook
  - Trends impacting the industry
  - Best practices from across the nation
- Local market analysis
  - Best selling projects and market share reports
  - Recent performance in key segments/counties/submarkets/zip codes/price points
  - Success stories from top and niche builders, featuring BUILDER Local Leader designees
  - Insights into current and future consumer demand
  - Opportunities and growth areas for in-market builders
- Market forecasts and a look ahead



Speakers will include:

- Local housing data experts from Housing IntelligencePro
- Editorial management from BUILDER magazine
- Senior leadership from local builders, developers and banks



**>>> In addition to the twelve in-person events in six cities, BUILDER will also host online events for four key local markets in 2012 — Houston, Charlotte, Denver and Atlanta**



## AUDIENCE

Now more than ever, builders need in-market, competitive intelligence to enhance their business strategies and make critical decisions. BUILDER'S Local Housing Updates will provide essential insights and information tailored specifically to where builders live and work.

The strength of Housing IntelligencePro's reporting and forecasting, coupled with the insights from the leading media brand in residential construction, make BUILDER'S Local Housing Updates must-attend events!

BUILDER will leverage the reach across its network of print and online subscribers with targeted marketing efforts for each event, delivering top management from local builders, as well as local/divisional leadership from national builders:

- Strategic/executive leadership (CEO, President, COO, CFO, SVP)
- Operational/regional leadership across disciplines including operations, purchasing, sales, financing and marketing (Division President, Vice President, General Manager, Director)

## SPONSORSHIP

Sponsorship of BUILDER'S Local Housing Updates enables you to specifically target the top markets that align best with your local market strategic goals and objectives. It also enables you to build and strengthen relationship with key builder customers and prospects.

Select a few key markets, or align with the whole year-long series. Frequency discounts are available for multiple city commitments. Sponsorship is available on a first-come, first-served basis.

<b>LIVE EVENTS</b>	<b>1x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>
<b>Title sponsorship</b> (1 available per event)	\$10,000 net	\$57,000 net	\$81,000 net	\$100,000 net
<b>Award sponsorship</b> (1 available per event)	\$10,000 net	\$57,000 net	\$81,000 net	\$100,000 net
<b>Gold sponsorship</b> (1 available per event)	\$7,500 net	\$42,750 net	\$60,750 net	\$76,750 net

  

<b>ONLINE EVENTS</b>	<b>1x</b>	<b>2x</b>	<b>4x</b>
<b>Exclusive sponsorship</b> (1 available per event)	\$6,950 net	\$12,510 net	\$22,240 net

## SPONSORSHIP BENEFITS

### >>> LIVE EVENT BENEFITS

	TITLE	AWARD	GOLD
<b>SPEAKING OPPORTUNITY:</b> Three minute opportunity to welcome and briefly address seminar attendees	✓		
<b>PREMIUM EXPOSURE:</b> Exclusive sponsorship of the Local Leaders Award segment at the event; opportunity to briefly address event attendees and congratulate the winners; photo ops with winners and BUILDER editorial staff (spring events)  Exclusive sponsorship of the Annual Housing Forecast local market reports; includes logo placement on content and company profile within the report (fall events)		✓	
<b>VIP SEATING:</b> Reserved seating for sponsor executives at VIP tables during the event	✓	✓	
<b>CHAIR DROP:</b> Opportunity to have company literature placed on each attendee's chair prior to event start	✓	✓	
<b>SPONSOR ATTENDEE PASSES:</b> Complimentary registration for sponsor executives to attend the event (does not include travel or hotel expenses)	4	4	2
<b>CUSTOMER PASSES:</b> Complimentary registrations for your builder customers to attend the event (does not include travel or hotel expenses)	10	10	5
<b>POST-EVENT ATTENDEE LIST:</b> Electronic copy of the post-event attendee list for follow up and business development	✓	✓	✓
<b>TABLETOP DISPLAY:</b> Complimentary tabletop display in the general session room (or other prominent area) to display company literature and interact with attendees	✓	✓	✓
<b>EVENT SITE PROMOTION:</b> Logo placement, company overview and hyperlink on event Web site	✓	✓	✓
<b>SPONSOR RECOGNITION:</b> Logo placement and sponsor designation on all marketing materials and on-site signage/hand-outs	✓	✓	✓

### >>> ONLINE EVENT BENEFITS

- Sponsor logo placement and up to 3 links to the sponsor site on the webinar player
- Two targeted email promotions to builders promoting the event (approx 12,500 recipients each); includes a 180 x 150 sponsor image/logo, 10 word headline and 50 words of text
- Content hosted for six months on BUILDEROnline.com
- Two promotional ads within the BUILDER Business Update newsletter (distributed to 85,000 home building professionals) promoting the webinar and featuring a sponsor logo and link
- 100,000 online promotional advertorials across BUILDEROnline.com to drive viewership to the online content
- Sponsor logo included on the webinar PowerPoint presentation; can be made available to sponsors for distribution to customers and prospects

# LOCAL HOUSING UPDATES

## CONTRACT

I hereby reserve my company's sponsorship for BUILDER'S Local Housing Updates. Sponsorship of the event can not be canceled, and sponsorship is not reserved until receipt of signed contract. Sponsor will be invoiced within 30 days of receipt of signed contract. Payment is due upon receipt of invoice, and all payments must be received no later than 90 days prior to the event.

Please check off sponsorship selection(s):

### LIVE EVENTS

	SPRING	FALL		SPRING	FALL
Dallas/Ft. Worth			Phoenix		
D.C.-metro			Raleigh-Durham		
Philadelphia			S. California (Orange County)		

### ONLINE EVENTS

Atlanta		Denver	
Charlotte		Houston	

**TOTAL SPONSORSHIP INVESTMENT:** \_\_\_\_\_

\_\_\_\_\_  
Company name

\_\_\_\_\_  
Primary POC name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Address

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Fax

\_\_\_\_\_  
E-mail address

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Haney Wood RSM initial**

YES  NO  
Agency

**SUBMIT COMPLETED CONTRACT TO:**

Jeff Calore, Group Publisher  
Residential Construction Group  
Hanley Wood Business Media  
One Thomas Circle, NW Suite 600  
Washington, D.C. 20005  
T: 202.380.3766 F: 202.785.1974  
jcalore@hanleywood.com

## AGREEMENT

This Agreement ("Agreement"), along with the Sponsor Contract, form the Contract for Sponsorship ("Contract") between Hanley Wood ("Hanley Wood" or "HW") and the company identified on the Contract ("Sponsor"). In the event of a conflict between the Agreement and the Sponsor Contract, the Agreement shall prevail.

### I. PAYMENT

Sponsorship is not reserved until receipt of signed contract. Sponsor will be invoiced within 30 days of receipt of signed contract. Payment due on receipt of invoice and all payment must be received 90 days prior to event. Contracts are non-cancellable. All payments made to HW are deemed fully earned and nonrefundable and made in consideration for the expenses incurred by HW, HW's lost or deferred opportunity to provide sponsorship opportunities to others and the potential effect of the cancellation on the Event. Sponsor acknowledges that the precise amount of damage suffered by HW in the event of Sponsor's cancellation would be difficult if not impossible to calculate, and that the amounts retained by HW under this Section are a reasonable estimate of such damages and are not, and should not be construed as, a forfeiture or penalty of any kind.

### II. PROMOTION

Sponsor hereby gives permission to HW to use Sponsor's company name and logo in a listing of sponsors on promotional pieces for the Event. By execution of this Contract, Sponsor consents on behalf of itself and its participating employees, agents and representatives to the inclusion of the name, voice, likeness, trademarks, trade name, trade dress and other proprietary characteristics of such person in any photographs, motion picture or video or audio recording made with the permission of HW; provided that no such proprietary characteristics shall be used in a manner that implies endorsement by any party. Sponsor's use of HW's name, trademarks, logos or copyrighted materials (including the name of the Event) is not permitted without the prior written consent of HW.

### III. CONFLICTING MEETING & SOCIAL EVENTS

In the interest of the success of the entire Event, Sponsor agrees not to extend invitations, call meetings, or otherwise encourage absence of Event delegates, visitors and other exhibitors from the Event or exhibit hall during the official hours of the Event.

### IV. INDEMNIFICATION

Sponsor shall indemnify, defend and hold Hanley Wood LLC (and its officers, directors, shareholders, agents, representatives, affiliates, partners, employees and agents harmless from and against all claims, liabilities, damages, demands, costs, fees, other expenses, suits, proceedings, actions and causes of action of any and every kind and nature (including reasonable attorneys' fees) payable or paid by the indemnified party to a third party (collectively, "Claims") arising out of, in connection with or as a result of the Event and the use of the Sponsor's logo or trademarks by Hanley Wood LLC as authorized herein, other than Claims arising out of or in connection with the Hanley Wood LLC Materials, or Hanley Wood's gross negligence or willful misconduct.

### V. DISCLAIMER OF REPRESENTATIONS AND WARRANTIES/LIMITATIONS OF LIABILITY

Except as expressly set forth herein, Hanley Wood LLC hereby disclaims all representations and warranties of any kind or nature, express or implied, including without limitation any warranty of merchantability, fitness for a particular purpose or non-infringement. In no event shall Hanley Wood LLC be liable to Sponsor for any direct, indirect, incidental, consequential, special, punitive, or exemplary damages, costs, expenses, losses or lost profits arising out of or in connection with the Event. The provisions of this section shall apply regardless of the form of action, damage, claim, liability, cost, expense, or loss, whether in contract, statute, tort or otherwise.

### VI. MISCELLANEOUS

Each party represents and warrants to the other that (i) this Agreement has been duly authorized, executed and delivered by it, (ii) it has the full power and authority and is free to enter into this Agreement and to perform its obligations hereunder, (iii) this Agreement constitutes its valid and binding obligation, enforceable in accordance with its terms, (iv) the making of this Agreement does not violate any agreement, right or obligation existing between it and any other person, firm or corporation, and (v) it has all licenses and permits necessary to perform its obligations under this Agreement.

All notices, statements and payments to be sent to the parties hereunder shall be addressed to the parties at the addresses set forth below or at such other address as the parties shall designate in writing from time to time. All notices shall be in writing and shall either be served by personal delivery (to an officer of each company), mail, or facsimile (if confirmed by mail or personal delivery of the hard copy), all charges prepaid. Except as otherwise provided herein, such notices shall be deemed given when received.

Sponsor may not assign the Agreement or any of its rights or obligations hereunder without the prior written consent of Hanley Wood LLC. Hanley Wood LLC may not assign the Agreement and/or any of its rights or obligations hereunder without the prior written consent of Sponsor. Any assignment, transfer or other conveyance in violation of the foregoing shall be null and void. This Agreement shall be binding upon all successors and permitted assigns of the parties.

The entire understandings between the parties hereto relating to the subject matter hereof are contained in this Agreement and the schedules attached hereto which are hereby made a part of this Agreement, and this Agreement supersedes all prior and contemporaneous communications and agreements with respect to such subject matter. There are no representations, warranties, terms, conditions, undertakings or collateral agreements, express, implied or statutory, between the parties other than as expressly set forth in this Agreement. This Agreement cannot be changed, modified, amended or terminated except by an instrument in writing executed by both parties.

No waiver, modification or cancellation of any term or condition of this Agreement shall be effective unless executed in writing by the party charged therewith. No written waiver shall excuse the performance of any act other than those specifically referred to therein and shall not be deemed or construed to be a waiver of such terms or conditions for the future or any subsequent breach thereof.

There is no relationship of agency, partnership, joint venture, employment, or franchise between the parties. Neither party shall have any right, power or authority to obligate or bind the other in any manner whatsoever, except as provided for in this Agreement, and nothing herein contained shall give or is intended to give any rights of any kind to any third persons.

This Agreement shall be governed by and construed in accordance with the laws of the United States of America and the State of New York excluding the conflict of laws principles thereof. Each party hereby irrevocably and unconditionally accepts, and agrees to submit to, the exclusive jurisdiction of any state or federal court in the State of New York in respect of any dispute arising out of, based upon, or relating to, this Agreement.

If any provision of this Agreement or any part, portion or the scope of any such provision is or becomes or is deemed invalid, illegal or unenforceable under the applicable laws or regulations of any jurisdiction, then either such provision or part, portion or scope shall be deemed amended to conform to such laws or regulations without materially altering the intention of the parties or it shall be stricken and the remainder of this Agreement shall remain in full force and effect.

Sponsor may terminate this Agreement and its sponsorship of the Event only in the event of a material breach of this Agreement by Hanley Wood LLC. Each party shall be relieved of the obligations hereunder to the extent that performance is delayed or prevented by any cause beyond its reasonable control, including without limitation, acts of God, public enemies, war, civil disorder, fire, flood, explosion, labor disputes or strikes or any acts or orders of any governmental authority. If Hanley Wood LLC cancels the Event due to an act of God or other similar Event, Hanley Wood LLC shall refund to Sponsor all payments made by Sponsor with respect to such Event, minus all costs and expenses incurred by Hanley Wood LLC relating to such Event.

This Agreement may be executed in counterparts, each of which shall be deemed an original Agreement for all purposes and which collectively shall constitute one and the same Agreement. A facsimile copy of any such executed counterpart shall be deemed an executed original.

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IN WITNESS WHEREOF, the parties hereto have signed this Agreement as of the date written below.

Hanley Wood, LLC

SPONSOR

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date