

BIG BUILDER Virtual Conference

Home Building at a Crossroads: Accelerate the Positive

In early November 2009 for 5 consecutive days—in light of enterprise home builders' need to conserve cash but still develop plans to capture momentum at its earliest stages—BIG BUILDER'S conference will go virtual with a powerful, one-of-a-kind, collaborative Web charette program.

OVERVIEW

Event participants in the management ranks of home building organizations nationwide will get a big edge on how to accelerate the positive, detect opportunity, precisely target a buyer, manage measurably, sharpen discipline, and, most important of all, get on plan for the 2010 calendar year.

The event program will build upon Web management seminars that will assemble five cross-disciplinary Dream Teams who'll work with us to create a business charette to help big builders' management focus on where opportunity will surface in 2010, how to seize it, and what to do once they've got it.

Executives in corporate and division leadership, and their cross-functional team members in purchasing, finance, operations, sales & marketing, land & design and architecture will gather over five days in this highly effective, efficient and unique conference format.

A new America is emerging out of economic turmoil, and in turn, a re-imagined American Dream of homeownership. Volume home building organizations need to be agile, data-driven, customer-centric, cross-disciplined, highly trusted community builders. To thrive in the long haul, they will need to gut-check their culture and their structure to put the customer first in the certainty that profit will follow.

PROGRAM STRUCTURE

Clearly, these new economic realities mean that new processes and new products are not an option but a necessity. We've designed a four-tier program for The BIG

BUILDER Virtual Conference: Home Building at a Crossroads, Accelerate the Positive – to work with big builders toward that goal. The first three tiers focus on regional perspectives and issues; a fourth offers national trends analysis and commentary:

1. A live moderated Web charette for each of five regions (1 each day for 5 consecutive days)—Florida/Georgia, Mid-Atlantic, Arizona/Nevada, California, and Texas, featuring a mash-up of 5 of home building’s management leading practice experts whose challenge and focus will be to help builders:

- Target a buyer
- Identify the right land opportunity
- Design the product
- Pro forma the business
- Structure and manage your execution team
- Market the neighborhood
- Outsell your competition

This series of programs will each include a live, moderated question and answer session that will allow registrants confidential, live access to our Dream Team panelists.

2. We will offer a 60-minute, on-demand Web program that matches each of the 5 regions, containing a host of market intelligence, sales, jobs data, national economic and design trends, and other feasibility insight presented in a multi-media-rich format.

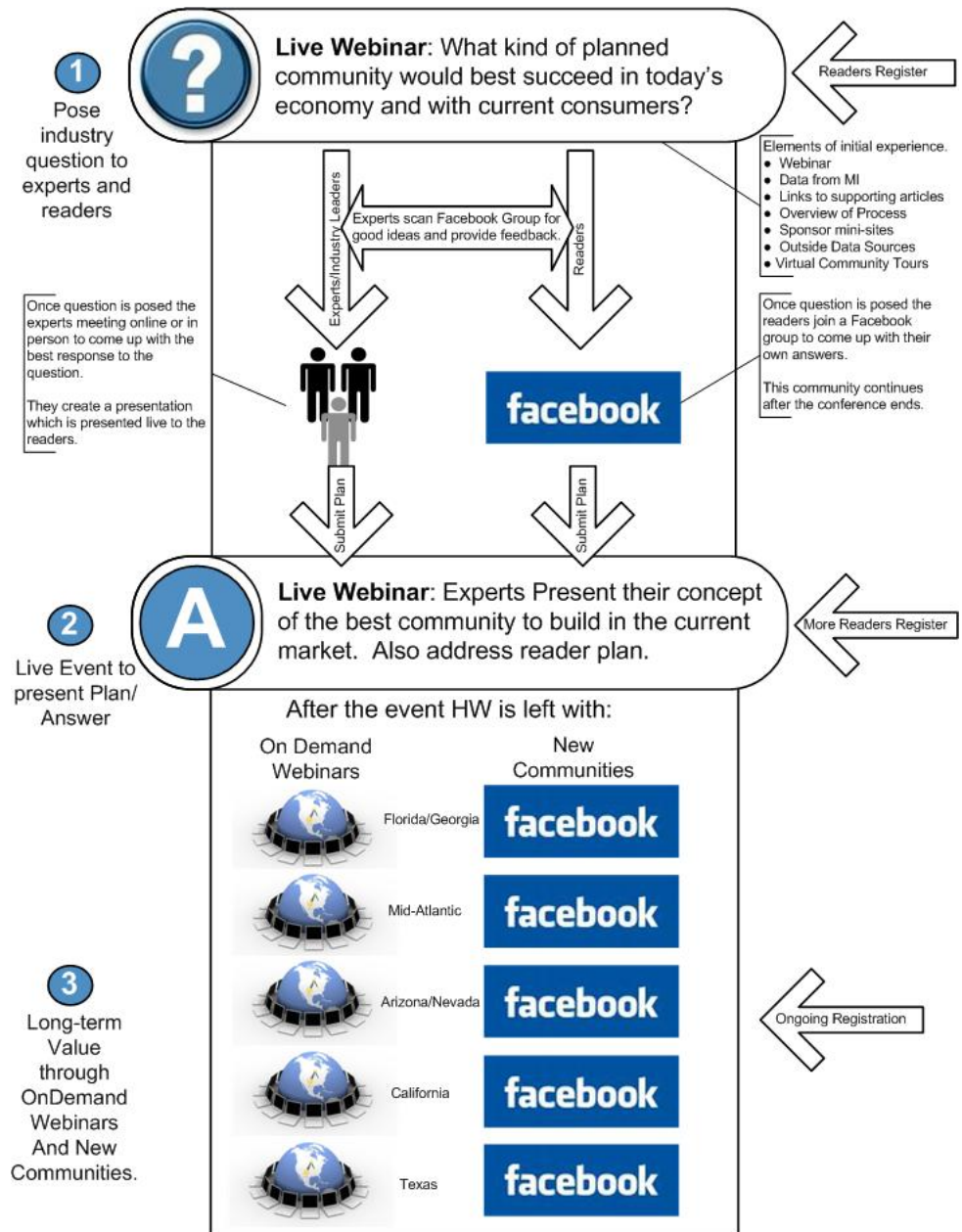
3. For each market, we will provide analysis, data, virtual community tours, local perspective, and trends information in a series of rich-media presentations and white papers.

4. National perspectives: A CEO Roundtable (audio), Harvard’s Eric Belsky will give his latest outlook for home builders; David Crowe, NAHB Chief Economist; Ken Gear, big builder lobbyist; and a message from the event Chairman.

Taken together, the program components will work as a rare, not-to-miss management briefing on the business outlooks, local market dynamics and market-specific management issues. What’s more, registrants to the BIG BUILDER Virtual Conference—Home Building at a Crossroads: Accelerate the Positive event will be entitled to a series of exclusive market research, management, and

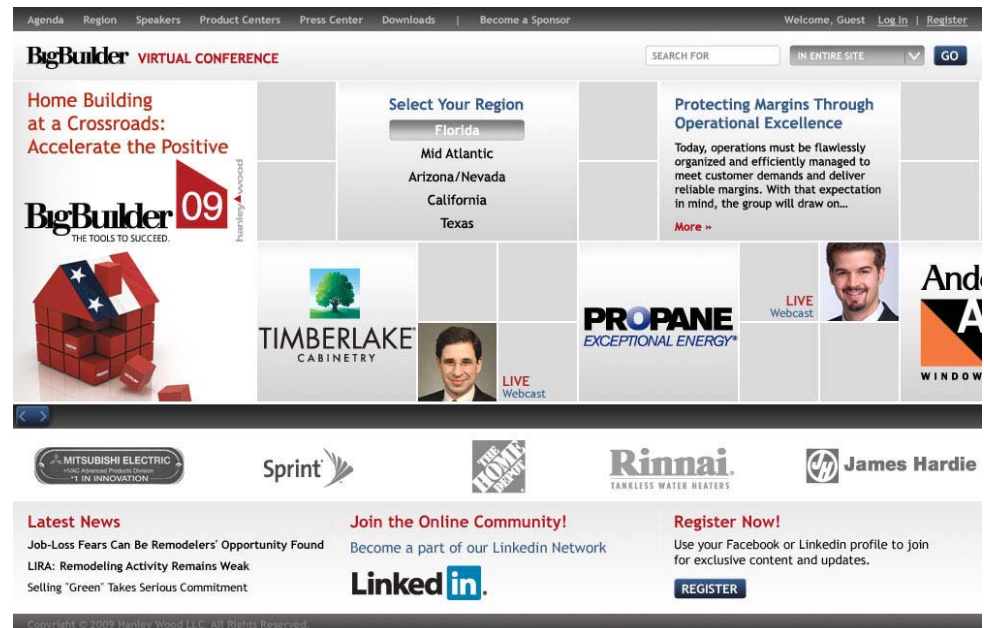
consumer trends intelligence to ensure that their take-away from participation is the quality level they've come to expect from BIG BUILDER events.

CONFERENCE FORMAT



THE ATTENDEE EXPERIENCE

The first impression for visitors arriving at the BIG BUILDER Virtual Conference—Home Building at a Crossroads: Accelerate the Positive is the components wall, called the “wonderwall.” This flash-based navigation scheme works like a dynamic table of contents, giving visitors top-level rollover previews of all available event components—such as event topics of discussion, featured speakers, editorial coverage, sponsors and most recent posts. A URL unique to the event allows the “wonderwall” to function as a landing page for online and print promotions.



WHY A “VIRTUAL CONFERENCE”?

For Attendees...

- Eliminate thousands of dollars in travel costs
- Reduce costly “out-of-office” time
- Full staff accessibility through the internet, regardless of geographic location.
- Instant accessibility (and re-access) to product information, industry resources, research and program content.
- Ability to “pace a show” for deeper engagement with content AND sponsors.

For Marketers...

Moving the BIG BUILDER Conference online will open the event to a wider audience of home building executives who stand to gain from its content. Attendees will no longer be required to dedicate two or three days for an in-person event. Instead, only one hour a week for five consecutive days will be needed to attend the BIG BUILDER VIRTUAL Conference—Home Building at a Crossroads: Accelerate the Positive.

- **Quantum savings** – Cut down costs on physical booth requirements as well as travel, shipping and personnel expenses
- **Generate highly qualified leads** - Direct tracking and one-to-one engagement with attendees in a more “manageable” environment.
- **Build greater brand awareness** – promotion and marketing opportunities more closely tied to event and “virtual booth”.
- **More robust booth/product centers** – greater ability to communicate deep product messages and information via the virtual booth. (sample below)

Agenda Region Speakers Product Centers Press Center Downloads Become a Sponsor Welcome, Guest Log In Register

BigBuilder VIRTUAL CONFERENCE SEARCH FOR IN ENTIRE SITE GO

TIMBERLAKE CABINERY A DIVISION OF AMERICAN WOODMARK CORP. WHO WE ARE PRODUCT CENTER LITERATURE CENTER WEBCAST/VIDEO PRESS ROOM

Portfolio Select Series

Features:
 Portfolio Select Series is Timberlake's top tier with the style, quality and features found in expensive custom-built cabinetry.

- Solid Hardwood or Thermo Foil Doors
- Dovetail Hardwood Drawers
- Full-Access Hidden Glides®
- Adjustable Hidden Hinges®
- Full-Depth Shelves on Base Cabinet 24" Wide or Less
- 3/4" Thick Wall Cabinet Shelves
- Capistrano, Washington and Montana door inserts are veneer.
- Excluding Vanity and 21" Deep Desk Cabinetry

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THE EVENT

As executives lose their travel budgets and gain confidence in the success of digital experiences, virtual worlds are enjoying accelerated acceptance. In a new survey by the Center for Exhibition Industry Research, 40% of corporate and brand executives surveyed said they had used virtual events of some kind, while 31% of companies in the exhibition space had used them. **Source: Minonline.com*

- **An “attendee experience”**

- Utilizes the best of web technology
- Abandons clunky “web 1.0” virtual conference platforms
- Six month event coverage

- **Content breadth**

- Four-tier program at launch
- Discussion forums, enhanced editorial coverage, research, market data and more...
- Continually updated content.

- **Dynamic sponsor programs**

- Diamond, Platinum, Emerald, Gold and Silver Levels
- High visibility
- Deep engagement
- Reach more attendees

SPONSORSHIP OPPORTUNITIES

| DIAMOND SPONSOR | |
|--|--|
| \$40,000 net, Only 1 available **SOLD** | |
| Print Promotion | Sponsor logo will be placed in promotional ads running in BIG BUILDER AND BUILDER magazines. Ads will run beginning August 2009 through April 2010. Total circulation: 135,764 |
| Web Site Promotion | Dedicated Builder Online and Big Builder Online promotion including sponsor logo. |
| E-Mail Promotion | Sponsor logo will be included in four (4) promotional HTML blasts sent to BUILDER (88,558 circ) and BIG BUILDER (24,987 circ) full subscriber lists. |
| e-Newsletter Sponsorship | 2x sponsorship within Big Builder NewsLink e-newsletter (logo + text) |
| Sponsor Booth | Sponsor pavilion which can contain 4-5 tabs of content. Content can include: <ul style="list-style-type: none"> • Who We Are: tab for company contact information • Literature Center: company marketing & product materials • Press Room: press releases and editorial resources • Product Showcase: Flash demo for product highlights • Webcast/Video: sponsor-supplied Web video |
| Logo Exposure on Wonderwall | Rotating logo featured in sponsor section of event landing page. |
| ADDITIONAL BENEFITS FOR DIAMOND SPONSOR | |
| Welcome Video | Diamond sponsor will receive exclusive opportunity to host a Welcome Video to the Big Builder Virtual Conference. Hanley Wood will produce, edit and post the video. All attendees will view the video prior to participating in the individual seminars. |
| Enhanced Wonderwall Landing Page Exposure | Attendees will enter the conference through the BIG BUILDER Virtual Conference—Home Building at a Crossroads: Accelerate the Positive wonderwall. The wonderwall will list all the sessions, as well as the event sponsors. Diamond sponsor will receive 4 squares on the wonderwall for “island booth exposure.” |
| Speaker Sponsorship | The Diamond level is entitled to sponsorship and first choice of two of the five regions. Sponsor logo will be included on the main session page, on the main speaker page listing the sessions, as well as on the session player. Sponsors can provide pre-roll and post-roll video/flash to be included in the session. Please note that the supplied video can not be longer than 15 seconds. |
| Virtual Event Ad Units | Diamond sponsor can provide a 300 x 250 pixel ad units which will rotate throughout the editorial content pages of the BIG BUILDER Virtual Conference site. |

| DIAMOND SPONSOR | |
|---|--|
| Leads | Sponsors will receive leads for all home building executives who register for the BIG BUILDER Virtual Conference: Home Building at a Crossroads: Accelerate the Positive programming. Leads will be provided on a monthly basis. |
| Additional Programming Sponsorship | Diamond sponsor may supply additional programming of their own for an add-on price of \$2,500 net. Programming must be supplied in acceptable file format (see attached for specific details) and must be approved in advance by Hanley Wood, LLC. |

| PLATINUM SPONSOR | |
|--|--|
| \$30,000 net, Only 1 available | |
| Print Promotion | Sponsor logo will be placed in promotional ads running in BIG BUILDER AND BUILDER magazines. Ads will run beginning August 2009 through April 2010. Total circulation: 135,764 |
| Web Site Promotion | Dedicated Builder Online and Big Builder Online promotion including sponsor logo. |
| E-Mail Promotion | Sponsor logo will be included in four (4) promotional HTML blasts sent to BUILDER (88,558 circ) and BIG BUILDER (24,987 circ) full subscriber lists. |
| e-Newsletter Sponsorship | 2x sponsorship within Big Builder NewsLink e-newsletter (logo + text) |
| Sponsor Booth | Sponsor pavilion which can contain 4-5 tabs of content. Content can include: <ul style="list-style-type: none"> Who We Are: tab for company contact information Literature Center: company marketing & product materials Press Room: press releases and editorial resources Product Showcase: Flash demo for product highlights Webcast/Video: sponsor-supplied Web video |
| Logo Exposure on Wonderwall | Rotating logo featured in sponsor section of event landing page. |
| ADDITIONAL BENEFITS FOR PLATINUM SPONSOR | |
| Enhanced Wonderwall Landing Page Exposure | Attendees will enter the conference through the BIG BUILDER Virtual Conference—Home Building at a Crossroads: Accelerate the Positive wonderwall. The wonderwall will list all the sessions, as well as the event sponsors. Platinum sponsors will receive 4 squares on the wonderwall for “island booth exposure.” |
| Speaker Sponsorship | The Platinum level is entitled to sponsorship of two regions.* Sponsor logo will be included on the main session page, on the main speaker page listing the sessions, as well as on the session player. |

| PLATINUM SPONSOR | |
|---|---|
| | Sponsor can provide pre-roll and post-roll video/flash to be included in the session. Please note that the supplied video can not be longer than 15 seconds. *First-come, first serve basis |
| Virtual Event Ad Units | Sponsor can provide 300 x 250 pixel ad units which will rotate throughout the editorial content pages of the BIG BUILDER Virtual Conference site. |
| Leads | Sponsor will receive leads for all home building executives who register for The Big Builder Virtual Conference: Home Building at a Crossroads: Accelerate the Positive programming. Leads will be provided on a monthly basis. |
| Additional Programming Sponsorship | Platinum sponsor may supply additional programming of their own for an add-on price of \$2,500 net. Programming must be supplied in acceptable file format (see attached for specific details) and must be approved in advance by Hanley Wood, LLC. |

| EMERALD SPONSOR | |
|--|--|
| \$25,000 net, Only 1 available **SOLD** | |
| Print Promotion | Sponsor logo will be placed in promotional ads running in BIG BUILDER AND BUILDER magazines. Ads will run beginning August 2009 through April 2010. Total circulation: 135,764 |
| Web Site Promotion | Dedicated Builder Online and Big Builder Online promotion including sponsor logo. |
| E-Mail Promotion | Sponsor logo will be included in four (4) promotional HTML blasts sent to BUILDER (88,558 circ) and BIG BUILDER (24,987 circ) full subscriber lists. |
| e-Newsletter Sponsorship | 2x sponsorship within Big Builder NewsLink e-newsletter (logo + text) |
| Sponsor Booth | Sponsor pavilion which can contain 4-5 tabs of content. Content can include: <ul style="list-style-type: none"> • Who We Are: tab for company contact information • Literature Center: company marketing & product materials • Press Room: press releases and editorial resources • Product Showcase: Flash demo for product highlights • Webcast/Video: sponsor-supplied Web video |
| Logo Exposure on Wonderwall | Rotating logo featured in sponsor section of event landing page. |
| ADDITIONAL BENEFITS FOR EMERALD SPONSOR | |
| Enhanced Wonderwall Landing | Attendees will enter the conference through the BIG BUILDER Virtual Conference—Home Building at a Crossroads: Accelerate the Positive |

| EMERALD SPONSOR | |
|---|---|
| Page Exposure | wonderwall. The wonderwall will list all the sessions, as well as the event sponsors. Emerald sponsors will receive 4 squares on the wonderwall for "island booth exposure." |
| Speaker Sponsorship | <p>The Emerald level is entitled to sponsorship of one region.* Sponsor logo will be included on the main session page, on the main speaker page listing the sessions, as well as on the session player.</p> <p>Sponsors can provide pre-roll and post-roll video/flash to be included in the session. Please note that the supplied video can not be longer than 15 seconds.</p> <p>*First-come, first serve basis</p> |
| Virtual Event Ad Units | Sponsor can provide 300 x 250 pixel ad units which will rotate throughout the editorial content pages of the BIG BUILDER Virtual Conference site. |
| Leads | Sponsor will receive leads for all home building executives who register for The BIG BUILDER Virtual Conference—Home Building at a Crossroads: Accelerate the Positive programming. Leads will be provided on a monthly basis. |
| Additional Programming Sponsorship | Emerald sponsor may supply additional programming of their own for an add-on price of \$2,500 net. Programming must be supplied in acceptable file format (see attached for specific details) and must be approved in advance by Hanley Wood, LLC. |

| GOLD SPONSORS | |
|--|---|
| \$10,000 net – Multiple available | |
| Print Promotion | Sponsor logo will be placed in promotional ads running in BIG BUILDER AND BUILDER magazines. Ads will run beginning August 2009 through April 2010. Total circulation: 135,764 |
| Web Site Promotion | Dedicated Builder Online and Big Builder Online promotion including sponsor logos. |
| E-Mail Promotion | Sponsor logos will be included in four (4) promotional HTML blasts sent to BUILDER (88,558 circ) and BIG BUILDER (24,987 circ) full subscriber lists. |
| e-Newsletter Sponsorship | 2x sponsorship within Big Builder NewsLink e-newsletter (logo + text) |
| Sponsor Booth | <p>Sponsor pavilion which can contain 4-5 tabs of content. Content can include:</p> <ul style="list-style-type: none"> • Who We Are: tab for company contact information • Literature Center: company marketing & product materials • Press Room: press releases and editorial resources • Product Showcase: Flash demo for product highlights • Webcast/Video: sponsor-supplied Web video |

| GOLD SPONSORS | |
|------------------------------------|--|
| Logo Exposure on Wonderwall | Attendees will enter the conference through the Big Builder Virtual Conference—Home Building at a Crossroads: Accelerate the Positive wonderwall. Logo featured in sponsor section of event landing page. |
| Virtual Event Ad Units | Sponsor can provide 150 x 125 pixel ad units which will rotate throughout the editorial content pages of the BIG BUILDER Virtual Conference site. |
| Leads | Sponsor will receive leads for all home building executives who register for the BIG BUILDER Virtual Conference—Home Building at a Crossroads: Accelerate the Positive programming. Leads will be provided on a monthly basis. |
| Print Ad | Sponsorship includes a full page ad in the November/December 2009 issue of Big Builder magazine (separate insertion order for ad required) |

| SILVER SPONSORS | |
|---|---|
| \$7,500 net - Multiple available | |
| Print Promotion | Sponsor logo will be placed in promotional ads running in BIG BUILDER and BUILDER magazines. Ads will run beginning August 2009 through April 2010. Total circulation: 135,764 |
| Web Site Promotion | Dedicated Builder Online and Big Builder Online promotion including sponsor logos. |
| E-Mail Promotion | Sponsor logos will be included in four (4) promotional HTML blasts sent to BUILDER (88,558 circ) and BIG BUILDER (24,987 circ) full subscriber lists. |
| e-Newsletter Sponsorship | 2x sponsorship within Big Builder NewsLink e-newsletter (logo + text) |
| Sponsor Logo & Link | Sponsor will have logo on wonderwall which will link to 1 tab of content. Content can include: <ul style="list-style-type: none"> • Who We Are: tab for company contact information with link to their Web site. |
| Logo Exposure on Wonderwall | Attendees will enter the conference through the Big Builder Virtual Conference—Home Building at a Crossroads: Accelerate the Positive wonderwall. Logo featured in sponsor section of event landing page. |
| Virtual Event Ad Units | Sponsors can provide 150 x 125 pixel ad units which will rotate throughout the editorial content pages of the BIG BUILDER Virtual Conference site. |
| Leads | Sponsors will receive leads for all home building executives who register for the BIG BUILDER Virtual Conference—Home Building at a Crossroads: Accelerate the Positive programming. Leads will be provided on a monthly basis. |

| SILVER SPONSORS | |
|-----------------|--|
| Print Ad | Sponsorship includes a full page ad in the November/December 2009 issue of Big Builder magazine (separate insertion order for ad required) |

SPONSOR MATERIALS FOR SPONSOR BOOTH

Sponsors can post product brochures, videos, press releases, whitepapers, etc. in their sponsor booths at the Big Builder Virtual Conference. Listed below are acceptable file formats and quantities for each area of the sponsor booth.

**Content limited to "Who We Are" for Silver level sponsors.*

Who We Are*

- Cover Text, 200 words or less submitted in any format other than PDF.
- 5 Images for rotating Flash. Images/Logos submitted in any high resolution format.

Product Showcase

- Total of 5 products per sponsor. Includes text up to 200 words or less per product and one image per product.
- Images/logos must be high resolution images, any format.
- Optional voiceover posting available for additional fee of \$500 per product when voiceover files are submitted by sponsor. Voiceover production and editing available for additional fee of \$1,250 per product.

Literature Center

- Total of 5 product brochures, white papers, catalogues, articles, etc.
- Cover text under 200 words.
- Literature submitted in PDF format.

Press Center

- Total of 5 press releases per sponsor.
- Cover text under 200 words.
- Press releases submitted in PDF format.
- To update press releases throughout the 6 month sponsorship period, there will be an additional edit charge of \$250 per two press releases.

Webcast/Video

- Total of 5 videos per sponsor. Recommended length no more than 5 minutes/video.
- Images/logo – high resolution, any format.
- Video format: uncompressed Quicktime files are best, but most uncompressed formats are acceptable. If sent on disk, format for data, not DVD (it should not play in a DVD player.) Audio: uncompressed aiff or very high quality MP3.

CONTRACT

THE BIG BUILDER VIRTUAL CONFERENCE

**HOME BUILDING AT A CROSSROADS:
ACCELERATE THE POSITIVE**

I hereby reserve our company’s sponsorship of the BIG BUILDER Virtual Conference–Home Building at a Crossroads: Accelerate the Positive (November 2009 – April 2010.) Sponsorships are non-cancelable.

Please check the appropriate sponsorship opportunity (all costs are net).

- Diamond Sponsor: \$40,000 ****SOLD**** Diamond regions:
- Platinum Sponsor: \$30,000 Platinum regions:
- Emerald Sponsor: \$25,000 ****SOLD**** Emerald region:
- Gold Sponsor: \$10,000
- Silver Sponsor: \$7,500

Sponsoring Company Name

Key Contact Name

Key Contact Address

Key Contact Telephone & Email Address

Authorized by (please sign your name) Date

Return to: Jeff Calore, Publisher
Residential New Construction Group
Hanley Wood, LLC
One Thomas Circle, NW | Suite 600
Washington, DC 20005
T : 202.380.3766
F : 202.785.1974
jcalore@hanleywood.com

Sponsor Initials
I hereby reserve our company’s sponsorship of 2009 BIG BUILDER VIRTUAL CONFERENCE. Sponsorship of the 2009 BIG BUILDER VIRTUAL CONFERENCE cannot be canceled. 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.