OUR NUMBERS ARE PROOF...
BUILD EXPO IS THE #1 WAY TO NETWORK WITH POTENTIAL MEMBERS

70% OF ATTENDEES PLAN TO JOIN AN ASSOCIATION WITHIN ONE YEAR

81% OF TRADE SHOW ATTENDEES TESTIFY THAT TRADE SHOWS HELP THEM BECOME AWARE OF ASSOCIATIONS

89% OF TRADE SHOW ATTENDEES HAVE THE AUTHORITY TO JOIN AN ASSOCIATION

79% OF TRADE SHOW ATTENDEES SAY THAT ATTENDING A TRADE SHOW HELPED THEM DECIDE WHICH ASSOCIATION TO JOIN

87% OF ASSOCIATIONS GAIN NEW MEMBERS AT THE BUILD EXPO SHOW

*PRE-SHOW SURVEYS 2016-2017
HOW CAN BUILD EXPO HELP YOU?
MEET AND NETWORK WITH 100’S OF POTENTIAL MEMBERS

GENERATE NEW MEMBERS
• Grow your chapter!

MARKET RESEARCH
• Research your marketing campaign
• Test market awareness and perceptions

BRAND BUILDING
• Create or raise market awareness
• Position or re-position your association
• Educate on association benefits
• Develop new markets

MEMBER RELATIONSHIPS
• Build relationships with current members
• Educate members on new opportunities
• Collect member testimonials
• Re-Sell lapsed members
• Promote chapter events

WWW.BUILDEXPOUSA.COM / (512) 628-4567
SEMINARS & WORKSHOPS  With over 20 building and construction seminars presented by industry experts at our shows, attendees come to learn more about sales and marketing, green building, business management, construction technology, construction law, earn continuing education, and construction management. Our seminars are free to those who register to attend.

OUR OFFICIAL SHOW BROCHURE  is mailed out to 1000's of local buyers including architects, engineers, builders, general contractors, developers, homebuilders, property management firms, facility managers, and many others.

EXHIBITOR BROCHURES AND TICKETS  Each exhibitor is offered brochures and tickets to invite their current customers or potential customers to the show. Posting these on social media or offer as an incentive to ‘stop by our booth’ to win a prize are just some of the things our exhibitors have used their tickets and flyers for.

SHOW PREVIEW GUIDE  The all encompassing show preview guide is mailed to pre-registered attendees as part of a vast registration packet that includes show badges. The show preview guide includes seminar information, floor plan, plus featured exhibitor listings. In addition, the show preview guide is digitized and sent via e-mail to thousands of potential attendees prior to the event.

EMAIL & SOCIAL MARKETING  In an increasingly paperless world, email has become a crucial tool for event promotion. Over the course of show preparation, invitational emails and social media posts will be sent to building and construction professionals in the marketplace. These emails provide show information and make registering easy for potential attendees.
“GREAT SHOW! BEST ONE WE HAVE ATTENDED OVER THE LAST YEAR.”
JOHN BECK
DIRECTOR OF SALES
AMERICAN ROCKWOOL MANUFACTURING
AUSTIN 2017: JANUARY SHOW

“I CAN HAPPILY SAY THAT IT WAS WELL WORTH IT TO BE THERE. GREAT SHOW!”
BILL ROSE
OWNER
GREEN DRAGON GARDEN DESIGN
AUSTIN 2017: JANUARY SHOW

“IT WAS AN OVERWHELMING SUCCESS. I GOT SO MANY AWESOME LEADS THAT I FEEL WILL TURN IN GREAT SALES! I’M VERY PLEASED!!”
LINDA THORNBURG
OWNER
AFLAC
AUSTIN 2017: JANUARY SHOW

“This is the most successful show that I have ever been a part of. We will certainly attend upcoming Build Expos.”
JEFF ALLEN
BAGSTER, LLC

“I JUST WANTED TO THANK YOU SO MUCH FOR ALL THE WORK YOU AND YOUR TEAM DID TO MAKE OUR TIME AT THE SHOW A HUGE SUCCESS! I REALLY APPRECIATE ALL OF YOUR EFFORTS. WITHOUT YOU I WOULD HAVE BEEN LOST. I CAN’T WAIT UNTIL THE NEXT EXPO!”
ASHLEY FLIP
SUN ROOFING COMPANY

I HAD A GREAT EXPERIENCE AT THE BUILD EXPO LAST WEEK. I SPOKE WITH MANY POTENTIAL CUSTOMERS AND EVEN ENDED UP MAKING A FEW SALES!!
EVAN HAUPT
Q TEST INC

VIRTUAL BUILDERS EXCHANGE HAS PARTICIPATED IN 6 BUILD EXPO’S. IT HAS BEEN A GREAT WAY TO EXPLAIN AND DEFINE OUR PRODUCT TO THE EXACT DEMOGRAPHIC WE TARGET. THE SHOWS ARE WELL ORGANIZED AND WELL ATTENDED. CONSTRUCTION INDUSTRY PROFESSIONALS WOULD BE REMISS TO NOT EXHIBIT AT THIS EVENT.
VIRTUAL BUILDERS EXCHANGE

PARTICIPATING IN BUILD EXPO OFFERED THE AMERICAN SUBCONTRACTORS ASSOCIATION-HOUSTON CHAPTER A GREAT OPPORTUNITY TO GET IN FRONT OF SUBCONTRACTORS IN OUR COMMUNITY WHO WE HAD NOT YET BEEN ABLE TO REACH. HAVING A BOOTH AT THE EVENT ALSO GAVE US EXPOSURE TO GENERAL CONTRACTORS, ARCHITECTS AND CITY/COUNTY INDIVIDUALS WHO CAN NOW USE US AS A RESOURCE WHEN THEY ARE LOOKING FOR SUBCONTRACTORS. WE’LL DEFINITELY DO IT AGAIN NEXT YEAR!
BRIANNA F.E. BOUDREAU
LEED AP, EXECUTIVE DIRECTOR
AMERICAN SUBCONTRACTORS ASSOCIATION
HOUSTON SHOWS

WWW.BUILDEXPOUSA.COM / (512) 628-4567
WHY YOUR POTENTIAL MEMBERS ATTEND

NETWORKING:
Build Expo provides the building and construction industry an **unrivaled environment to meet your potential members.** By attending, attendees have the chance to **meet with exhibitors and see and demo new products and services.**

EDUCATION:
Build Expo offers over **20 expert seminars and workshops** covering many topics. Education is essential for any successful company or professional. Without learning new techniques, strategies and information, growth cannot happen.

In today’s business climate everything is rapidly changing. Seminars and workshops will **keep attendees updated** and allow them the chance to speak directly with the experts.
OUR MUTUALLY BENEFICIAL OFFER TO YOUR CHAPTER

YOUR CHAPTER WILL RECEIVE:

• 10X10 BOOTH
• CARPET, TABLE, CHAIRS PROVIDED
• LISTING IN THE SHOW DIRECTORY
• DEDICATED EMAIL BLAST
• LOGO POSTED ONLINE

IN RETURN, YOUR CHAPTER WILL:

INVITE YOUR MEMBERS TO ATTEND THE SHOW VIA EMAIL AND MONTHLY MEETING ANNOUNCEMENT

WHO WE’VE WORKED WITH:

Our shows have partnered with the following great associations:

To Participate:

Call: 512-249-5303
Email: info@buildexpousa.com

WWW.BUILDEXPOUSA.COM / (512) 628-4567