



**BUILDERS EXPO  
TRADES & ASSOCIATES**

**BIA**

This isn't just a trade show — it's a high-energy, all-in-one industry event where every part of homebuilding comes together. Whether you're in land, sales, purchasing, marketing, or leadership, you'll find big ideas, great connections, and fresh insights to take back to your team. PLUS our special guest Keynote Speaker is Robert Dietz, Chief Economist at NAHB. Showcase your products and services to top professionals across all areas of homebuilding. Connect and grow your brand.

## EVENT INFO:



**Thursday, September 4, 2025**



**9:30AM - 3:00PM Trade Show**

**11:30AM - Lunch & Keynote Speaker**



**Roebbelen Center @ The Grounds**

**700 Event Center Dr, Roseville**

## PRICING TO ATTEND:

**\$75 Builders, \$95 Members**

**\$650 Exhibitors**

**\$125 - Non-Members to attend**

**All attendee tickets include lunch**

**See Page Two for Exhibitor and Sponsorship Details**

## SCHEDULE:

**7:30am - Exhibitor Set Up**

**9:30am - Exhibitor Showcase**

**11:30am - Lunch Served**

**12:00pm - Keynote Speaker**

**1:00pm - Showcase continues**

**3:00pm - Exhibitor tear down**

**Teardown complete by 5:00pm**

**KEYNOTE SPEAKER -  
ROBERT DIETZ  
NAHB CHIEF ECONOMIST**



Event Contact:  
Angela Tsukiji  
[ANGELA@NORTHSTATEBIA.ORG](mailto:ANGELA@NORTHSTATEBIA.ORG)



# BETA SPONSORSHIPS



Sponsorships will include attendee registration(s), pre-, during, and post-event social media, mention in printed program, and logo on event banner.

## \$650-\$1200 - Exhibitor

- \$650 Table Top Exhibitor - 10'x10' space (\$1000 Non-Member) - Includes 2 booth staff, Full page ad in printed program.
- \$1200 Double the Space - 20'x10' space (\$2100 Non-Member) - Includes 4 booth staff, Full page ad in printed program.

## \$2000 - Lanyard Sponsor, BIA Member Only

Your company name on name tag lanyards handed out to all attendees, Full page ad in printed program, includes 2 registrations.

## \$1000 - Refreshments Station Sponsor

Signage at the beverage station (\$1750 Non-Member), 1/2 page ad in printed program, includes 2 registrations.

## \$500 - Banner Sponsor

Your banner on the wall or standing at registration table (\$750 Non-Member), 1/2 page ad in printed program, includes 1 registration.

## \$250 - Lunch Sponsor

Your logo on the tables in Dining area during Keynote Speaker, (\$400 Non-Member), includes 1 registration.

## Printed Program Advertising:

\$250, 1/2 Page Ad

\$500, Full Page Ad

Exhibitor & Sponsorship  
Contact: Evelyn Vanderville  
[EVELYN@NORTHSTATEBIA.ORG](mailto:EVELYN@NORTHSTATEBIA.ORG)