



Associates Council & Sales and Marketing Council Present

Breakfast Blend: AI & Innovation in Home Building

Thursday, April 24, 2025

7:30 AM – 9:30 AM

Hilton Arden West, 2200 Harvard Street, Sacramento

Event Registration: \$75 per person

Sponsorships available, starting at \$150

Chairman's Circle members, register with Evelyn Vanderville at evelyn@northstatebia.org by April 10.

Discover how AI is transforming homebuilding, sales, design, and land development. Whether you're a builder, developer, marketer, or land coordinator, gain the insights you need to stay ahead!

WHAT TO EXPECT:

- Keynote on AI's real-world impact
- AI tools to boost efficiency
- Expert panel on AI in the industry

PANEL DISCUSSION:

- AI Game-Changers: What's working vs. what's hype?
- Biggest AI Wins & Lessons Learned from real projects
- AI's Challenges & Limitations in Homebuilding
- Future Outlook: Where AI is headed in the next 5-10 years

**REGISTER TO
ATTEND TODAY!**

NorthStateBIA.org

Event Contact: Angela,
angela@northstatebia.org

Sponsorship Contact: Evelyn,
evelyn@northstatebia.org



Deana Ellis,
Cresleigh Homes
AI for land selection,
construction efficiency
& cost forecasting



Christopher Brown,
NEXT New Homes Group
AI for lead generation,
social media, & CRM
automation



Chelsea Richardson,
JDA + Planners
AI for design,
3D modeling
& sustainability



Breakfast Blend Sponsorships

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All levels of sponsorship will be verbally recognized at event, pre-event social media recognition, and can bring your own self standing banner to display in the ballroom

\$1500 - All In Sponsor - Full page ad in Resources Book, Reserved seating mid-ballroom, Bring your own self-standing banner to display beside the stage, Logo displayed at breakfast buffet, coffee station and registration table, 6' exhibit table during pre-event networking includes 4 registrations

\$750 - VIP Sponsor

Full page ad in Resources Book, Reserved seating in preferred area of ballroom, 6' exhibit table during pre-event networking, includes 2 registrations

***\$450 - Exhibit Sponsor**

6' exhibit table during pre-event networking. 1/2 page ad in Resources Book, includes 1 registration

***\$400 - Spotlight Sponsor (limited to 3 sponsors)** - One minute on the microphone prior to presentation beginning, Reserved seating, includes 1 registration

\$350 - Breakfast Sponsor - Logo displayed at breakfast buffet and coffee station, includes 1 registration

\$300 - Pen & Paper Sponsor (limited to 1 sponsor) - Supply 250 pens and pads of paper to be set at each attendee seat, includes 2 registrations

***\$250 - Bag Sponsor (limited to 1 sponsor)** - Provide 250 of your logo'd bags, includes 1 registration

***\$150 - Banner Sponsor** - Bring your own self standing banner, includes 1 registration

Register to attend &/or sponsor at NorthStateBIA.org

Sponsorship Contact:

[Evelyn Vanderville, evelyn@northstatebia.org](mailto:evelyn@northstatebia.org)



Advertise in the Projects & Profiles Resource e-Book

Advertising is first come, first served, and fills up fast!!

[Purchase your ad ONLINE in the registration process](#), OR

EMAIL to Angela Tsukiji, angela@northstatebia.org, (916) 870-4958

- Please indicate your 1st and 2nd choices. You will be notified if your requested selection is unavailable.
- All ads require camera ready artwork in a pdf format. Your ad may be in color or black and white. Half-Page Ads are 4.25"x5.5". Full Page Ads are 8.5"x11".
- **Deadline** for all submissions is **Thursday, April 10th**.
- The directory will be distributed via email to all event registrants.



_____ Inside the front cover - \$500, full page only

_____ In the back of Builder Section - \$250

_____ Half page ad - \$125

_____ In the back of Associate/Trade Section - \$250

_____ Half page ad - \$125

_____ Next to your company profile - \$350, full page only

_____ Inside the back cover - \$500, full page only

Number of ads you wish to place: _____ x \$ _____ = _____

Name: _____

Company: _____

Credit Card # / Expiration Date: _____

Phone: _____ Today's Date: _____

Email (Required): _____

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