

2026 **NAHB** Association  
Management Conference

**Grow Your  
Business  
Relationships**



**Building Stronger HBAs  
TOGETHER**

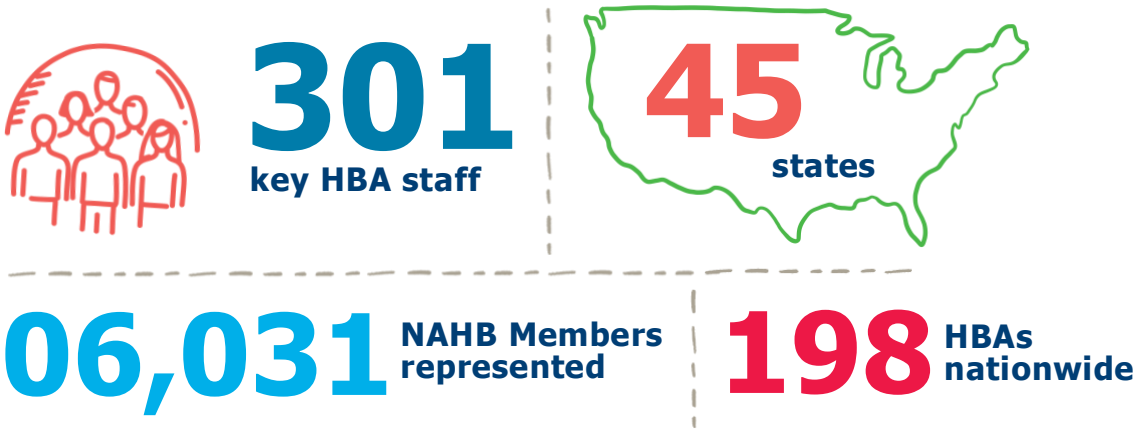
Aug 25–27 | Marriott St. Louis Grand | St. Louis, MO



# OVERVIEW

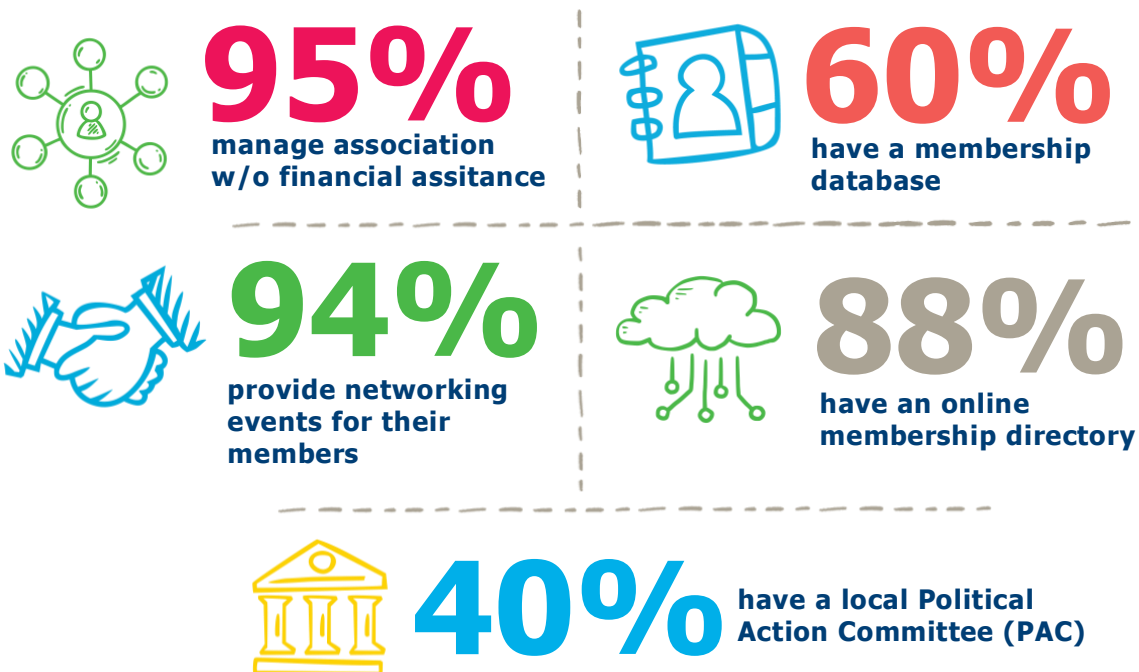
Connect with industry leaders, representing 105,000+ NAHB Members, at the **NAHB Association Management Conference (AMC)**. Engage with home builder associations (HBAs) Executive Officers (EOs) and their teams attending AMC to reach members and grow your business.

## AMC 2025 Reach – By the Numbers



Sponsor AMC to strengthen your connections with Executive Officers and staff who provide a direct line to their members and increase your business impact within the home building industry.

## Additional information about NAHB-affiliated local and state HBAs



# SPONSORSHIP OPPORTUNITIES

## Networking Table Sponsor

**Investment: \$ 6,500**

Connect directly with attendees during dedicated networking breaks by sponsoring a Networking Table. Positioned in high-traffic areas where attendees gather between education sessions, this opportunity is perfect for highlighting your products, services or solutions in a casual and engaging environment.

### Sponsorship includes:

- Opportunity to display promotional materials, giveaways and demos.
- Face time with Executive Officers and association professionals.
- Two (2) registrations to all AMC events.
- AMC attendee pre- and post-show lists (names and mailing addresses only).
- Logo placement in the AMC program guide, on the AMC website and on onsite display banners.
- Sponsor content (2-3 sentences), one (1) image (600 x 90 px) and URL included in two (2) email newsletters reaching 600+ Executive Officers and their teams.
- Logo inclusion in the AMC Passport, designed to drive attendee traffic to your table.



## **Pre-Conference Workshop: EO Introductions Sponsor**

**Tuesday, Aug 25 | 8–11:30 AM**

**Investment: \$7,500**

Make a strong impression with new leaders in our network before the conference begins.

This exclusive sponsorship puts your brand front and center with a highly engaged group of first-time attendees and EOs from local and state associations of all sizes. This Pre-Conference Workshop is designed to foster peer connection and equip EOs with strategies to navigate challenges, identify opportunities and get involved with Executive Officers Council leadership. This is your opportunity to introduce your brand to EO leaders at the exact moment they're looking to build new relationships.

### **Sponsorship includes:**

- All Networking Table sponsor benefits on page 3.
- A brief welcome opportunity (up to 1 minute) at the start of the workshop.
- Your logo on workshop signage.

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## **Pre-Conference Workshop: Workforce Grant Writing Sponsor**

**Tuesday, Aug 25 | 8–11:30 AM**

**Investment: \$7,500**

New for this year! The Workforce Grant Writing Pre-Conference Workshop will provide attendees with practical guidance, tools and strategies for identifying grant opportunities, developing stronger proposals and increasing their chances of success. Sponsoring this pre-conference workshop gives your brand the spotlight — making you one of the very first sponsors AMC attendees see.

### **Sponsorship includes:**

- All Networking Table sponsor benefits on page 3.
- A brief welcome opportunity (up to 1 minute) at the start of the workshop.
- Your logo on workshop signage.



## Opening Keynote Session Sponsor

**Tuesday, Aug 25 | 1–2:15 PM**

**Investment: \$10,000**

Make a strong first impression with HBA Executive Officers and their staff by sponsoring the Opening Keynote Session. This featured session will help set the tone for the event, offering timely insights, inspiration and leadership perspectives that connect with this influential audience.

### **Sponsorship includes:**

- All Networking Table sponsor benefits on page 3.
- Verbal recognition from the stage.
- Opportunity to welcome attendees with brief opening remarks or video (up to 1 minute).
- Logo placement on session signage, sponsor recognition slides and promotional materials.
- Two (2) reserved seats at the front of the room.

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## Welcome Happy Hour Sponsor

**Tuesday, Aug 25 | 5:15–6:15 PM**

**Investment: \$8,500**

Kick off AMC in style by sponsoring the Welcome Happy Hour at the hotel. This lively event brings together HBA Executive Officers and local association leaders in a relaxed, social setting with refreshments and hors d'oeuvres.

### **Sponsorship includes:**

- All Networking Table sponsor benefits on page 3.
- Logo featured on reception signage.
- Branded reception items such as cups and napkins (additional fees may apply).

## General Session Sponsor

Wednesday, Aug 26 | 9–10:30 AM

Investment: \$10,000

Support the professional development of HBA Executive Officers and their staff by sponsoring the General Session. This high-value session explores key trends, challenges and opportunities facing local associations — positioning your brand at the heart of meaningful learning and leadership growth.

### Sponsorship includes:

- All Networking Table sponsor benefits on page 3.
- Verbal recognition from the stage.
- Opportunity to welcome attendees with brief opening remarks or video (up to 1 minute).
- Logo placement on session signage, sponsor recognition slides and promotional materials.
- Two (2) reserved seats at the front of the room.

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## State of Affairs Lunch Sponsor

Wednesday, Aug 26 | 12:15–2 PM

Investment: \$10,000

Position your brand as a key advocate for the housing industry by sponsoring the State of Affairs Lunch. This highly anticipated event features insights from NAHB Chief Economist Robert Dietz, Ph.D., offering attendees a comprehensive update on the U.S. housing market and broader economic landscape.

### Sponsorship includes:

- All Networking Table sponsor benefits on page 3.
- Logo on lunch signage.
- Up to a 1-minute introduction or video at the start of the lunch.
- Two (2) reserved seats at the front of the room.



## Closing Keynote Lunch Sponsor

Thursday, Aug 27 | 11:30 AM–1 PM

Investment: \$9,000

End the conference on a high note with your brand in the spotlight. Help attendees leave AMC feeling inspired, energized and ready to take action. The Closing Keynote Lunch is always a hit with AMC attendees and is the perfect way to align your brand with positivity, leadership and practical impact.

### Sponsorship includes:

- Verbal recognition from the stage.
- Opportunity to welcome attendees with brief opening remarks or video (up to 1 minute).
- Logo placement on session signage, sponsor recognition slides, and promotional materials.
- Two (2) reserved seats at the front of the room.

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## Registration & Lanyard Sponsor

Investment: \$10,000

Position your brand front and center as attendees begin their AMC experience. From the moment they arrive, your company will make a lasting impression during registration and check-in.

### Sponsorship includes:

- All Networking Table sponsor benefits on page 3.
- Logo on registration signage.
- Logo on pre- and post-event registration emails.

*Sponsor must provide branded lanyards.*

## Rise & Shine Morning Workout Sponsor

Wednesday, Aug 26 | 7–8 AM

Investment: \$8,000

This is one of AMC's most popular events among attendees! Support health, connection and well-being by sponsoring the Rise & Shine Morning Workout, where attendees kick off the day with movement and motivation. Whether it's yoga, or a fitness class, these sessions offer a fun and memorable way to engage with Executive Officers and HBA staff outside the conference room.

### Sponsorship include:

- All Networking Table sponsor benefits on page 3.
- Logo placement on workout signage.
- A brief welcome message (up to 1 minute) at the start of the workout.
- Option to provide branded wellness items (additional fees may apply).



# SPONSORSHIP ADD-ONS

Available only to confirmed AMC sponsors that purchase a networking table.

## Morning Demo

**Thursday, Aug 27 | 7:30–8:30 AM**

**Investment: \$4,500 per session**

This is your chance to deliver your message without distractions. The demo offers a premium opportunity to highlight your product, service or solution to an engaged audience — without competing programming.

### Add-On includes:

- Exclusive time slot with no other education sessions scheduled.
- A/V setup including screen, projector, microphones and technician support.
- Option to host a light breakfast or special activation (provided by sponsor).
- Promotion in the official schedule and onsite signage.

*Pro tip: Boost attendance by offering a giveaway or raffle prize during your session.*

## Conversation & Connections Break Sponsor

**Tuesday, Aug 25 & Wednesday, Aug 26**

**Investment: \$4,500 per break**

Sponsor fun, high-energy interactions during the education session breaks throughout the day with a custom snack activation.

### Add-On includes:

- One (1) additional registration to all AMC events.
- Logo recognition in refreshments/snacks area.
- Logo in the AMC program guide, on website and onsite banners.
- Sponsor content, image and URL featured in one (1) email newsletter.

*Additional networking table in break area not included. Sponsor may provide branded napkins.*

## Wednesday AMC Networking Party Sponsor

Wednesday, Aug 26 | 6:30–8:30 PM

Investment: \$4,500 per sponsorship

Limited to 4 sponsors

### Stand out at AMC's biggest night.

Be part of the excitement with our premiere evening networking event at a lively offsite spot in St. Louis. This high-visibility sponsorship offers your brand a front-row seat to the fun — complete with interactive activities, live entertainment and food and drink stations that showcase your name.

Whether it's featured at the bar or woven into the event experience, your brand will be at the center of the celebration.

### Add-On Includes:

- Logo on event signage.
- Logo incorporated into branded event items (napkins, cups, etc.).
- Opportunity to provide giveaway swag.



# MORE OPPORTUNITIES AVAILABLE

## Hotel Room Drops

Deliver a surprise gift to attendee hotel rooms to create a memorable brand experience.

## Branded Key Cards

Place your brand in attendee hands with custom hotel room key cards.

## Custom Sponsorship

Create a sponsorship that fits your brand.

# FOR MORE INFO PLEASE CONTACT:

## Sponsorship Team

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