

FUNDAMENTAL TO ECONOMIC
RECOVERY AND JOB CREATION



2011 HBA Ozarks Regional Housing & Construction Conference

Sponsorship Opportunities

PRESENTING SPONSOR (1 – Industry Exclusive for Entire Event)

\$5,000

- Company name & logo on display throughout meal events
- Company name & logo on display during introduction of keynote speakers
- Company name & logo on cover of conference materials
- Company name & logo on signage at registration & throughout event
- Company name on name badge lanyards for all conference attendees
- Recognition by name from podium at breakfast & lunch events
- Recognition by name from podium at Look Ahead / Wrapup event
- 5-minute speaking opportunity during Look Ahead/Wrapup event
- Ten (10) Complimentary Full Registrations for Conference

KEYNOTE SPEAKER SPONSOR (2 available)

\$2,000

- Company name & logo on display throughout one keynote event
- Company name & logo attached to one keynote description in conference materials
- 5-minute speaking opportunity to address conference attendees/introduce keynote speaker
- Six (6) Complimentary Full Registrations for Conference

LUNCH SPONSOR (1 available)

\$1,000

- Company name & logo on display throughout lunch event
- Company name & logo attached to lunch event description in conference materials
- 5-minute speaking opportunity to address conference attendees during lunch
- Four (4) Complimentary Full Registrations for Conference

BREAKFAST SPONSOR (1 available)

\$1,000

- Company name & logo on display throughout breakfast event
- Company name & logo attached to breakfast event description in conference materials
- 5-minute speaking opportunity to address conference attendees during breakfast
- Four (4) Complimentary Full Registrations for Conference

Sponsorship Levels Continued on Reverse

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Sponsorship Opportunities (Continued)

REGISTRATION SPONSOR (1 available)

\$750

- Company name & logo on signage at registration desk
- Company name & logo attached to registration description in conference materials
- Company name & logo on display in rotation during breakfast & lunch events
- Two (2) Complimentary Full Registrations for Conference

TABLE/PROGRAM SPONSORS (10 available)

\$500

- Company name & logo displayed on cover of conference materials
- Company name & logo on display in rotation during breakfast & lunch events
- Two-sided company name & logo signage centerpiece (one table, breakfast & lunch events)
- Company name and logo on signage on display throughout event (non-exclusive)
- Two (2) Complimentary Full Registrations for Conference

MATERIALS/TABLE SPONSORS (6 available)

\$300

- Company name & logo displayed on cover of conference materials
- Company name & logo on display in rotation during breakfast & lunch events
- Company name (no logo) on signage on display throughout event (non-exclusive)
- Two (2) Complimentary Full Registrations for Conference

SUPPORTING SPONSORS

\$150

- Company name (no logo) on signage on display throughout event (non-exclusive)
- Company name (no logo) listed on inside front-cover of conference materials (non-exclusive)
- One (1) Complimentary Full Registration for Conference

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May 25, 2011

Confirmed speakers so far include:

Kevin L. Kliesen
Business Economist
Federal Reserve Bank of St. Louis

Kevin L. Kliesen is a business economist in the Supervisory Policy and Risk Analysis Unit at the Federal Reserve Bank of St. Louis, which is located in the Bank Supervision and Regulation Division. He writes the Bank's monthly *Report on Economic Activity*, an internal report on general economic conditions that is prepared prior to each Board of Directors meeting. He also briefs the Bank president and staff economists on U.S. economic conditions prior to each Federal Open Market Committee meeting. He prepares internal reports on macroeconomic conditions and their implication for monetary policy and bank supervisory policy for internal Bank officers and employees. He writes for: the *Regional Economist* (a quarterly publication written for a nontechnical audience); the *Review* (the Bank's peer-reviewed economic journal); and numerous professional journals.

Edsel Charles
President & Founder
MarketGraphics Research Group

After building over \$100,000,000 of new single-family homes during the late 70's and 80's, Mr. Charles started MarketGraphics® in 1988. The company has grown to be one of the largest new-home research companies of its type in the United States. MarketGraphics® clients include builders, developers, banks, utility companies, Realtors, appraisers and city governments. Currently MarketGraphics® is tracking over 19,500 active new home subdivisions, which includes 404,597 developed lots. Additionally, the MarketGraphics® database includes history on over 32,754 subdivisions. In addition to being a consultant to 9 of the top 10 builders in the United States, Mr. Charles has received the following awards: a National Marketing Award from Professional Builder Magazine, the Gold National Award for Marketing for the Parade of Homes, the Builder of the Year Award and top development awards.

*Confirmed speakers so far include
(continued):*

**Dr. Elliot Eisenberg
Senior Economist
National Association of Home Builders**

Dr. Eisenberg holds a Bachelors of Arts degree in economics with First Class Honors from McGill University as well as a Master of Public Administration degree and a Ph.D. in Public Administration from Syracuse University. Dr. Eisenberg is a nationally-renowned speaker on housing and housing related topics including: the economic impact of homebuilding, the unintended consequences of government regulations on house prices, residential fire safety, how to reduce construction risk and boost builder profits using financial derivatives and many other topics. He is the creator of the multifamily stock index and is the author of more than 50 homebuilding industry articles. Dr. Eisenberg is frequently seen on television and heard on radio and his research and opinions have been featured in *Business Week*, *Forbes*, *Fortune*, most national and local newspapers, and in many other publications. At the 2011 HBA of Greater Springfield Regional Housing & Construction Conference,



Dr. Eisenberg will present results of the region's first ever Local Impact of Housing study. The process of developing and building new housing generates substantial local economic activity, including new income and jobs for residents, and additional revenue for local governments. Home building generates income and jobs for local residents, as well as revenue for local governments. Home building also imposes some costs on local governments that supply education, police and fire protection, and other public services to support the new homes. All of this has been historically difficult to accurately and fully quantify. Now recognized economic models exist to accurately measure the costs and benefits of residential construction to a community. For the first time, these models will be applied to the Springfield-Branson regional market to precisely demonstrate the true economic impact of local home building, and the results will be unveiled at the 2011 Housing & Construction Conference in May 2011.

**Joe Zanola
Founder & President
Zanola Company**

Joe Zanola is a frequent presenter to local area businesses as well as a seasoned sales coach and marketing consultant. Zanola Company was founded in 2001 and provides real estate research and business improvement services. Zanola Company's clients include financial institutions, developers, planners, builders, and other businesses related to the development industry. Zanola Company serves clients and projects locally in the St. Louis area, in the Midwest, and nationally. Zanola helps builders, developers, banks, planners, elected officials and others with step-by-step guidance to create successful development outcomes. Beyond research, Zanola Company is a business improvement consultant, a marketing turnaround expert and a sales management coach. Zanola's proven solutions include how to sell through an oversupply of developed lots and how to succeed in a tough market.