



## 2010 Housing Leadership Summit

Date: May 10-12, 2010

**Location: The Four Seasons Hotel, Chicago, IL**

### The Concept

The high volume (aka Big Builder) homebuilding segment represents the single largest product sales opportunity for building product manufacturers. As the new home construction market recovers into the spring of 2010, the high volume builder segment will lead the way, providing suppliers the most powerful, scalable opportunity to grow their business. The top 200 builders, in particular will be responsible for close to 50% of housing starts in the next two years. They are poised to lead the market recovery given their access to cash, capital and land positions.

The Big Builders, both public and private, are diversifying their product mix to include custom, luxury and multi-family, while consolidating to focus their efforts on the top U.S. markets. Competition for their business will intensify as they narrow down their supplier partners to those who can provide maximum value and help them differentiate their homes as their volumes increase.

The information, education and business strategy needs of the senior executives and management teams leading these firms are as profound as ever, as they position their organizations for growth in 2010 and beyond. In response to this need, Hanley Wood is combining the very successful Big Builder conference with its 7 year history of delivering collaborative, actionable solutions, and the 24 year old Builder 100 conference, the only national, business management conference dedicated to the needs of the CEO's of the top building firms, to create a new event for home building industry executives and their supplier partners.

The all **NEW** 2010 Housing Leadership Summit – presented by Builder and Big Builder – will offer the unique opportunity for home building executives to share experiences about managing their companies in good times and bad. The summit format will be new and unique with conference content focusing on CEO level discussions, workshops for builder's management teams across key operating disciplines and more. Because the industry needs this summit now more than ever, we will draw on the knowledge and insights of the brightest minds inside and

outside the industry to provide a clearer vision of the industry's future direction. Attendees from the investment community and leading industry associations are also expected to attend. The summit will be the most powerful, efficient and high impact way for sponsors to reach the decision making teams at the Top 200 builders, from the CEO, and across divisional and operational leadership in operations, sales and marketing, finance, purchasing and more.

### **The Builder 100 and Beyond**

Clearly, the housing industry faces unprecedented conditions that are reshaping the marketplace. The hard times that began in 2006 for the housing industry dragged on through 2009. That was especially true for those companies that compose the BUILDER 100, whose market share of total closings fell in 2008 to 38.7% from 41.2% in 2007. The top 100 companies also saw their revenue plunge by more than 40% to \$67.4 billion. Within that group, the 10 largest builders – which collectively have written off billions in asset impairments during this recession – saw their share of total closings erode to 22.7% from 24.2% in 2007. The big builders' aggregate revenue suffered a nearly 40% decline to \$37.6 billion. While these numbers show a decline, big builders are still very big and are poised to regain their leading share given their land, cash and capital positions.

### **Reach Out to this Powerful Group of Industry Leaders**

Every supplier to the home building industry needs a strategy for reaching the top executives at the largest home builders, who wield tremendous purchasing and influencing authority in large, decentralized companies. The new 2010 Housing Leadership Summit will provide a rare, intimate two-day opportunity to make face-to-face connections with these executives.

Big builders are different. Their size, along with current economic conditions, dictates that they must focus on operational excellence. There is no text book on how to run a large home building company. The executives who lead these companies are looking for new ideas, for solutions, for better business practices. They will welcome ideas you have to help them meet the unique challenges of today's housing market.

Leaders of the investment community and association arena will come together with home building executives in corporate and division leadership, and their cross-functional team members in purchasing, finance, operations, sales & marketing, land & design and architecture at the all NEW 2010 Housing Leadership Summit.

**Summit Agenda** (as of August 20, 2009)

*Check [www.housingleadershipsummit.com](http://www.housingleadershipsummit.com) for most up-to-date information.*

**Monday, May 10**

10:00 – 7:00pm	Registration
1:00 – 3:00pm	Sponsor Session
3:00 – 4:30pm	Builder Roundtable
4:30 – 6:00pm	Opening Keynote Address
6:00 – 8:00pm	Welcome Reception

**Tuesday, May 11**

7:00am – 6:30pm	Registration
7:00 – 8:00am	Breakfast
8:00 – 9:30am	Keynote Address
9:30 – 10:30am	Breakout Sessions
10:30 – 11:00am	Break
11:00am – 12:00 pm	Breakout Sessions
12:00 – 1:30 pm	Awards Luncheon
2:00 – 3:30 pm	Breakout Sessions
3:30 – 4:00 pm	Break
4:00– 5:00 pm	Keynote Address
5:00 – 7:00pm	Cocktail Reception

**Wednesday, May 12**

7:00am – 12:00pm	Registration
7:00 – 8:00am	Breakfast
8:00 – 10:00am	General Session
10:00 – 10:30am	Conference Adjourns

## Sponsorship Benefits

- **Brand Exposure**

1. Sponsor's name and logo will be prominently displayed both pre-conference and on-site via advertising, online and in print, direct mail and signage.

- **Market Education**

2. Sponsor representatives will enjoy complete access to the educational sessions, with the chance to gather market intelligence from a variety of industry experts.

- **One-on-One Interaction with Top Industry Professionals**

3. Sponsors will have the opportunity to network with key housing industry executives in both educational and social settings.

- **Industry Leadership**

4. Your association with this prestigious event positions your company as a leader to these influential housing industry professionals.

- **Networking Opportunities**

5. Mix with the most influential players in the residential construction industry at intimate networking receptions and dinners. This is the place to talk one-on-one with home building executives and gain valuable perspective.

Through information, keynote presentations, and panel discussions focusing on leading economic, business and manufacturing trends, this premier event highlights best practices and collaborative partnerships, with a focus on strategies to manage their companies in an economic downturn. It's an executive level event that allows sponsors the opportunity to network on a professional level with prestigious industry leaders. The CEO's and upper management of these companies have significant influence on brand selection and you can reach them at the one event they return to year after year.

## Sponsor Levels and Benefits

### TITLE SPONSOR

**3 AVAILABLE**

**COST: \$45,000 NET**

#### IN PERSON

Sponsorship of one of the following:

- Opening Keynote Speaker – Monday afternoon, May 10
- Keynote Speaker – Tuesday morning, May 11
- Awards Luncheon – Tuesday, May 11

	Title Sponsor Benefits
<b>Exclusivity/Competitors Excluded</b>	Event sponsors have the opportunity to exclude all national competitors in a single product category.
<b>Podium Time</b>	Title sponsors will be given 5 minutes for introductory remarks at the beginning of session.
<b>Prominent Onsite Signage</b>	Title sponsor logos will be front and center—featured on all Housing Leadership Summit signage on-site and noting your company as exclusive supplier sponsor in a single product category.
<b>Direct Mail Piece Logo</b>	Partner sponsor logos will be prominently displayed on all marketing and promotional materials. Includes direct-marketing campaigns.
<b>Conference Advertisements</b>	Sponsor logos will be placed in one post-event Thank You ad in both BUILDER and BIG BUILDER magazines. Circulation: 128,000.
<b>Ad Space Requirement</b>	BIG BUILDER 9x Ad Contract. BUILDER 1x Ad in May 2010 issue Contract. [required commitment above and beyond Sponsorship fee] 2010 Issue Dates.
<b>Sponsor Ads</b>	Sponsor advertisements in May issues of BUILDER and BIG BUILDER, will include conference logo, denoting them as a Housing Leadership Summit sponsor.
<b>Online Promotions</b>	Sponsor logos will be included in promotion e-mails. These e-mails will direct invitees to a conference Web site with links to the registration service. Sponsor logos will be featured on the home page, with links to sponsor-designated URLs.
<b>Company Profile</b>	Your company will be featured in the Sponsor Section of the conference workbook.
<b>Company Logo &amp; Link</b>	Sponsor logo and link will be prominently displayed on the Housing Leadership Summit Web site from the date the contract

	is signed through the conclusion of the conference.
<b>Post-Event Mailings</b>	Sponsors will have 1X use of Housing Leadership Summit attendee database to conduct marketing effort following the event, with reference to the Housing Leadership Summit. This campaign must be conducted through a third-party mail house.
<b>Complimentary Sponsor Registrations</b>	Sponsors will receive four complimentary registrations for their company representatives to attend the conference. <i>(Does NOT include hotel room costs.)</i>
<b>Complimentary Customer Passes</b>	Sponsors will receive five complimentary conference registrations to distribute to their customers to attend the Housing Leadership Summit. <i>(Does NOT include hotel room costs.)</i>

**GOLD SPONSOR**

**2 AVAILABLE**

**COST: \$39,500 NET**

**IN PERSON**

Sponsorship of one of the following:

- Keynote Speaker – Tuesday afternoon, May 11- SOLD
- General Session – Wednesday, May 12

	Gold Sponsor Benefits
<b>Exclusivity/Competitors Excluded</b>	Event sponsors have the opportunity to exclude all national competitors in a single product category.
<b>Podium Time</b>	Gold sponsors will be given 5 minutes for introductory remarks at the beginning of session.
<b>Prominent Onsite Signage</b>	Gold sponsor logos will be front and center—featured on all Housing Leadership Summit signage on-site and noting your company as exclusive supplier sponsor in a single product category.
<b>Direct Mail Piece Logo</b>	Partner sponsor logos will be prominently displayed on all marketing and promotional materials. Includes direct-marketing campaigns.
<b>Conference Advertisements</b>	Sponsor logos will be placed in one post-event Thank You ad in both BUILDER and BIG BUILDER magazines. Circulation: 128,000.
<b>Ad Space Requirement</b>	BIG BUILDER 9x Ad Contract. BUILDER 1x Ad in May 2010 issue Contract. [required commitment above and beyond Sponsorship

	fee] 2010 Issue Dates.
<b>Sponsor Ads</b>	Sponsor advertisements in May issues of BUILDER and BIG BUILDER, will include conference logo, denoting them as a Housing Leadership Summit sponsor.
<b>Online Promotions</b>	Sponsor logos will be included in promotion e-mails. These e-mails will direct invitees to a conference Web site with links to the registration service. Sponsor logos will be featured on the home page, with links to sponsor-designated URLs.
<b>Company Profile</b>	Your company will be featured in the Sponsor Section of the conference workbook.
<b>Company Logo &amp; Link</b>	Sponsor logo and link will be prominently displayed on the Housing Leadership Summit Web site from the date the contract is signed through the conclusion of the conference.
<b>Post-Event Mailings</b>	Sponsors will have 1X use of Housing Leadership Summit attendee database to conduct marketing effort following the event, with reference to the Housing Leadership Summit. This campaign must be conducted through a third-party mail house.
<b>Complimentary Sponsor Registrations</b>	Sponsors will receive two complimentary registrations for their company representatives to attend the conference. <i>(Does NOT include hotel room costs.)</i>
<b>Complimentary Customer Passes</b>	Sponsors will receive two complimentary conference registrations to distribute to their customers to attend the Housing Leadership Summit. <i>(Does NOT include hotel room costs.)</i>

**SILVER SPONSOR**

**16 AVAILABLE  
COST: \$37,000 NET**

**IN PERSON**

Sponsorship of one of the following:

- Breakfast – Tuesday, May 11
- Refreshment Break – Tuesday, May 11
- Breakfast – Wednesday, May 12
- Refreshment Break – Wednesday, May 12

*\*Sponsor items below include 2 minutes of podium time before each session\**

- CEO Session 1 – 9:30 – 10:30am Tuesday, May 11
- Big Builder Session 1 - 9:30 – 10:30am Tuesday, May 11
- Big Builder Session 2 - 9:30 – 10:30am Tuesday, May 11
- Big Builder Session 3 - 9:30 – 10:30am Tuesday, May 11

- CEO Session 2 – 11:00am – 12:00pm Tuesday, May 11
- Big Builder Session 4 -11:00am – 12:00pm Tuesday, May 11
- Big Builder Session 5 - 11:00am – 12:00pm Tuesday, May 11
- Big Builder Session 6 - 11:00am – 12:00pm Tuesday, May 11
- CEO Session 3 – 2:00 – 3:30pm Tuesday, May 11
- Big Builder Session 7 - 2:00 – 3:30pm Tuesday, May 11
- Big Builder Session 8 - 2:00 – 3:30pm Tuesday, May 11
- Big Builder Session 9 - 2:00 – 3:30pm Tuesday, May 11

Silver Sponsor Benefits	
<b>Exclusivity/Competitors Excluded</b>	Event sponsors have the opportunity to exclude all national competitors in a single product category.
<b>Prominent Onsite Signage</b>	Silver sponsor logos will be front and center—featured on all Housing Leadership Summit signage on-site and noting your company as exclusive supplier sponsor in a single product category.
<b>Direct Mail Piece Logo</b>	Partner sponsor logos will be prominently displayed on all marketing and promotional materials. Includes direct-marketing campaigns.
<b>Conference Advertisements</b>	Sponsor logos will be placed in one post-event Thank You ad in both BUILDER and BIG BUILDER magazines. Circulation: 128,000.
<b>Ad Space Requirement</b>	BIG BUILDER 9x Ad Contract. BUILDER 1x Ad in May 2010 issue Contract. [required commitment above and beyond Sponsorship fee] 2010 Issue Dates.
<b>Sponsor Ads</b>	Sponsor advertisements in May issues of BUILDER and BIG BUILDER, will include conference logo, denoting them as a Housing Leadership Summit sponsor.
<b>Online Promotions</b>	Sponsor logos will be included in promotion e-mails. These e-mails will direct invitees to a conference Web site with links to the registration service. Sponsor logos will be featured on the home page, with links to sponsor-designated URLs.
<b>Company Profile</b>	Your company will be featured in the Sponsor Section of the conference workbook.
<b>Company Logo &amp; Link</b>	Sponsor logo and link will be prominently displayed on the Housing Leadership Summit Web site from the date the contract is signed through the conclusion of the conference.
<b>Post-Event Mailings</b>	Sponsors will have 1X use of Housing Leadership Summit attendee database to conduct marketing effort following the event, with reference to the Housing Leadership Summit. This campaign must be conducted through a third-party mail house.

## Conference Prospectus

<b>Complimentary Sponsor Registrations</b>	Sponsors will receive two complimentary registrations for their company representatives to attend the conference. <i>(Does NOT include hotel room costs.)</i>
<b>Complimentary Customer Passes</b>	Sponsors will receive two complimentary conference registrations to distribute to their customers to attend the Housing Leadership Summit. <i>(Does NOT include hotel room costs.)</i>

**2010****Housing Leadership Summit**  
*Presented by Builder and Big Builder***Date** May 10 - 12, 2010**Place:** The Four Seasons, Chicago, IL

Please check the appropriate sponsorship opportunity (all costs are net):

- Title Sponsor - \$45,000 Please specify sponsor option:  
 Gold Sponsor - \$39,500  
 Silver Sponsor - \$37,000

**Existing sponsors must sign contract by November 13, 2009 in order to maintain their sponsorship slot and category exclusivity**

I hereby reserve our company's sponsorship of the 2010 Housing Leadership Summit. Sponsorship of the Housing Leadership Summit cannot be canceled. Sponsorship is not reserved until receipt of signed contract. Sponsor will be invoiced within 30 days of receipt of signed contract. Payment due on receipt of invoice and all payment must be received 90 days prior to event. I understand that no private functions with attendees outside conference programming are allowed. In addition to the sponsorship fee, we agree to run a 9x ad contract in 2010 BIG BUILDER and 1x ad in May 2010 BUILDER. [required commitment above and beyond sponsorship fee]

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**Sponsoring Company Name**

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**Key Contact Name**

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**Key Contact Address**

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**Key Contact Telephone****Key Contact Fax**

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**Billing Contact Name**

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**Billing Contact Telephone & E-mail**

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Return to:  
Jeff Calore, Publisher  
BUILDER/Hanley Wood, LLC  
One Thomas Circle, Suite 600, Washington, DC 20005  
Phone: 202.380.3766 Fax: 202.785.1974  
E-mail: jcalore@hanleywood.com

## Agreement

This Agreement (“Agreement”), along with the Sponsor Contract, form the Contract for Sponsorship (“Contract”) between Hanley Wood (“Hanley Wood” or “HW”) and the company identified on the Contract (“Sponsor”). In the event of a conflict between the Agreement and the Sponsor Contract, the Agreement shall prevail.

### I. PAYMENT

Sponsorship is not reserved until receipt of signed contract. Sponsor will be invoiced within 30 days of receipt of signed contract. Payment due on receipt of invoice and all payment must be received 90 days prior to event. Contracts are non-cancellable. **All payments made to HW are deemed fully earned and nonrefundable and made in consideration for the expenses incurred by HW, HW lost or deferred opportunity to provide sponsorship opportunities to others and the potential effect of the cancellation on the Event. Sponsor acknowledges that the precise amount of damage suffered by HW in the event of Sponsor’s cancellation would be difficult if not impossible to calculate, and that the amounts retained by HW under this Section are a reasonable estimate of such damages and are not, and should not be construed as, a forfeiture or penalty of any kind.**

### II. PROMOTION

Sponsor hereby gives permission to HW to use Sponsor’s company name and logo in a listing of sponsors on promotional pieces for the Event. By execution of this Contract, Sponsor consents on behalf of itself and its participating employees, agents and representatives to the inclusion of the name, voice, likeness, trademarks, trade name, trade dress and other proprietary characteristics of such person in any photographs, motion picture or video or audio recording made with the permission of HW; provided that no such proprietary characteristics shall be used in a manner that implies endorsement by any party. Sponsor’s use of HW’s name, trademarks, logos or copyrighted materials (including the name of the Event) is not permitted without the prior written consent of HW.

### III. CONFLICTING MEETING & SOCIAL EVENTS

In the interest of the success of the entire Event, Sponsor agrees not to extend invitations, call meetings, or otherwise encourage absence of Event delegates, visitors and other exhibitors from the Event or exhibit hall during the official hours of the Event.

### IV. INDEMNIFICATION

Sponsor shall indemnify, defend and hold Hanley Wood LLC (and its officers, directors, shareholders, agents, representatives, affiliates, partners, employees and agents harmless from and against all claims, liabilities, damages, demands, costs, fees, other expenses, suits, proceedings, actions and causes of action of any and every kind and nature (including reasonable attorneys’ fees) payable or paid by the indemnified party to a third party (collectively, “Claims”) arising out of, in connection with or as a result of the Event and the use of the Sponsor’s logo or trademarks by Hanley Wood LLC as authorized herein, other than Claims arising out of or in connection with the Hanley Wood LLC Materials, or Hanley Wood’s gross negligence or willful misconduct.

### V. DISCLAIMER OF REPRESENTATIONS AND WARRANTIES/LIMITATIONS OF LIABILITY

Except as expressly set forth herein, Hanley Wood LLC hereby disclaims all representations and warranties of any kind or nature, express or implied, including without limitation any warranty of merchantability, fitness for a particular purpose or non-infringement. In no event shall Hanley Wood LLC be liable to Sponsor for any direct, indirect, incidental, consequential, special, punitive, or exemplary damages, costs, expenses, losses or lost profits arising out of or in connection with the Event. The provisions of this section shall apply regardless of the form of action, damage, claim, liability, cost, expense, or loss, whether in contract, statute, tort or otherwise.

### VI. MISCELLANEOUS

Each party represents and warrants to the other that (i) this Agreement has been duly authorized, executed and delivered by it, (ii) it has the full power and authority and is free to enter into this Agreement and to perform its obligations hereunder, (iii) this Agreement constitutes its valid and binding obligation, enforceable in accordance with its terms, (iv) the making of this Agreement does not violate any agreement, right or obligation existing between it and any other person, firm or corporation, and (v) it has all licenses and permits necessary to perform its obligations under this Agreement.

All notices, statements and payments to be sent to the parties hereunder shall be addressed to the parties at the addresses set forth below or at such other address as the parties shall designate in

writing from time to time. All notices shall be in writing and shall either be served by personal delivery (to an officer of each company), mail, or facsimile (if confirmed by mail or personal delivery of the hard copy), all charges prepaid. Except as otherwise provided herein, such notices shall be deemed given when received.

Sponsor may not assign the Agreement or any of its rights or obligations hereunder without the prior written consent of Hanley Wood LLC. Hanley Wood LLC may not assign the Agreement and/or any of its rights or obligations hereunder without the prior written consent of Sponsor. Any assignment, transfer or other conveyance in violation of the foregoing shall be null and void. This Agreement shall be binding upon all successors and permitted assigns of the parties.

The entire understandings between the parties hereto relating to the subject matter hereof are contained in this Agreement and the schedules attached hereto which are hereby made a part of this Agreement, and this Agreement supersedes all prior and contemporaneous communications and agreements with respect to such subject matter. There are no representations, warranties, terms, conditions, undertakings or collateral agreements, express, implied or statutory, between the parties other than as expressly set forth in this Agreement. This Agreement cannot be changed, modified, amended or terminated except by an instrument in writing executed by both parties.

No waiver, modification or cancellation of any term or condition of this Agreement shall be effective unless executed in writing by the party charged therewith. No written waiver shall excuse the performance of any act other than those specifically referred to therein and shall not be deemed or construed to be a waiver of such terms or conditions for the future or any subsequent breach thereof.

There is no relationship of agency, partnership, joint venture, employment, or franchise between the parties. Neither party shall have any right, power or authority to obligate or bind the other in any manner whatsoever, except as provided for in this Agreement, and nothing herein contained shall give or is intended to give any rights of any kind to any third persons.

This Agreement shall be governed by and construed in accordance with the laws of the United States of America and the State of New York excluding the conflict of laws principles thereof. Each party hereby irrevocably and unconditionally accepts, and agrees to submit to, the exclusive jurisdiction of any state or federal court in the State of New York in respect of any dispute arising out of, based upon, or relating to, this Agreement.

If any provision of this Agreement or any part, portion or the scope of any such provision is or becomes or is deemed invalid, illegal or unenforceable under the applicable laws or regulations of any jurisdiction, then either such provision or part, portion or scope shall be deemed amended to conform to such laws or regulations without materially altering the intention of the parties or it shall be stricken and the remainder of this Agreement shall remain in full force and effect.

Sponsor may terminate this Agreement and its sponsorship of the Event only in the event of a material breach of this Agreement by Hanley Wood LLC. Each party shall be relieved of the obligations hereunder to the extent that performance is delayed or prevented by any cause beyond its reasonable control, including without limitation, acts of God, public enemies, war, civil disorder, fire, flood, explosion, labor disputes or strikes or any acts or orders of any governmental authority. If Hanley Wood LLC cancels the Event due to an act of God or other similar Event, Hanley Wood LLC shall refund to Sponsor all payments made by Sponsor with respect to such Event, minus all costs and expenses incurred by Hanley Wood LLC relating to such Event.

This Agreement may be executed in counterparts, each of which shall be deemed an original Agreement for all purposes and which collectively shall constitute one and the same Agreement. A facsimile copy of any such executed counterpart shall be deemed an executed original.

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Sponsor Initials

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Contract

IN WITNESS WHEREOF, the parties hereto have signed this Agreement as of the date written below.

Hanley Wood, LLC

Sponsor

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date