



20 | **INSIGHTS**
18 | **CONFERENCE**

A Home Improvement Research Institute Event

SPONSORSHIP

September 18-19, 2018

Hyatt Lodge

2815 Jorie Blvd.
Oak Brook, IL 60523

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ABOUT US

The Home Improvement Research Institute (HIRI) is a membership-based, independent, not-for-profit organization of manufacturers, retailers/wholesalers and allied organizations in the home improvement industry. Its mission is to be recognized as the primary authority for effective, useful information about home improvement products and services in North America.

HIRI's primary research encompasses baseline and tracking studies that profile the characteristics, attitudes and buying behaviors of consumer and professional remodeler customers. Research is proprietary to member companies and is geared to meet the individual needs of the institute's membership base while gathering data that accurately gauges trends in the market.

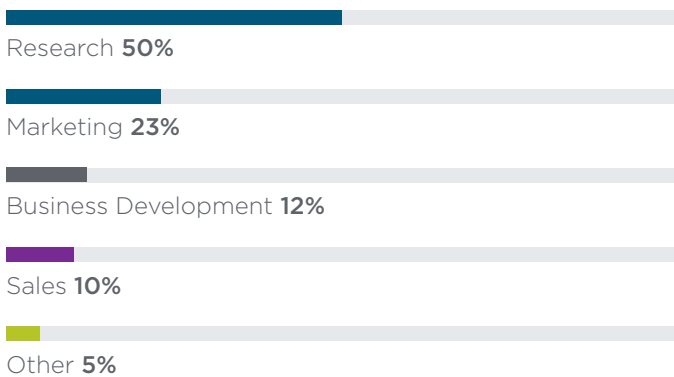
SPONSORSHIP OPPORTUNITIES

The HIRI Insights Conference is a two-day event featuring research-based presentations from the leading researchers, economists and thought leaders in the industry. Last year's presenters included Kantar Futures, Joint Center for Housing Studies of Harvard University, CEDIA, John Burns Real Estate Consulting, The Farnsworth Group, HomeAdvisor, Houzz, Nielsen and more.

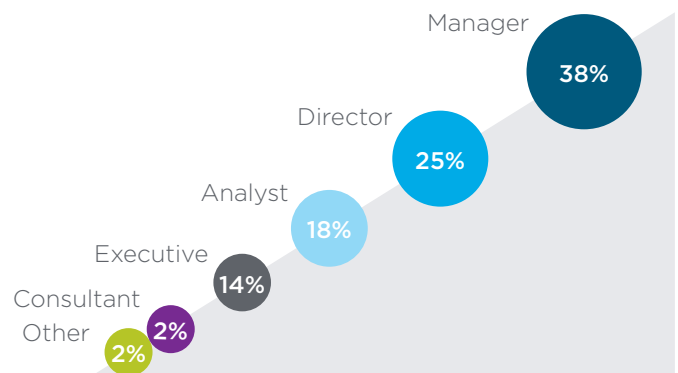
Last year, more than 175 industry professionals attended this event. Their primary job functions were in research and marketing and their top titles were manager and director. The majority attended on behalf of manufacturers, retailers/wholesalers and publishers from nearly 30 states and Canada.

CONFERENCE ATTENDEES

BY FUNCTION



BY TITLE



MEMBER COMPANIES

MANUFACTURER

3M
A. O. Smith Water Products
American Standard
Andersen Corporation
Armstrong Ceilings
Armstrong Flooring
Bemis Manufacturing
Benjamin Moore & Co.
Big Time Products
Broan-NuTone
Caesarstone
Chamberlain Group
CPG International
Dow Chemical Company
Electrolux
Elkay
Fiskars
Flexon Industries
Formica
Fortune Brands Home and Hardware
GAF
Generac Power Systems
Hyde Tools
Johns Manville Corporation
JELD-WEN
Kohler Co.
Legrand
Leviton Manufacturing Company

Lutron Electronics
Marvin Windows & Doors
Masco Corporation
Metrie
MTD Products
Oatey
Owens Corning
Pella Corporation
PPG Industries
Rinnai America Corporation
Robert Bosch Tool Corporation
RPM
Sashco
Schlage
Scotts Miracle-Gro
Sherwin-Williams
SHUR-LINE
ShurTech
Spectrum Brands
Stanley Black & Decker
Toro Company
Universal Forest Products
UGL
USG Corporation
Wagner Spray Tech
WD40
Werner Ladder
Whirlpool Corporation

RETAILER/WHOLESALE

Ace Hardware
BMC Stock Holdings
Do it Best Corporation
Ferguson Enterprises
Lowe's Companies
Lumber Liquidators
Orgill
ProBuild
The Home Depot
True Value Company

PUBLISHER/MEDIA

Google
Scripps Networks
Taunton Publishing
Trusted Media Brands
Time Inc.

OTHER MEMBERS

FS Brands
HomeAdvisor
Houzz
Joint Center for Housing Studies
of Harvard University

SPONSORSHIP PACKAGES

	Lunch \$5,000	Breakfast \$4,000	Exhibitor \$4,000	Break \$2,500	Beverage Station \$2,500	USB \$2,000	Lanyard/ Badge \$2,000	Wi-Fi \$1,500	Raffle Drawing \$1,500	Chair Drop \$1,500
Number of Complimentary Conference Registrations	2	2	2	1	1	1	1	1	1	1
Social Media Mentions	■	■	■	■	■	■	■	■	■	■
Recognition as Exhibitor/Sponsor on Name Badge	■	■	■	■	■	■	■	■	■	■
Recognition as Exhibitor/Sponsor on Board and Main Screen	■	■	■	■	■	■	■	■	■	■
Listing on the Conference Program, Site, App and Notebook	■	■	■	■	■	■	■	■	■	■
5-Minute Speaking Opportunity	■	■								
Printed Marketing Material Available in Meal Area	■	■								
Sponsor Tent Cards on Tables in Meal Area	■	■								
Attendee List Access 14 Days Prior to the Event			■							
One Skirted Table with Chairs for Two Days			■							
Tent Cards with Logo on Break Tables				■						
Tent Cards with Logo on Beverage Station Tables					■					
Logo Branded on USB Given to All Attendees						■				
Marketing Material Placed Behind Attendee Name Badges							■			
Lanyard with Sponsor Logo Distributed with Name Badge							■			
Logo-Branded Wi-Fi Card Distributed to Each Attendee								■		
Provided Item to Be Ruffled Off at Conference Conclusion									■	
Place One Piece of Marketing Material on Attendees' Chairs										■

MEAL SPONSOR

\$5,000 LUNCH

1 Available

Kick off the day with a breakfast sponsorship or make your lasting impression during the lunch break.

\$4,000 BREAKFAST

SOLD OUT

REGISTRATIONS

- Two complimentary full-access conference registrations
- Additional registrations may be purchased at HIRI member rate

RECOGNITION

- Listing in the conference program via USB given to all attendees
- Recognition on hiri.org and in conference app and notebook
- Company logo displayed on sponsor board and on screen in main event room
- Sponsor identification on name tag
- Social media mentions
- Opportunity to place printed marketing material in meal area
- Sponsor tent cards on tables

SPEAKING

- Five minutes to share information with attendees following breakfast or prior to lunch

CONFERENCE EXHIBITOR

\$4,000

SOLD OUT

Showcase your products and services while building relationships with buyers. Meet face-to-face with the people who influence decisions while networking with colleagues and partners.

REGISTRATIONS

- Two complimentary full-access conference registrations
- Additional registrations may be purchased at HIRI member rate

RECOGNITION

- Inclusion on the iPad raffle entry card enticing attendees to visit exhibitors
- Listing in the conference program via USB given to all attendees
- Recognition on hiri.org and in conference app and notebook
- Company logo displayed on sponsor board and on screen in main event room
- Social media mentions and exhibitor identification on name tag

LIST ACCESS

- Attendee list access 14 days prior to the event

SUPPORT

- One skirted table with two chairs

BREAK SPONSOR

\$2,500

2 Available

Sponsor one of two morning breaks or an afternoon break, which includes snacks and beverages to rejuvenate conference attendees.

REGISTRATION

- One complimentary full-access conference registration
- Additional registrations may be purchased at HIRI member rate

RECOGNITION

- Listing in the conference program via USB given to all attendees
- Recognition on hiri.org and in conference app and notebook
- Company logo displayed on sponsor board and on screen in main event room
- Sponsor identification on name tag
- Social media mentions
- Tent cards with company logo on break tables

BEVERAGE STATION SPONSOR

\$2,500

1 Available

Keep the attendees awake and aware of your brand. Use this opportunity to brand beverage stations with tent cards displaying your company information.

REGISTRATION

- One complimentary full-access conference registration
- Additional registrations may be purchased at HIRI member rate

RECOGNITION

- Listing in the conference program via USB given to all attendees
- Recognition on hiri.org and in conference app and notebook
- Company logo displayed on sponsor board and on screen in main event room
- Sponsor identification on name tag
- Social media mentions
- Tent cards with company information on beverage station tables

USB SPONSOR

\$2,000
SOLD OUT

Each attendee will receive a USB preloaded with all the conference materials including digital copies of the presentations.

REGISTRATION

- One complimentary full-access conference registration
- Additional registrations may be purchased at HIRI member rate

RECOGNITION

- Listing in the conference program via USB given to all attendees
- Recognition on hiri.org and in conference app and notebook
- Company logo displayed on sponsor board and on screen in main event room
- Sponsor identification on name tag
- Social media mentions

BADGE/LANYARD SPONSOR

\$1,500
SOLD OUT

Your brand will be worn by every attendee when you sponsor the conference name badge/lanyard. This sponsorship includes a lanyard printed with your company logo and the option to place a card (no larger than 3 in x 4 in) on the back side of the name badge.*

REGISTRATION

- One complimentary full-access conference registration
- Additional registrations may be purchased at HIRI member rate

RECOGNITION

- Listing in the conference program via USB given to all attendees
- Recognition on hiri.org and in conference app and notebook
- Company logo displayed on sponsor board and on screen in main event room
- Sponsor identification on name tag
- Social media mentions
- Marketing material placed in name badge
- Lanyard with sponsor logo distributed with name badge

*Cards to be provided by sponsor, lanyards provided by HIRI

OTHER SPONSORSHIP OPPORTUNITIES

WI-FI

\$1,500

1 Available

Sponsor the Wi-Fi for the event to keep attendees connected. All attendees will receive a business card with the code at registration. This card would be branded with your information.

RAFFLE DRAWING

\$1,500

1 Available

Take control of the conference floor during the conference conclusion to raffle off the item(s) of your choice (provided by sponsor).

CHAIR DROP

\$1,500

2 Available

One printed marketing piece (provided by sponsor) may be placed on each attendee's chair during the break of your choice.

YOUR IDEA HERE!

Do you have a creative idea that you don't see listed?

Please contact us and we will work with you to bring your idea to life and provide your company with exposure at the conference.

READY TO BE A SPONSOR?

For questions about the conference and its sponsorship levels, benefits and pricing, please contact Pam Heidel at pheidel@hiri.org or 317-982-3976.

To become a sponsor, complete our online form at hiri.org or email this form to pheidel@hiri.org with the selected sponsorship package.

SPONSORSHIP FORM

COMPANY

NAME

EMAIL

TITLE

ADDRESS 1

ADDRESS 2

CITY, STATE, ZIP

PHONE

TYPE OF SPONSORSHIP

Lunch

Breakfast

Conference Exhibitor

Break

Beverage Station

USB

Lanyard/Badge

Wi-Fi

Raffle Drawing

Chair Drop