



20 | **INSIGHTS**
19 | **CONFERENCE**

A Home Improvement Research Institute Event

SPONSORSHIP

September 24–25, 2019

Sofitel Magnificent Mile

20 E. Chestnut St.
Chicago, IL 60611

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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.

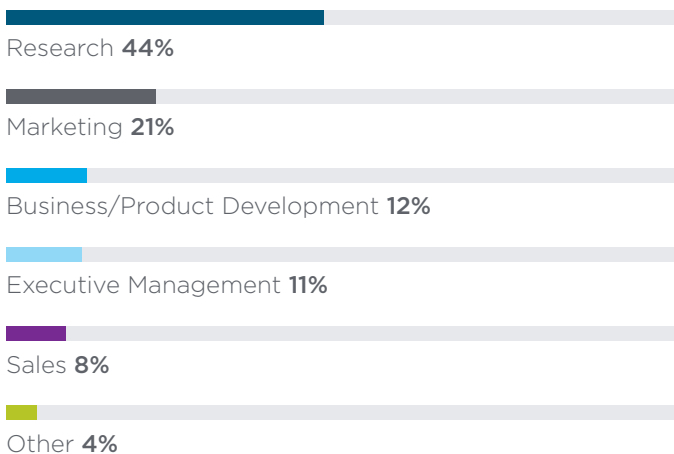
SPONSORSHIP OPPORTUNITIES

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 National Association of Realtors, Joint Center for Housing Studies of Harvard University, Hanley-Wood Metrostudy, John Burns Real Estate Consulting, The NPD Group, Wray Ward/RICKI, Delos/Well Living Lab, Nielsen and more.

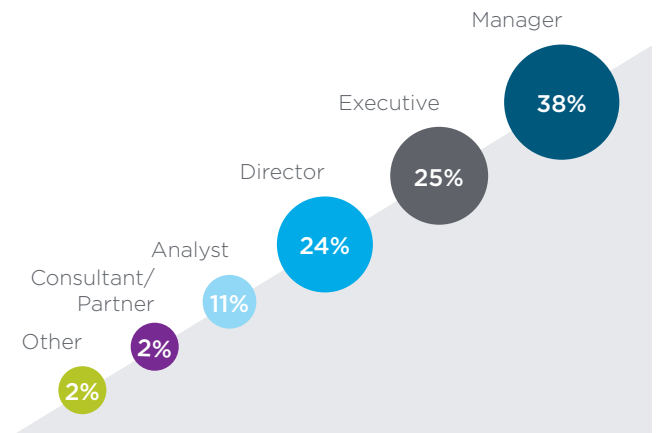
Last year, 200 industry professionals attended this event. Their primary job functions were in research and marketing and their top titles were executives and managers. The majority attended on behalf of manufacturers, retailers/wholesalers and publishers from nearly 30 states and Canada.

CONFERENCE ATTENDEES

BY FUNCTION



BY TITLE



MEMBER COMPANIES

MANUFACTURER

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

LIXL Water Technologies
 Lonza
 Lutron Electronics
 Marvin Windows & Doors
 Masco Corporation
 Metrie
 MTD Products
 Owens Corning
 Pella Corporation
 PPG Industries
 Rinnai America Corporation
 Robert Bosch Tool Corporation
 RPM
 Schlage
 Scotts Miracle-Gro
 Sherwin-Williams
 SHUR-LINE
 ShurTech
 Simpson Strong-Tie
 Spectrum Brands
 Toro Company
 Toughbuilt
 Universal Forest Products
 USG Corporation
 VELUX
 Wagner Spray Tech
 WD40
 Werner Ladder
 Whirlpool Corporation

RETAILER/WHOLESALE

Ace Hardware
 BMC Stock Holdings
 Ferguson Enterprises
 JC Penney
 Lowe's Companies
 Lumber Liquidators
 Orgill
 ProBuild
 The Home Depot
 True Value Company

PUBLISHER/MEDIA

Discovery Inc.
 Google
 Meredith Corporation
 Taunton Publishing
 Trusted Media Brands

OTHER MEMBERS

Dividend Finance
 ECN Capital Corp.
 FS Brands
 HomeAdvisor
 Houzz
 Joint Center for Housing Studies of Harvard University
 National Kitchen & Bath Assoc.
 North America Retail Hardware Assoc.

SPONSORSHIP PACKAGES

	Lunch \$5,000	Breakfast \$4,000	Exhibitor \$4,000	Break \$2,500	Beverage Station \$2,500	USB \$2,000	Lanyard/ Badge \$1,500	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

2 Available

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

\$4,000 BREAKFAST

2 Available

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

15 AVAILABLE

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

3 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

2 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

1 Available

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

1 Available

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.

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

Badge/Lanyard

Wi-Fi

Raffle Drawing

Chair Drop