

BUILD 27

AWCI's Convention + Expo

April 12–15, 2027 • Gaylord Texan Resort and Convention Center • Grapevine, TX



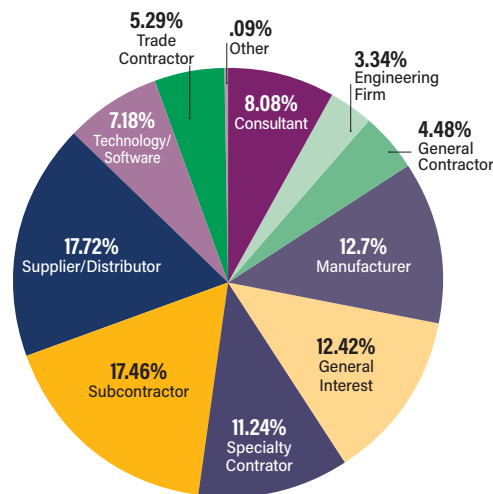
Be an Industry Leader: Become a Sponsor!

Sponsorship Opportunities

BUILD 27
AWCI's Convention + Expo

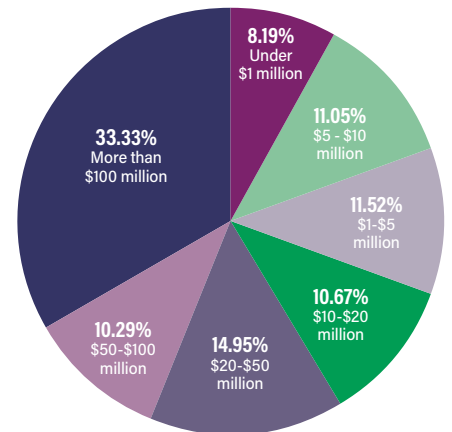
Showcase your brand at the premier event for the wall and ceiling industry. BUILD27 attracts top professionals, innovators and leaders eager to connect, learn and do business. Maximize your visibility and drive results with a sponsorship package that aligns with your marketing goals.

Attendee Profile



Attendee Business Type

Company's Annual Dollar Volume



81%
of attendees come
for the networking

73%
of attendees come
for the expo hall

What's New and at the Top of the List in the EXPO HALL!



Demo Lab



Hard Hat Breakfast



BUILD and Connect Lunch



Tools Down, Drinks Up
Happy Hour



Charging Zone



Golf Simulator Experience



Headshot Studio

Your Sponsorship Perks



Recognition in
AWCI's *Construction
Dimensions* magazine



Featured listing in the
convention mobile
app, event emails
and social media



Placement on the
AWCIBuild.org
website



On-site signage
and branding



Priority points added to
your company based
on sponsorship level

DEMO LAB

Put your product in the spotlight at AWCI's BUILD27 Exhibit Hall!

The Demo Lab offers exclusive 45-minute (including Q&A) live product demonstrations to an audience of industry professionals.

- Engage directly with industry decision-makers ready to invest.
- Showcase your latest innovations, products or services live to a captive audience.
- Enhance brand visibility with exclusive promotion.
- Benefit from limited availability for maximum impact.

Schedule

Day 1: Wednesday, April 14
1:00–3:45 pm (3 demo slots)

Day 2: Thursday, April 15
9:30 –11:15 am (2 demo slots)

Each 45-minute demo includes a 15-minute transition/break for smooth setup.

What's Included?

- One 45-minute dedicated demo session in a branded Demo Lab area
- Promotion via event website, mobile app and signage
- On-site support and prep area access

Sponsorship Packages

Basic Demo Slot: \$4,750

Standard 45-minute demo + promotion

Add-Ons:

Video Capture: \$1,500

Professional demo video for post-event use

Email Spotlight: \$1,000

Inclusion in a pre-event promotional email blast

Social Media Shoutout: \$750

Dedicated mention on event social media channels

Push Notification: \$750

App alert sent before your demo to boost attendance



Reserve Your Spot Today!

Only 5 demo slots available! Secure your spot early to maximize your exposure at BUILD27.

Contact

Brittany Lord-Buchanan
buchanan@awci.org

NEW! Passport Challenge

OPTIONS



Passport Challenge—Presenting Sponsor (\$10,000)

Drive the action across the expo floor! As exclusive presenting sponsor, your brand hits every attendee's hands as they hunt for prizes—delivering top-tier signage, mainstage prize branding and unmatched booth engagement.



Passport Stop (\$750)

Gamify your booth experience by becoming a designated Passport Stop. Attendees must visit you, engage and grab a stamp to qualify for the big prize drawing—putting your brand on the official map and driving guaranteed floor traffic.

Raffle Prize Requirement

"Passport Stop" sponsors are required to provide one raffle prize with a minimum retail value of \$100.

Passport Challenge Drawing Information

Completed passports must be submitted by the designated deadline to be eligible for the raffle prize drawings. Prize drawings will take place on the BUILD show floor on Thursday, April 15, at 11:00 am. Winners must be present at the time of the drawing to claim their prize. Unclaimed prizes will be forfeited, and an alternate winner may be selected.



Diamond Sponsorship: \$50,000

OPTIONS



BUILD27 Celebration (Exclusive Sponsor)

Take center stage as the sole host of the convention's most iconic night! Includes immersive branding with themed entertainment, signature cocktails, branded napkins and interactive activations—all curated to spotlight your brand while raising funds for the Foundation of the Wall and Ceiling Industry.



AWCI's BUILD27 Celebration (Co-Sponsor: \$30,000)

Receive full Diamond recognition while sharing the spotlight in this high-energy, high-impact event.



Diamond Sponsorship Includes:

Recognition on website, signage and mobile app • 8 complimentary registrations
Post-event registration list

Platinum Sponsorship: \$30,000

OPTIONS



Keynote Speaker, Greg Wells, PhD

Associate your brand with one of BUILD27's most anticipated general session experiences featuring Dr. Greg Wells, renowned expert in human performance, resilience and wellness. This high-visibility sponsorship places your company in front of the convention's largest audience while demonstrating your commitment to leadership, innovation and professional growth.



AWCI's Excellence in Construction Awards Presentation

Align your brand with the gold standard of industry achievement. As a sponsor of the Excellence in Construction Quality, Innovation and Safety Awards, you'll take center stage to honor the year's top projects and pioneers. It's high-profile, main-stage exposure alongside the best in the business.



Platinum Sponsorship Includes:

Recognition on website, signage and mobile app • 6 complimentary registrations
Post-event registration list

Gold Sponsorship: \$20,000

OPTIONS



NEW! The BUILD and Connect Lunch

Anchor BUILD27's newest expo floor networking hub! Host opening day's premier lunch gathering and place your brand right at the heart of high-traffic, casual conversations as attendees fuel up, connect and kick off the convention.



NEW! Tools Down, Drinks Up Happy Hour

Host opening day's biggest social hour right on the expo floor! Put your brand front and center with free drinks, bites and dynamic networking—creating the ultimate casual setting to connect with key decision-makers as day one wraps up.



First-Timers, Board of Directors and Emerging Leaders Happy Hour

This dynamic happy hour includes branded cocktail napkins, koozies and signage, ensuring your brand stands out in a relaxed environment perfect for forging lasting connections.



Networking Lunch Two Available

These well-attended lunches are prime opportunities for casual conversation and relationship-building. Get branded signage at food and beverage stations, offering sustained visibility while attendees refuel and mingle.



Convention Wi-Fi

Elevate your brand with custom-branded convention Wi-Fi. Attendees rely on it, and your brand's network name, password and venue signage ensure high visibility and repeated engagement.



Branded Hotel Keycards

Custom hotel keycards put your brand in every attendee's hands for continuous exposure. We handle production and logistics; you provide the artwork.

Gold Sponsorship Includes:

Recognition on website, signage and mobile app • 4 complimentary registrations
Post-event registration list

Silver Sponsorship: \$10,000

OPTIONS



NEW! Hard Hat Breakfast

Start day two with breakfast and networking on the expo floor before exhibits close at 11:30 am. This high-traffic event gives your brand premier visibility as attendees gather to connect, visit exhibitors and make the most of their final hours on the show floor.



NEW! Headshot Studio

Give attendees a complimentary, high-quality headshot right on the show floor. Sponsors get prominent studio branding, event promotion recognition and direct face-to-face engagement as attendees upgrade their professional image.



AWCI President's Welcome Reception (Co-sponsored with Hilti)

AWCI's premier networking event. Put your brand front and center from day one with custom cocktail napkins, prominent signage and sponsored entertainment as attendees connect and set the stage for a successful week.



Charging Zone

Sponsor a branded power lounge in the expo hall. Attendees pause, recharge and see your brand in action.



Golf Simulator Experience

Draw crowds and drive interactive networking right on the expo floor. This high-traffic attraction gives attendees a fun spot to test their swing, compete and unwind—keeping your brand front and center all week.



Atrium Light Curtains (Digital) 4 curtains—\$10,000 per day

Transform the Gaylord Texan's iconic atrium into a showcase for your brand. These dynamic digital light displays provide high-impact visibility in one of the resort's most photographed and heavily trafficked spaces.

Silver Sponsorship Includes:

Recognition on website, signage and mobile app • 2 complimentary registrations
Post-event registration list

Silver Sponsorship: \$10,000

OPTIONS



Conference Pre-Function LED Wall (Digital) (12.5'x19')

Shared with AWCI: Maximize your exposure with a stunning LED display next to registration and meeting rooms. Situated along the main attendee pathway, this high-impact wall ensures continuous visibility as participants check in and head to sessions.



Meeting Room Digital Monitors

Brand visibility outside every breakout room in the convention center.



Convention Center Escalator Clings (\$10,000 per level or \$15,000 for both)

Maximize your visibility with high-impact clings on the primary escalators leading to the exhibit hall. Secure repeated exposure as attendees travel daily between educational sessions, networking events and the show floor.

Level 1: (4) Escalators with 5 glass panels each (6' W x 2' H)

Level 2: (2) Escalators with 4 glass panels each (6' W x 2' H)



Lanyards

Put your logo on the most visible accessory at the show—worn by every attendee, every day. Production and delivery included.



Breakfast

Sponsor a morning meal with branded cocktail napkins and signage. Position your brand as the first thing attendees see and savor.

Silver Sponsorship Includes:

Recognition on website, signage and mobile app • 2 complimentary registrations
Post-event registration list

Silver Sponsorship: \$10,000

OPTIONS



Beer Bar

Four Available

Delight attendees with beer and social vibes in designated areas. Sponsors receive branded drink tickets to hand out—perfect for driving booth visits.



Expo Snacks

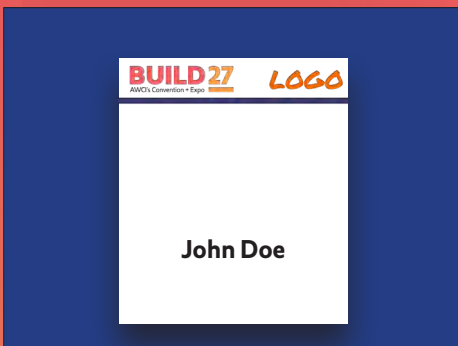
Two Available

Keep the energy up with branded snack stations throughout the exhibit floor.



AWCI Emerging Leaders Dinner

Host a private dinner for AWCI's up-and-coming leaders. We handle logistics—you own the experience.



Name Badges

Every handshake starts with your brand—co-branded badges for every attendee.



Notebooks and Pens

Sponsor a thoughtful branded gift delivered to attendee hotel rooms. Sponsor provides gift and AWCI handles delivery.



Door Hangers

Custom-designed pieces for every guest room door to drive booth traffic.

Silver Sponsorship Includes:

Recognition on website, signage and mobile app • 2 complimentary registrations

Post-event registration list

Bronze Sponsorship: \$5,000

OPTIONS



Lone Star Atrium Bell Tower LED Wall (Digital Signage) (16'x9')

Showcase your brand on a striking digital display in the main atrium of the Gaylord Texan. This high-visibility location puts your message in front of attendees as they gather, network and move throughout the convention.



Networking Break

Sponsor coffee or snack breaks with your logo on napkins and signage.



AWCI Board of Directors Refreshments

Target AWCI leadership during the AWCI Board Meeting with branded refreshments.



"Know Before You Go" E-mail

Put your brand directly in attendees' inboxes before BUILD27 begins with exclusive sponsorship of the pre-event "Know Before You Go" email, delivering high-visibility exposure and a final touchpoint before arrival.



Video Ad

Your 30-second ad looped on screens in high-traffic areas.

Bronze Sponsorship Includes:

Recognition on website, signage and mobile app • 1 complimentary registration
Post-event registration list

General Sponsorship: \$2,500

Includes:

Recognition on the BUILD27 website, app and event signage
No registrations included.

Secure Your Sponsorship Today!

Contact Brittany Lord-Buchanan • buchanan@awci.org

SECURE YOUR SPONSORSHIP TODAY!

**Contact Brittany Lord-Buchanan
buchanan@awci.org**



Be an Industry Leader: Become a Sponsor!