



ASSOCIATES COUNCIL PROUDLY PRESENTS

# B.E.T.A.

## Builder Expo with Trades and Associates

Builders — meet your next project partners at BETA 2026!

Connect with top trades, suppliers, and industry pros all in one place.

Start your morning with a panel of regional city & county development leaders, then meet with them directly on the trade show floor.

Trades & Associates—secure your exhibitor spot and get your business in front of the right audience.

Featuring a keynote from Danushka Nanayakkara, Assistant Vice President of Forecasting and Analysis with NAHB, on market trends and what’s ahead for the industry.

Don’t miss one of the year’s premier events!

### EVENT INFO:



**Tuesday, June 16, 2026**

**8:30AM - “What’s Developing” Panel Discussion**



**9:30AM - 11:30AM - Trade Show**

**12:00PM - Lunch Keynote Speaker**



**Roebbelen Center @ The Grounds**

**700 Event Center Dr, Roseville**

### PRICING TO ATTEND:

All attendee tickets include lunch and access to tradeshow

- \$650 Exhibitor 10'x10' or
- \$1200 for 20;x10', includes 2 or 4 ppl, 8' table, 2 or 4 chairs, lunch and full page ad in printed program
- Builder Registration: \$85
- Non-Builder Member Registration: \$105
- Non - Member Registration: \$145

**Deadline for printed program: May 29**

**SEE PAGE 2 FOR SPONSORSHIPS!**

### KEYNOTE SPEAKER:



**Danushka Nanayakkara**

*Assistant Vice President,  
Forecasting and Analysis, NAHB*

### Event Contact:

[Evelyn@northstatebia.org](mailto:Evelyn@northstatebia.org)

### Register Now:

[www.Northstatebia.org](http://www.Northstatebia.org)



# B.E.T.A. SPONSORSHIPS



Sponsorships will include attendee registration(s), pre-, during, and post-event social media, mention in printed program, and logo on event banner.

## **\$650-\$1200 - Exhibitor**

- \$650 Table Top Exhibitor - 10'x10' space (\$1000 Non-Member) - Includes 2 booth staff, Full page ad in printed program.
- \$1200 Double the Space - 20'x10' space (\$2100 Non-Member) - Includes 4 booth staff, Full page ad in printed program.

## **\$2000 - Lanyard Sponsor, BIA Member Only**

Your company name on name tag lanyards handed out to all attendees, Full page ad in printed program, includes 2 registrations.

## **\$1000 - Refreshments Station Sponsor**

Signage at the beverage station (\$1750 Non-Member), 1/2 page ad in printed program, includes 2 registrations.

## **\$500 - Banner Sponsor**

Your banner on the wall or standing at registration table (\$750 Non-Member), 1/2 page ad in printed program, includes 1 registration.

## **\$250 - Lunch Sponsor**

Your logo on the tables in Dining area during Keynote Speaker, (\$400 Non-Member), includes 1 registration.

## **Printed Program Advertising:**

\$250, 1/2 Page Ad  
\$500, Full Page Ad

Exhibitor & Sponsorship  
Contact: Evelyn Vanderville  
[EVERYLN@NORTHSTATEBIA.ORG](mailto:EVERYLN@NORTHSTATEBIA.ORG)