



## DIRECTIONS 2010 Virtual Conference

### OVERVIEW

In November of 2010, CUSTOM HOME'S Directions conference will once again go virtual with powerful on-demand sessions to help custom builders, designers, and architects develop the tools they need to thrive as the custom home building market accelerates into 2011.

Sessions will be hosted by experts, visionaries and builders from inside and outside the home building industry to share success stories and develop strategies for survival and growth. The conference programming will be devoted to creating better business systems and more unique differentiators to enable custom builders to better compete.

Topics covered in last year's conference included:

- **The Pennywise House:** What every custom builder should know about smaller, architect-designed modular houses.
- **High End Green:** Can luxury and sustainability coexist? How you can give your next client a lovable, beautiful, responsible home.
- **Remodeling 101 for Custom Home Builders:** How you can pick up smaller jobs and still stay profitable.
- **The High Performance House:** Separating the greenwashing hype from best practices in building science.

### CONFERENCE PARTNER: CB/USA

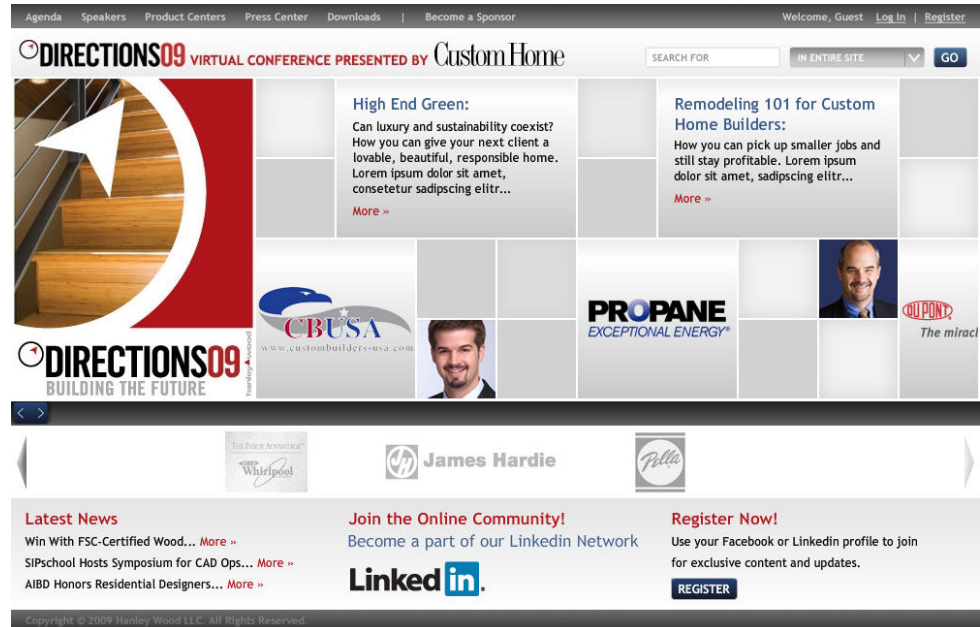
Directions was created by CUSTOM HOME in partnership with Custom Builders USA. The founders of CB/USA had a vision for a better way of doing business and believed that the efficiencies of a large production builder's purchasing program could be implemented by smaller companies working together as "one" in the marketplace. CB/USA has built the nation's first and largest network of top custom and independent builders and have provided them with the most comprehensive and user-friendly purchasing solution available on the market.

### THE ATTENDEE EXPERIENCE

The first impression for visitors arriving at the Directions Virtual Conference—Building the Future is the components wall, called the "wonderwall." This flash-based navigation scheme works like a dynamic table of contents, giving visitors top-level rollover previews of all available event components—such as event



topics of discussion, featured speakers, editorial coverage, sponsors and most recent posts. A URL unique to the event allows the “wonderwall” to function as a landing page for online and print promotions.



## WHY A “VIRTUAL CONFERENCE”?

### For Attendees...

- Eliminate thousands of dollars in travel costs
- Reduce costly “out-of-office” time
- Full staff accessibility through the internet, regardless of geographic location.
- Instant accessibility (and re-access) to product information, industry resources, research and program content.
- Ability to “pace a show” for deeper engagement with content AND sponsors.



**For Marketers...**

Moving the Directions Conference online will open the event to a wider audience of custom home building executives who stand to gain from its content. Attendees will no longer be required to dedicate two or three days for an in-person event. Instead – the conference will be brought to them

- **Quantum savings** – Cut down costs on physical booth requirements as well as travel, shipping and personnel expenses
- **Generate highly qualified leads** - Direct tracking and one-to-one engagement with attendees in a more “manageable” environment.
- **Build greater brand awareness** – Promotion and marketing opportunities more closely tied to event and “virtual booth”.
- **More robust booth/product centers** – greater ability to communicate deep product messages and information via the virtual booth. (sample below)

Agenda Speakers Product Centers Press Center Downloads | Become a Sponsor Welcome, Guest Log In Register

DIRECTIONS09 VIRTUAL CONFERENCE PRESENTED BY Custom Home

SEARCH FOR IN ENTIRE SITE GO

**PROPANE**  
EXCEPTIONAL ENERGY®

WHO WE ARE PRODUCT CENTER LITERATURE CENTER WEBCAST/VIDEO PRESS ROOM

**TANKLESS WATER HEATERS**  
Why Propane Tankless vs. Electric?

Here's how a propane tankless water heater can save you money compared to tank-style storage water heaters or electric tankless heaters.

- Installing a propane tankless water heater may qualify you for tax credits.
- Propane tankless water heaters are so efficient, they're Energy Star qualified (electric tankless water heaters are not).
- Propane tankless water heaters reduce carbon emissions by 63 percent compared to electric tankless water heaters.

[Discuss This Product >](#)  
[Download Brochure >](#)  
[Ask a Question/Contact Us >](#)

Copyright © 2009 Hanley Wood LLC. All Rights Reserved.



## THE EVENT

As travel budgets get cut and confidence in the success of digital experiences increases, virtual worlds are enjoying accelerated acceptance. In a new survey by the Center for Exhibition Industry Research, 40% of corporate and brand executives surveyed said they had used virtual events of some kind, while 31% of companies in the exhibition space had used them. *\*Source: Minonline.com*

- **An “attendee experience”**
  - Utilizes the best of web technology
  - Abandons clunky “web 1.0” virtual conference platforms
  - Six month event coverage
- **Content breadth**
  - Four-session program at launch
  - Discussion forums, enhanced editorial coverage, research, market data and more...
- **Dynamic sponsor programs**
  - Title, Premiere and Patron level sponsorships
  - High visibility
  - Deep engagement
  - Reach more attendees

## CONFERENCE STATISTICS

The Directions '09 Virtual Conference premiered the weeks of December 8, 2009 and December 15, 2009 with a series of four on-demand Webinars. Four information-packed sessions covered topics including remodeling, high-end green, architecturally built modular homes and high-performance houses. The inaugural Directions Virtual Conference was a successful and widespread program. Since the first session of Directions Virtual Conference went live December 8, 2009, we've had 1,665 unique visitors and 4,831 page views.



## IMPRESSIONS

### TOTAL IMPRESSIONS OVER 1.7 MILLION\*

**Print house ads:** Total impressions = **583,948**

Ads running September '09 through May '10 in both CUSTOM HOME and BUILDER

**HTML email blasts:** Total impressions = **755,170**

10 HTMLs total

**Banner Ads:** total impressions = **76,645**

Rotating space available on CUSTOM HOME and BUILDER Web sites

**eNewsletter Ads:** Total impressions = **350,000**

*\*Impression count as of 3/16/10*

## SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR	
<b>\$32,500 net, Only 1 available</b>	
<b>Print Promotion</b>	Sponsor logo will be placed in promotional ads running in CUSTOM HOME. Ads will run beginning September/October 2010 through March/April 2011. Circulation: 30,000
<b>Web site Promotion</b>	Dedicated CUSTOM HOME and BUILDER Online promotion including sponsor logos.
<b>E-Mail Promotion</b>	Sponsor logo will be included in four (4) promotional HTML blasts sent to CUSTOM HOME (50,000 circ) and BUILDER (85,000) subscriber lists.
<b>e-Newsletter Promotion</b>	2x listing within CUSTOM HOME BUSINESS UPDATE e-newsletters (logo + text)
<b>Sponsor Booth</b>	Sponsor pavilion which can contain 4-5 tabs of content. Content can include: <ul style="list-style-type: none"> <li>• Who We Are: tab for company contact information</li> <li>• Literature Center: company marketing &amp; product materials</li> <li>• Press Room: press releases and editorial resources</li> <li>• Product Showcase: Flash demo for product highlights</li> <li>• Webcast/Video: sponsor-supplied Web video</li> </ul>
<b>Logo Exposure on Wonderwall</b>	Rotating logo featured in sponsor section of event landing page.
ADDITIONAL BENEFITS FOR TITLE SPONSORS	
<b>Welcome Video</b>	Title sponsor will receive exclusive opportunity to host a Welcome Video to the Directions Virtual Conference. Hanley Wood will produce, edit and post the video. All attendees will view the video prior to participating in the individual seminars.



TITLE SPONSOR	
<b>Enhanced Wonderwall Landing Page Exposure</b>	Attendees will enter the conference through The Directions Virtual Conference wonderwall. The wonderwall will list all the sessions, as well as the event sponsors. Title sponsors will receive 4 squares on the wonderwall for "island booth exposure."
<b>Speaker Sponsorship</b>	Title sponsors are entitled to sponsorship of one of our session speakers. Speaker sponsorships will be selected on a first-come, first-serve basis. Sponsor logo will be included on the main session page, on the main speaker page listing the sessions, as well as on the session player.  Sponsors can provide pre-roll and post-roll video/flash to be included in the session. Please note that the supplied video can not be longer than 15 seconds.
<b>Virtual Event Ad Units</b>	Sponsors can provide 300 x 250 pixel ad units which will rotate throughout the editorial content pages of the Directions Virtual Conference site.
<b>Leads</b>	Sponsors will receive leads for all custom building executives who register for The Directions Virtual Conference programming. Leads will be provided on a monthly basis.
<b>Additional Programming Sponsorship</b>	Title sponsors may supply additional programming of their own for an add-on price of \$2,500 net. Programming must be supplied in acceptable file format (see attached for specific details) and must be approved in advance by Hanley Wood, LLC.)

PREMIERE SPONSORS	
<b>3 Available Sponsorships @ \$12,500 net</b>	
<b>Print Promotion</b>	Sponsor logo will be placed in promotional ads running in CUSTOM HOME. Ads will run beginning September/October 2010 through March/April 2011. Circulation: 30,000
<b>Web site Promotion</b>	Dedicated CUSTOM HOME and BUILDER Online promotion including sponsor logos.
<b>E-Mail Promotion</b>	Sponsor logo will be included in four (4) promotional HTML blasts sent to CUSTOM HOME (50,000 circ) and BUILDER (85,000) subscriber lists.
<b>e-Newsletter Promotion</b>	2x listing within CUSTOM HOME BUSINESS UPDATE e-newsletters (logo + text)
<b>Sponsor Booth</b>	Sponsor pavilion which can contain 4-5 tabs of content. Content can include: <ul style="list-style-type: none"> <li>• Who We Are: tab for company contact information</li> <li>• Literature Center: company marketing &amp; product materials</li> </ul>



PREMIERE SPONSORS	
	<ul style="list-style-type: none"> <li>• Press Room: press releases and editorial resources</li> <li>• Product Showcase: Flash demo for product highlights</li> <li>• Webcast/Video: sponsor-supplied Web video</li> </ul>
<b>Logo Exposure on Wonderwall</b>	Rotating logo featured in sponsor section of event landing page.
ADDITIONAL BENEFITS FOR PREMIERE SPONSORS	
<b>Enhanced Wonderwall Landing Page Exposure</b>	Attendees will enter the conference through the Directions Virtual Conference wonderwall. The wonderwall will list all the sessions, as well as the event sponsors. Premiere sponsors will receive 4 squares on the wonderwall for "island booth exposure."
<b>Speaker Sponsorship</b>	<p>Premiere sponsors are entitled to sponsorship of one of our session speakers. Speaker sponsorships will be selected on a first-come, first-serve basis. Sponsor logo will be included on the main session page, on the main speaker page listing the sessions, as well as on the session player.</p> <p>Sponsors can provide pre-roll and post-roll video/flash to be included in the session. Please note that the supplied video can not be longer than 15 seconds.</p>
<b>Virtual Event Ad Units</b>	Sponsors can provide 300 x 250 pixel ad units which will rotate throughout the editorial content pages of the Directions Virtual Conference site.
<b>Leads</b>	Sponsors will receive leads for all custom building executives who register for The Directions Virtual Conference programming. Leads will be provided on a monthly basis.
<b>Additional Programming Sponsorship</b>	Premiere sponsors may supply additional programming of their own for an add-on price of \$2,500 net. Programming must be supplied in acceptable file format (see attached for specific details) and must be approved in advance by Hanley Wood, LLC.)
<b>Full Page Ad</b>	<p>Sponsorship includes an ad page in the November/December 2010 issue* of CUSTOM HOME magazine (separate IO for ad required)</p> <p>* Issue close October 1, 2010</p>



PATRON SPONSORS	
<b>Sponsorships @ \$10,000 net</b>	
<b>Print Promotion</b>	Sponsor logo will be placed in promotional ads running in CUSTOM HOME. Ads will run beginning September/October 2010 through March/April 2011. Total circulation: 30,000
<b>Web site Promotion</b>	Dedicated CUSTOM HOME and BUILDER Online promotion including sponsor logos.
<b>E-Mail Promotion</b>	Sponsor logo will be included in four (4) promotional HTML blasts sent to CUSTOM HOME (50,000 circ) and BUILDER (85,000) subscriber lists.
<b>e-Newsletter Promotion</b>	2x listing CUSTOM HOME Business Update e-newsletters (logo + text)
<b>Sponsor Booth</b>	<p>Sponsor showcase booth which can contain 4-5 tabs of content. Content can include:</p> <ul style="list-style-type: none"> <li>• Who We Are: tab for company contact information</li> <li>• Literature Center: company marketing &amp; product materials</li> <li>• Press Room: press releases and editorial resources</li> <li>• Product Showcase: Flash demo for product highlights</li> <li>• Webcast/Video: sponsor-supplied Web video</li> </ul>
<b>Logo Exposure on Wonderwall</b>	Attendees will enter the conference through The Directions Virtual Conference wonderwall. Rotating logo featured in sponsor section of event landing page.
<b>Virtual Event Ad Units</b>	Sponsors can provide 300 x 250 pixel ad units which will rotate throughout the editorial content pages of the Directions Virtual Conference site.
<b>Leads</b>	Sponsors will receive leads for all custom building executives who register for The Directions Virtual Conference programming. Leads will be provided on a monthly basis.
<b>Full Page Ad</b>	<p>Sponsorship includes an ad page in the November/December 2010 issue* of CUSTOM HOME magazine (separate IO for ad required)</p> <p>* Issue close Oct. 1, 2010</p>



## SPONSOR MATERIALS FOR SPONSOR BOOTH

Sponsors can post product brochures, videos, press releases, whitepapers, etc. in their sponsor booths at the Directions Virtual Conference. Listed below are acceptable file formats and quantities for each area of the sponsor booth.

### Who We Are

- Cover Text, 200 words or less submitted in any format other than PDF.
- 5 Images for rotating Flash. Images/Logos submitted in any high resolution format.

### Product Showcase

- Total of 5 products per sponsor. Includes text up to 200 words or less per product and one image per product.
- Images/logos must be high resolution images, any format.
- Optional voiceover posting available for additional fee of \$500 per product when voiceover files are submitted by sponsor. Voiceover production and editing available for additional fee of \$1,250 per product.

### Literature Center

- Total of 5 product brochures, white papers, catalogues, articles, etc.
- Cover text under 200 words.
- Literature submitted in PDF format.

### Press Center

- Total of 5 press releases per sponsor.
- Cover text under 200 words.
- Press releases submitted in PDF format.
- To update press releases throughout the 6 month sponsorship period, there will be an additional edit charge of \$250 per two press releases.

### Webcast/Video

- Total of 5 videos per sponsor. Recommended length no more than 5 minutes/video.
- Images/logo – high resolution, any format.
- Video format: uncompressed Quicktime files are best, but most uncompressed formats are acceptable. If sent on disk, format for data, not DVD (it should not play in a DVD player.) Audio: uncompressed aiff or very high quality MP3.

**DIRECTIONS VIRTUAL CONFERENCE**

I hereby reserve our company's sponsorship of the Directions Virtual Conference (November 2010 – May 2011.) Sponsorships are non-cancelable.

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

- Title Sponsor: \$32,500
- Premiere Sponsor: \$12,500
- Patron Sponsor: \$10,000

\_\_\_\_\_  
Sponsoring Company Name

\_\_\_\_\_  
Key Contact Name

\_\_\_\_\_  
Key Contact Address

\_\_\_\_\_  
Key Contact Telephone & Email Address

\_\_\_\_\_  
Authorized by (please sign your name) Date

Return to: Jeff Calore, Publisher  
 Residential New Construction Group  
 Hanley Wood, LLC  
 One Thomas Circle, NW | Suite 600  
 Washington, DC 20005  
 T : 202.380.3766  
 F : 202.785.1974  
 jcalore@hanleywood.com

**Sponsor Initials**  
 I hereby reserve our company's sponsorship of 2010 DIRECTIONS VIRTUAL CONFERENCE. Sponsorship of the 2010 DIRECTIONS VIRTUAL CONFERENCE 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.