

XCHANGE 21

A Broker Business Advocacy Association (BBAA) Event

BROKER
Business Advocacy Association
WHO WE ARE AND WHAT WE DO FOR OUR MEMBERS



SPONSOR/EXHIBITOR GUIDE

October 19-21, 2026 | Hilton Charlotte University Place

Sponsor Visibility & Marketing Reach

In addition to on-site exposure at the event, sponsors will receive visibility across the broader CENTURY 21 broker community. The BBAA currently represents 77 CENTURY 21 member companies across 28 U.S. states, and sponsors will gain exposure to this entire membership base through BBAA marketing communications and promotional channels.

CENTURY 21 corporate will also promote the event through its events page and additional marketing platforms throughout the year, further expanding sponsor visibility. As a result, sponsors benefit from meaningful brand exposure not only to those who attend the event, but also to the wider network of CENTURY 21 brokers and professionals who engage with these communications.

SPONSORSHIP LEVELS

Presenting Sponsor - \$5,000 (Limited to 1 Sponsor)

- Your Company name / logo will be incorporated into all event-controlled collateral
- Exclusive to industry – no other sponsorships in your brand category
- Prime exposure on event website and Facebook page
- Logo included in all printed collateral
- Logo on large video screen next to stage at General Session
- Logo on sponsor signage in addition to being presenting company
- Mentions by on-site emcees in title and general recognition
- Exhibitor booth (single or double) w/best placement in the main hall leading to all breakouts and General Session
- Prime presentation opportunity for 15 to 20 minutes at Owners/Managers Retreat
- Invitation to Owner/Manager kickoff dinner
- Prime presentation opportunity for up to 5 minutes at General Session
- Custom/Separate announcements about Presenting Sponsor on Website & Facebook event page
- Your company provided marketing materials/swag to be included in the welcome bag given to every attendee
- Up to 4 event registrations including all meals and events (includes Final Night Celebration)
- Full contact list of all attendees

General Session Sponsor - \$3,500 (Limited to 1 Sponsor)

- Your Company name / logo will be incorporated into all handouts
- Invitation to speak at Owner/Manager Retreat for 5 minutes
- Presentation opportunity for 5 minutes at General Session to speak about your company
- Exclusive to industry – no other sponsorships in your brand category
- Exhibitor booth (single or double) w/best placement in the main hall leading to all breakouts and General Session
- Logo Recognition on event website and Facebook page
- Logo on sponsor signage/screens throughout event
- Your company provided marketing materials/swag to be included in the welcome bag given to every attendee
- Up to 3 event registrations including all meals and events (including Final Night Celebration)

XCHANGE 21

A Broker Business Advocacy Association (BBAA) Event

BROKER
Business Advocacy Association
WHO WE ARE AND WHAT WE DO FOR OUR MEMBERS



SPONSOR/EXHIBITOR GUIDE

October 19-21, 2026 | Hilton Charlotte University Place

Education Sponsors - \$2,500

- Your Company name / logo will be incorporated into all handouts
- Invitation to speak at Owner/Manager Retreat for 5 minutes
- Exhibitor booth (single or double) w/best placement in the main hall leading to all breakouts and General Session
- Logo Recognition on event website and Facebook page
- Logo on sponsor signage/screens throughout event
- Your company provided marketing materials/swag to be included in the welcome bag given to every attendee
- Up to 2 event registrations including all meals and events (including Final Night Celebration)

Food & Beverage Sponsor – \$2,500

Help keep attendees energized and engaged by sponsoring the event's coffee service, attendee & leadership lunch, and opening cocktail reception.

- Exhibitor booth with prime placement in the main hall leading to all breakout rooms and the General Session
- Company logo featured on the event website and Facebook page
- Company logo displayed on sponsor signage and screens throughout the event
- Branded signage at food and beverage stations, including place cards on buffet tables, cocktail tables, and dining areas
- Recognition during the General Session
- Opportunity to include company marketing materials or swag in the welcome bag distributed to all attendees
- Up to two (2) event registrations, which include coffee, lunch, and access to the opening cocktail reception

Note: Each attendee receives one drink ticket for the opening cocktail reception to maximize attendance.

Exhibitor Booth - \$600 Early Bird Before 07/31/26 / \$750.00 After 07/31/26

- Exhibitor booth in main hall leading to all breakouts and General Session
- Your company provided marketing materials/swag to be included in the welcome bag given to every attendee
- 1 event registration (includes coffee and boxed lunch being served)
- Optional participation in our new "Attendee Appointment Scheduling" program

If you have questions, please call or email: Stephen Votino (919) 614-0884 / stephen.votino21@gmail.com

XCHANGE 21

A Broker Business Advocacy Association (BBAA) Event

BROKER
Business Advocacy Association
WHO WE ARE AND WHAT WE DO FOR OUR MEMBERS



SPONSOR/EXHIBITOR GUIDE

October 19-21, 2026 | Hilton Charlotte University Place

SPONSOR / EXHIBITOR SERVICES INFORMATION

Event Overview & Key Contacts

- **Location:** Hilton Charlotte University Place, 8629 J M Keynes Dr, Charlotte, NC 28262
- **Primary Contact:** Stephen Votino (919-614-0884 / stephen.votino21@gmail.com).
- **Schedule ([Full Schedule](#)):**
 - **MONDAY, OCTOBER 19, 2026**
 - 11:00am – 6:00pm: Registration Begins
 - **TUESDAY, OCTOBER 20, 2026**
 - 10:00am – 12:00pm: Exhibitor Setup
 - 12:00pm - 5:00pm Exhibit Open
 - 5:00pm - 6:30pm Vendor Cocktail Reception
 - **WEDNESDAY, OCTOBER 21, 2026**
 - 9:00am – 4:00pm: Exhibits
 - 2:30pm: Closing General Session
 - 6:30pm: Final Night Dinner
- **Sponsor Visibility:** Remind them that their reach extends beyond the room to the 77 member companies and the broader CENTURY 21 community.
- **Payment:**
 - To register as a sponsor or an exhibitor, [click here](#).
 - To register additional guests outside of your benefits, [click here](#).

Exhibitor Booth & Logistics (The Exhibitor "How-To")

- **Booth Provisions:** 6-foot table & electricity (Wi-Fi additional cost)
- **Placement:** Presenting, General Session, and Education sponsors receive "best placement"
- **Shipping Instructions:** Ship all packages to Hilton Charlotte University Place, 8629 J M Keynes Dr, Charlotte, NC 28262 and label packages as "Hold For XCHANGE|21" to ensure your boxes don't get lost in hotel storage.

Sponsor-Specific Deliverables

- **High-tier sponsors receive the "VIP" experience:**
 - Speaking Slots: * Presenting Sponsor: 15–20 minutes at the Leadership Retreat and 5 minutes at the General Session.
 - General Session/Education Sponsors: 5 minutes during their respective sessions.
- **Welcome Bag Swag:** All sponsors and exhibitors are eligible to provide materials/swag. Provide a deadline and shipping address specifically for these items so they can be stuffed into bags before attendees arrive.
- **Digital Branding:** Please send high-res logos for the website, Facebook event page, and the large video screens to info@bbaa21.org

If you have questions, please call or email: Stephen Votino (919) 614-0884 / stephen.votino21@gmail.com

XCHANGE | 21

A Broker Business Advocacy Association (BBAA) Event

BROKER
Business Advocacy Association
WHO WE ARE AND WHAT WE DO FOR OUR MEMBERS



SPONSOR/EXHIBITOR GUIDE

October 19-21, 2026 | Hilton Charlotte University Place

Value-Add Programs

- Attendee Appointment Scheduling: X|21 has a **"Sponsor BYOL Program"** (Bring Your Own Link)
- To provide our sponsors with more high-value interactions, we are adding a **"Book a Meeting"** feature to each exhibitor's profile on our conference website. This allows attendees to schedule 10–15 minute slots with you in advance, ensuring you have a steady stream of qualified leads at your exhibit tabletop.
- **How to Participate (at no cost):**

We want you to have full control over your own schedule and notifications. To join in, please provide us with a personal scheduling link from a tool like [Calendly](#) or [Google Calendar](#).

Step 1: If you don't have one, set up a free account with Calendly (the basic version is free forever).

Step 2: Create a 15-minute "X|21 Meeting" event type.

Step 3: Set your availability to match our exhibit hall hours (view agenda).

Step 4: Send your unique booking link to [\[info@bbaa21.org\]](mailto:info@bbaa21.org) by 09/26/26).

Once we have your link, we will add a prominent button to your sponsor profile so attendees can start booking time with you immediately!

Important Deadlines

| <u>Item</u> | <u>Deadline</u> |
|-----------------------------------|----------------------------------|
| Exhibitor Early Bird Pricing Ends | July 31, 2026 |
| Logo Submission | No later than September 26 2026 |
| Welcome Bag Swag Arrival | No later than September 26, 2026 |
| Hotel Room Block Cutoff | September 26, 2026 |