TechHome Builder SUMMIT

HOUSING TRANSFORMATION SUMMIT

GUEST SUCCESS PLAYBOOK

Your step-by-step guide to powerful results

November 6-8, 2023 • Phoenix, AZ

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WELCOME

Since 2008, AE Ventures has been producing hosted events that gather the biggest and best players in their markets to move their businesses forward.

We know that the builders and multifamily operators we host share the same goal: to expand and refine their tech plays and identify the vendors they'll need to succeed in a fast-changing market.

It's not easy to take time away from your day-to-day, but our dedicated team is here to help you make the most of your time at the Summit with comprehensive, goal-oriented support like you've never experienced at an event before.

From travel and hotel booking assistance to on-site orientations and post-event meeting summaries, we will be providing you the support you need to have a smooth and productive event experience. This Guest Success Playbook is just one tool we have designed to assist along the way.

We're looking forward to serving you!

Leigh Sullivan

AE Ventures Time Well Spent Guarantee

We are confident that you will find great value in attending this summit, and if for any reason you feel it was a waste of your time, we will donate $500 to the charity of your choice. We'd give you your money back, but we pay for everything!

Leigh Sullivan
Customer Success Manager
AE Ventures
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EVENT DETAILS

Event Location

The TecHome Builder-Housing Transformation Summit will be held in the West building of the Phoenix Convention Center. **Event elements taking place here include:**

- Information Desk
- Guest check-in
- Keynote Address
- Connections Reception
- General Sessions
- Boardroom Presentations
- Exhibit Hall / One-on-One Meetings

**Facility map will be provided*

100 N. 3rd Street | Phoenix, AZ 85004

Hotel Accommodations

122 N. 2nd Street | Phoenix, AZ 85004

All guests (and most sponsors) will be staying at the Hyatt Regency in downtown Phoenix. As part of your hosting package, AEV will book and pay for the nights of 11/6 and 11/7 for you. If there is an issue with flight availability in or out of Phoenix, we will be able to cover a max of one additional night for you on either end of your trip. Your reservation will be made on your behalf, and your room confirmation number and reservation dates will be emailed to you in October.

**If you would like to add on extra days to either end of your trip, please alert our Customer Success team ASAP, and they will alter your reservation accordingly. You would be responsible for the cost of any additional nights booked. Our reduced guest rate is $199/night + tax to be paid at the Hyatt front desk upon check-in.*

Guest Check-In

Guest Check-In will take place on Monday November 6th between 1:30-2:45pm. Once we get closer to the event, you will be assigned a specific 10-minute time-slot within that window for you to visit the check-in desk. This is where you will pick up your Guest Folder, which will contain an On-Site Guide, an Exhibit Hall floorplan, an FAQ sheet, drink tickets and flyers for our extracurricular activities, and more. This is also where you'll pick up your event badge.

THBS EVENT SCHEDULE

MONDAY, NOV. 6

Start Time	End Time	HIGH VOLUME	LUXURY	MULTIFAMILY
10:00 AM	2:45 PM	Registration/Check-in		
10:00 AM	5:00 PM	Exhibitor Move-In		
2:45 PM	4:00 PM	Tech & Sleep: Enabling What Homeowners Do Most at Home	Lux Tech Ideas from Europe	Tech & Sleep: Enabling What Residents Do Most at Home
4:10 PM	5:30 PM	Boardroom Presentations		
5:45 PM	6:45 PM	Keynote– Smart Homes, Smart Apartments & the Digitally Integrated Builder/Multifamily Operator; Brilliance Awards Ceremony		
6:45 PM	8:00 PM	Connections Reception		

TUESDAY, NOV. 7

Start Time	End Time	HIGH VOLUME	LUXURY	MULTIFAMILY
8:00 AM	9:15 AM	The Productive TecHome: Work, Study, Collaborate	Lux Tech Ideas for Outdoors and Garages	Smart Power and Smart Water Plays for Multifamily
9:30 AM	11:35 AM	Boardroom Presentations		
11:40 AM	1:00 PM	Smart Power, Smart Water: Huge New Opportunities and Soon-To-Be Essentials	Tech Infrastructure: Power, Water, Networks	In-Unit Tech Packages That Can Make a Big Impact on Rental Rates and NOI
1:00 PM	1:40 PM	Exhibit Hall Browsing		
1:40 PM	5:55 PM	One-on-One Meetings in Exhibit Hall		
	6:00 PM	Exhibit Hall Closes		
8:30 PM	10:30 PM	After Hours: Tequila & Talent Take the Stage at Copper Blues		

WEDNESDAY, NOV. 8

Start Time	End Time	HIGH VOLUME	LUXURY	MULTIFAMILY
8:00 AM	9:15 AM	Developing the Tech Merchandise Plan: Standards, Options & Pricing Strategies	Lux Tech Homeowner Onboarding & Support	A Strategic Approach to Developing your Tech Plan
9:30 AM	11:35 AM	Boardroom Presentations		
11:40 AM	12:45 PM	Tech Marketing & Sales Keys for Achieving Sales Lift and Driving Options Sell-Through	Perfect Processes for Lux Tech Lighting/Natural Light Control Design, Installation & Fine Tuning	Creating a Marketing Platform & Plan for Tech-Forward Multifamily Properties
1:00 PM	2:55 PM	One-on-One Meetings in Exhibit Hall		
3:00 PM	9:00 PM	Show End / Exhibitor Move-Out		

HTS EVENT SCHEDULE

MONDAY, NOV. 6

Start Time	End Time	DIGITAL SOLUTIONS	FINISHES & PERSONALIZATION	STRUCTURES & SYSTEMS
10:00 AM	2:45 PM	Registration/Check-in		
10:00 AM	5:00 PM	Exhibitor Move-In		
3:00 PM	4:00 PM	Leveraging Digital to Attract More & Better Prospective Buyers	Finished Home Customer Onboarding & Discovery	Structures & Systems Innovations for Energy & Water Efficiency
4:10 PM	5:30 PM	Boardroom Presentations		
5:45 PM	6:45 PM	Keynote– Smart Homes, Smart Apartments & the Digitally Integrated Builder/Multifamily Operator; Brilliance Awards Ceremony		
6:45 PM	8:00 PM	Connections Reception		

TUESDAY, NOV. 7

Start Time	End Time	DIGITAL SOLUTIONS	FINISHES & PERSONALIZATION	STRUCTURES & SYSTEMS
8:00 AM	9:15 AM	Leveraging Digital to Engage Prospective Buyers & Escort Them Down the Funnel	Standards & Options for Gathering Spaces: Kitchens, Great Rooms, Dining Rooms & Outdoor Living	Effective Structural & Systems Innovation Trials
9:30 AM	11:45 AM	Boardroom Presentations		
11:45 AM	1:00 PM	Leveraging Digital to Design Finished Homes	Best Practices for Ideating & Personalizing "Shopping" Assistance on Finishes	Structures & Systems Innovations for Resiliency & Integrity
1:30 PM	5:30 PM	One-on-One Meetings & Browsing in Exhibit Hall		
8:30 PM	10:30 PM	After Hours: Tequila & Talent Take the Stage at Copper Blues		

WEDNESDAY, NOV. 8

Start Time	End Time	DIGITAL SOLUTIONS	FINISHES & PERSONALIZATION	STRUCTURES & SYSTEMS
8:00 AM	9:15 AM	Leveraging Digital Design & Buyer Connections to Support Purchasing, Production & Customer Care	Standards & Options for Private Spaces: Master Suites, Baths, Work & Study Spaces	Marketing & Selling Structural & Systems Innovations
9:30 AM	11:35 AM	Boardroom Presentations		
11:35 AM	12:45 PM	Leveraging Digital to Drive Superior Ownership Experience & Tap Attachment Sales	Post-Escrow Finishing	Structures & Systems Innovations for Health & Wellness
1:00 PM	2:55 PM	One-on-One Meetings in Exhibit Hall		
3:00 PM	9:00 PM	Show End / Exhibitor Move-Out		

TRAVEL BOOKING

Driving

If you are planning to drive to the Summit and do not need a flight booked on your behalf, please note that we do reimburse for roundtrip mileage driven. The current reimbursement rate is 65.5 cents per mile. Simply send our Customer Success team a Google map image showing your total roundtrip mileage, share your mailing address, and we will work with our Finance team to get a check mailed out to you. These are typically processed 3-4 weeks after the event. Mileage info and a request for reimbursement MUST be shared with the Customer Success team within a month of the Summit ending. Please also note that even if you are local, staying at the host hotel is still required in order to participate as a hosted guest.

Flying

We work with a travel agency called Amtrav to help assist with booking your flight to the Summit—more specifically, their platform called Gather. About 4 months before the Summit, you will be notified by the Customer Success team that it's time to book flights, and you will receive an access email into the booking platform. You will be able to create your own travel profile within Gather (where you'll enter in all pertinent booking details like DOB, full name, rewards numbers, etc.) and essentially book your own flight (within our price/timing parameters). If the flight is fully within our parameters, it will be booked immediately once you click "Purchase". If it is slightly outside any one of the parameters, it will be sent to our Customer Success team for approval before being officially booked. Keep an eye out for specific, step-by-step booking instructions that will be sent to you when it's time to book flights.

Special Cases

If there are no flights that get you to the Summit on-time the morning of November 6th, you will be permitted to fly in the day before, and AE Ventures will cover an additional hotel night for you. Similarly, if there are no return flights home on November 8th that allow you to stay for the full duration of the Summit, we can fly you home the next day and will pay for that additional hotel night for you.

We are happy to tack on additional days of travel for you if you'd like to fly into Phoenix a couple days early, or stay a couple days later (for business or personal reasons). We would book your flight on the days requested, and you would be responsible for your accommodations for any extra days.

With any other special cases or requests, please contact Leigh Sullivan at leigh@ae-ventures.com.

MEETING SELECTION

We are excited to continue using our Meeting Scheduling Platform/App called "Grip" for this event. Grip enables us to create personalized 1-on-1 meeting schedules that are more mutually beneficial than ever before.

Meeting Preference Selection

In August, you will receive a prompt to complete a short Guest Profile. This will ask for information about you and your company, such as number of homes you'll build this year, revenue, what regions you build in, etc. This information is what we use to create your account in Grip.

In October, you will gain access to the Grip platform. After you claim your account, you will be able to view, sort, and filter all of our participating sponsors who will be at the Summit. After you take the time to research the companies, you will be able to select "Meet" or "Must Meet" on any number of sponsors you're interested in having meetings with on-site at the Summit. Select up to 10 companies for "Must Meet" (1st priority) and unlimited companies for "Meet" (2nd priority). ***This is the most important step in matching you with applicable sponsors and ensuring your meetings on-site are productive and valuable.*** However, please note that these selections do not guarantee that a meeting will be scheduled, it will just significantly help enhance the odds of a match.

Your final schedule of meetings will be published about a week before the event. Please note that we cannot take any special change requests once the schedules are finalized. We also use a corresponding mobile app that will house your final schedule of meetings (along with a slew of other helpful information) and will essentially be your lifeline throughout the Summit. Please keep an eye out for directions on downloading and using the app as we get closer to November.

REMEMBER: As a hosted guest, you are contractually obligated to attend all of your scheduled meetings, AND do so at the correct time slot. This keeps things running smoothly for the sponsors and the other guests as well. The Summit is very structured and a lot of planning will go into creating your schedules, so any changes or omissions to that schedule have a negative ripple effect on other attendees' experiences. We are able to host you and pay for all your expenses because of the sponsors, so it's important that their time is respected! Thank you in advance for your cooperation!

NEEDS ASSESSMENT

A week or two in advance of the event, we recommend you take 5-10 minutes to review the following Needs Assessment. This will help you identify your top product, applications and business process needs. The event goes by fast, so entering with solid, thought-out goals will help you make your time with us as productive as possible.

TecHome Builder SUMMIT

HOUSING TRANSFORMATION SUMMIT

What products do I need to evaluate?

- Entirely new categories to add to your mix
- Candidates for replacement of an existing product line not perfoming at an optimal level
- New products appropriate for a specific market band
- Download the TecHome Taxonomy Discovery Questions

What applications do I need to explore?

- Technology for specific rooms/spaces in a home
- Technology targeting a specific homebuyer or homeowner need/want
  - Smart
  - Healthy
  - Safe
  - Entertaining
  - Connected
  - Productive
  - Green
- Read more about Leveraging the Seven Central Benefits of the TecHome in Marketing

Our **Merchandising and Marketing Guide** is filled with tips and tool sets to help you determine your strategic intent with tech and methodically build out your merchandise assortments and packaging.

Download the guide

In which process areas do I need to look for improvement?

- Sales and marketing
- Design
- Production
- Customer orientation, training and refresh
- Post occupancy service and support
- Tech vendor/trade ally identification and evaluation

FAQs

What is included in my hosting package?

Hosted guests receive complimentary flight (or mileage reimbursement for drive-in guests), hotel and meals in addition to a program of general sessions, networking events and sponsor meetings and presentations. The main thing we do NOT cover is ground transportation to and from the airport. We recommend that guests plan to cab or Uber/Lyft, given the short distance from the airport to the hotel.

What if I can't make it to the event last minute?

We will ask that you refer a qualified colleague to attend in your place. For any cancellations after your flight is booked, you will also be asked to reimburse AE Ventures for the cost of airfare plus the cost of two nights at the host hotel.

What are boardroom presentations?

Boardroom presentations are 35 minutes in duration and take place in convention center meeting rooms. You'll travel to boardroom sessions with a group of nine or more of your industry peers escorted by a TecHome Builder group leader. Sponsors present on a variety of topics, including new products, new support or pricing programs that create a bottom-line impact for guests and product/technology road maps. Case studies on how builders and multifamily companies have successfully deployed sponsor products and services are common as well. You'll get the most out of boardrooms by simply paying attention and consulting your needs assessment to determine how the sponsor company can help you make progress in your targeted improvement areas.

What are 1-on-1 meetings?

One-on-one meetings are meetings between guests and sponsors that are pre-arranged prior to the event. These meetings are 15 minutes in length, and intended to provide both parties the option to determine if there is an interest in exploring future collaboration. Guests will have up to 18 one-on-one meetings over the course of the event, which will take place at the respective sponsor's booth in the Exhibit Hall. You'll get the most out of one-on-one meetings by arriving on time, being open to discovery questions and frank about the product's potential value to your company and the process by which you'll evaluate the products.

What is the dress code?

The dress code is business casual.

How are my boardroom presentations and 1-on-1 meetings determined?

Our team places you into a boardroom group with other guests who are non-competitive to you, from various-sized companies, and doing business in different areas around the country to create well-rounded, diverse boardroom groups. Sponsors get to view the groups we've created and select their top preferences to present to in a boardroom setting. For 1:1s, both guests and the sponsors have a say in the meetings. You will get to access our meeting scheduling platform and select "Meet" or "Must Meet" on our sponsor list. Our scheduling algorithm creates your meetings based on your preferences and the sponsors preferences as well.

Why is it so important that I follow my schedule?

The Summit is a precisely organized event, encompassing thousands of scheduled meetings and presentations. Sponsors pay for and are guaranteed a specific number of presentation slots and meetings. If you miss meetings or presentations, you undercut the economic foundation of the event, which is what enables the Summit to host you. If you try to change your scheduled meetings, you set off a domino effect on scheduling that detracts from the experience and value of the event for sponsors and other guests.

How do I meet with sponsors not on my schedule?

You will have about an hour of free browsing time to meet with sponsors not on your personalized schedule of meetings and boardrooms. You can also schedule time with sponsors in advance by contacting our Customer Success team for an email introduction and/or contact info.

How do I get access to general session slides and videos of the presentations?

All general session video recordings will be posted on BuilderInnovator.com about 2-3 weeks after the event ends. You will receive an email notification from our team as soon as they are posted. A free BuilderInnovator.com subscription will be required to view them. Please note that we do not collect or post sponsor boardroom presentations. If there is a boardroom slide deck you're interested in, please let us know and we'll connect you with the sponsor directly.