



Your Community. Your Builders.

The BIA of Lancaster County

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**THE
LITTLE
BLACK BOOK
OF BIA
BENEFITS**

*What do I get with
my membership?*

Benefits

Three in One Membership

Your dues to the BIA also pays your membership with the Pennsylvania Builders Association (PBA) and National Association of Home Builders (NAHB).

Networking

Networking opportunities through a variety of events including: Mingles, General Membership Meeting, Installation Banquet, Golf Outing, BIA Member EXPO and MORE!

Discounts

Discounts to help your business save money—\$125 subscription to PA One Call, products, services and more.

Professional Listing

Listed as a professional— The BIA is recognized by consumers as the source for reputable contractors and businesses.

Quality Information

Staying on top of current industry news through Association resources.

Reputation

The reputation of an established, respected 61+ year old professional trade association, over 410 members strong.

Get Involved

Great ways to become an active member:

- Attend an activity
- Volunteer at an event
- Sponsor an event
- Advertise
- Encourage a business associate to join
- Donate a door prize
- Join the Remodelers Council
- Serve on a Committee:
 - Government Affairs
 - Membership
 - Parade of Homes
 - Spring Home Show
 - BIA Promotions
 - Community Service

A great way to stay connected is through BIA Publications:

- Membership Directory
- Newsletter: Lancaster Builder
- E-Newsletter: BIA Briefing
- Spring Home Show Guidebook
- Parade of Homes Guidebook

Get up to date information—visit our website!

www.lancasterbuilders.org

Marketing Opportunities

Sponsorships:

There is a wide variety of sponsorships to choose from:

- BIA Events such as the Installation Banquet, General Membership Meeting, Golf Outing, Mingles and MORE!
- Sponsorship Packages that include a combination of event sponsorships and advertising.
 - Pinnacle Sponsor
 - Elite Sponsor
 - Premium Sponsor

Advertising:

Place an ad in the following BIA Publications:

- Quarterly Newsletter—The Lancaster Builder
- Bi-weekly E-newsletter—The BIA Briefing
- Guidebooks— Spring Home Show and Parade of Homes

Enhanced Web Package: (\$79 Investment)

The package includes:

- Priority placement in your business category
- Company logo displayed
- 5 highlights with linked text
- Upload 15 photos & link your YouTube video
- Large 1600 character description of your business

Remodelers Council

The Remodelers Council - \$75 per year

The BIA Remodelers Council is made up of home improvement contractors, suppliers, and service providers like you who are dedicated to their craft and want to further their professional development. As a member, you'll have access to these tools:

- Peer Networking at quarterly meetings
- Discounts
- Education on legal issues, codes, industry trends and technology relating to small remodeling firms
- Membership with National Association of Home Builders (NAHB) Remodelers Council
- Listed as a professional council member through BIA and NAHB websites
- Exclusive information, subscriptions and content through NAHB.org's Remodeling Channel
- Access to the National Remodelers Show
- **Remodeling Showcase Awards (RSA)** - Enter your favorite recent remodeling project in our RSA program. Many categories are available to highlight your unique projects and talents. Projects will be judged by industry professionals and celebrated at our annual dinner event.



Spring Home Show at Spooky Nook

Three days. Thousands of consumers.

A chance to showcase your business!

The annual BIA Spring Home Show brings thousands of consumers to your booth over the course of three days in early Spring. Many exhibitors claim to get more than a third of their business for the year from this show.

With over 130 exhibitors, the Spring Home Show draws potential customers from all over the region — customers who are looking to you for home ideas and professional remodeling services. The BIA conducts a multi-faceted marketing campaign to get the word out, and bring business to your door!

“We’ve gotten over 30 qualified leads, we are still scheduling appointments, and several have already turned into sales.” - First Time Exhibitor



Advocating For You

Our Government Affairs program keeps current on issues affecting all members. It aims to advocate for the industry position on issues and stay involved in a proactive way.

Lobbyists at the local, state and national levels are working every day to promote your business interests on industry-related issues, such as:

- **Air, Waste & Wildlife**
 - **Zoning Issues**
 - **PennDOT**
 - **Business Taxes**
 - **Code Issues**
- **Federal & State Agencies**
- **Chesapeake Bay Strategy**

Industry Action Fund

The BIA of Lancaster County has established an Industry Action Fund (IAF) for the purpose of assisting with legal cases that would benefit the industry as a whole.

The BIA IAF helps to litigate the issues that influence your ability to do business!

Education & Lancaster Building Industry Foundation

Training and educational opportunities abound for BIA members.

As a benefit to members, we provide access to a multitude of industry specific programs.

- OSHA & Safety Programs
 - First Aid/CPR
 - Sales & Marketing
 - Trade & Business Skills
- NAHB Designation Courses



Since its inception in 1995 as the “Charitable Arm of the BIA” the LBI Foundation, a 501©(3), has contributed:

- Over \$180,000 in scholarships for students pursuing secondary educations in the construction trades
- Gifts of materials, supplies along with hours of labor
- Over \$95,250 in grants to various local organizations, institutions, and relief funds

Parade of Homes

**One week. Dozens of New Homes.
Thousands of potential customers!**

Every June, consumers await the biggest home event of the summer - the Lancaster/Lebanon Parade of Homes! Participating builders submit their best new homes for judging and touring, resulting in fantastic exposure and great marketing opportunities!

A panel of judges score homes on a variety of levels, with award winners announced at the elegant Parade of Homes Gala. Winning a Parade of Homes award is a great PR tool for your company!

Kick off Parade Week with Chefs on Parade!

Chefs on Parade, a special preview of several Parade Homes, where esteemed local chefs will be cooking up delicious culinary creations for sampling.

Holiday Homes on Parade:

Our newest addition, Holiday Homes on Parade will feature newly built or remodeled homes decorated for the holidays in our first-ever December home tour!



NAHB Discounts

Through the National Association of Home Builders (NAHB), you'll receive great discounts on products and services from:

- **UPS**
- **General Motors**
- **Lowes**
- **Hertz**
- **Office Depot**
- **Dell**
- **Geico**
- **Omaha Steaks**
- **YRC Freight**
- **Houzz**
- **Endless Vacation Rentals**
- **And More!**

Some members who use these discounts report that they recoup their dues investment in a year with the savings they receive.

Visit www.nahb.org/ma for more information.

Rebate Program

PBA will send builders and remodelers a check in the mail every quarter when you buy from companies participating in their rebate program. Associate members who supply or install any of the 45+ Manufacturer brands can be listed in the Associate Member Directory. Brands include:

- **Honeywell**
- **Delta**
- **Heatilator**
- **Progress Lighting**
- **Carrier**
- **Bradford White**
- **Bryant**
- **VACUFLO**
- **Jacuzzi**
- **AZEK**
- **Panasonic**
- **And More!**

Visit www.HBArebates.com for more information.