

JULY 15-17, 2025 | DENVER, CO

# SALES & MARKETING LEADERSHIP SUMMIT™

PRESENTED BY SHORE CONSULTING, INC.

# KBYG

KNOW BEFORE YOU GO  
GUIDE 2025

# We Can't Wait To See You in Denver!

Summit Guest,

This guide is packed with helpful tips, insights, and details to get you ready for your time with us. Because you're not just heading to another conference—you're stepping into a movement. The Sales & Marketing Leadership Summit is where the most passionate, forward-thinking minds in homebuilding come together to push boundaries, challenge norms, and ignite lasting change. And this year? We're going all in.

Our theme for 2025 centers around **The Community Momentum Lifecycle Map™**, a transformational model designed to help you evaluate where your business stands—and map out exactly where it's going. You'll dive deep into four key phases:

- **Imagine & Create** - Where bold ideas are born.
- **Ignite & Launch** - Where vision turns into action.
- **Drive & Maintain** - Where consistency builds momentum.
- **Finish Strong** - Because how you end matters just as much as how you start.

This framework will guide your entire Summit experience. It's more than a concept—it's a powerful tool you can apply immediately to your business, your team, and your future.

While you're here, don't just soak up the sessions—immerse yourself in the full Summit experience. Make time for the **BuilderTech Expo** to meet the top-tier partners and platforms that can help you level up your results. Swing by the **Sales Leadership Roundtable Lounge** or **Women's Leadership Circle Lounge** to recharge and connect. And don't forget to stop in at the Shore Store to explore resources, chat with our team, or just say hi.

## Speaking of Experiences... Let's Get This Party Started, 80s Style

We're kicking off the Summit with a rad 80s-themed party on Tuesday, July 15 from 4-7pm. Neon, big hair, and throwback jams—come ready to mix, mingle, and dance like it's 1985. Let's make this Summit one to remember.

See you in Denver,



Founder, Shore Consulting, Inc.



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## HIGH LEVEL SCHEDULE



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- Wednesday, July 16th
- Thursday, July 17th

## DETAILS MATTER



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## DENVER HIGHLIGHTS



- Tourist Attractions & Activities
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# PLANNING YOUR TRIP



## ARRIVAL & DEPARTURE

You won't want to miss a minute of the Sales & Marketing Leadership Summit. Make sure to plan your travel accordingly.

**Arrival - Tuesday July 15th before 4:00 PM**

**Depart Convention Center - Thursday July 17th after 4:30 PM**

## EVENT VENUE

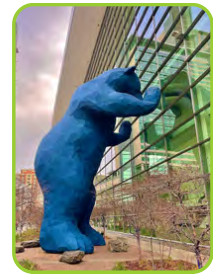
Colorado Convention Center

700 14th St, Denver, CO 80202

Location: Mile High Ballroom and The Four Seasons Ballroom

We recommend entering off of 14th Street (follow the blue bear)

Read more about the venue- [denverconvention.com/about-us](https://denverconvention.com/about-us)



## HOTEL NEAR THE COLORADO CONVENTION CENTER



Our room block at the Hyatt still has rooms available but is filling fast.

**Hyatt Place Denver Downtown**

440 14th Street Denver, CO 80202

0.2 mile, 5 minute walk to CCC

## TRAVEL TIPS

**Airport:** If flying in, the nearest airport is **Denver International Airport (DEN)**. It is approximately 24 miles from the Colorado Convention Center. **We highly recommend taking advantage of the Denver Light Rail**. It's a quick and convenient option that takes you directly to Union Station in downtown Denver, making your arrival seamless. Tickets to Union Station are \$10 and you are able to buy them at the airport day-of or prior with the app.

**Driving:** For those driving, parking is available at the Colorado Convention Center for a fee. More information [here](#).

**Directions to Parking Garage:** 1104 Champa Street Denver, CO 80202

**Public Transport:** Denver offers various public transportation options, including buses and rideshare services. **We recommend to tell your driver to drop you off at 14th Street and Stout.**



# HIGH LEVEL SCHEDULE



All times are listed in Mountain Time (MT) and subject to change.

## TUESDAY, JULY 15

12:00 pm - 1:00 pm	Alumni Circle Lunch
1:00 pm - 4:00 pm	Alumni Circle Meeting
4:00 pm - 7:00 pm	Summit Registration, BuilderTech Expo & 80's themed Welcome Party

## WEDNESDAY, JULY 16

7:30 am - 8:30 am	Doors Open for Late Registration & BuilderTech Expo
8:30 am - 10:45 am	Morning Sessions on the Main Stage
10:45 am - 11:15 am	Break + BuilderTech Expo Exploration
11:15 am - 12:00 pm	Sales & Marketing Learning Tracks in Breakout Rooms
12:00 pm - 1:30 pm	Enjoy lunch on us, plus extra time to make connections!
1:30 pm - 2:15 pm	Sales & Marketing Learning Tracks in Breakout Rooms
2:15 pm - 2:45 pm	Break and Builder Tech Expo Time
2:45 pm - 5:00 pm	Day 1 Closing Keynote on the Main Stage
5:00 pm - 5:30 pm	BuilderTech Expo + Networking

## THURSDAY, JULY 17

7:30 am - 8:30 am	Doors Open for BuilderTech Expo
8:30 am - 10:30 am	Day 2 Opening Keynote on the Main Stage
10:30 am - 11:00 am	Break + BuilderTech Expo Exploration
11:00 am - 12:15 pm	Sales & Marketing Learning Tracks in Breakout Rooms
12:15 pm - 1:30 pm	Enjoy lunch on us and opportunity to network!
1:30 pm - 3:00 pm	Day 2 Closing Keynote on the Main Stage
3:30 pm	Adjourn



# DETAILS MATTER!

We want your Shore Sales & Marketing Leadership Summit Experience to be the best it can be. We've gone to great lengths to make sure that your time in Denver is exceptional. Here are a few helpful details as you are prepping for your trip.



## SESSIONS & SEATING



At the Summit, in addition to our General Sessions, we will have breakout and workshop opportunities. Once you have downloaded the app, you will have the opportunity to select which tracks you will focus on. Of course, all sessions are open to all attendees.



All sessions are open seating. Arrive early to get the best spot.

## FOOD & DRINKS



On Wednesday and Thursday, kickstart your mornings with coffee at 7:30am and sessions at 8:30am. Grab your breakfast before you arrive, but don't worry about lunch- it's on us both days.



This year, enjoy an extended lunch break. Take your time to explore the BuilderTech Expo, or catch a case study session at our BuilderTech Live Stage.

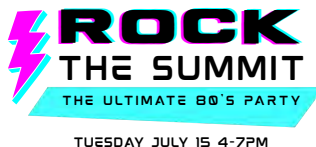


Stay hydrated! Water bubblers will be all around—bring your water bottle.



Vegetarian options are on the menu!

## WHAT TO WEAR



Dig deep into your closet (or your mom's attic) and come dressed to impress in your gnarliest '80s threads. Whether you're all about glam, neon, punk, or preppy, this is your chance to totally rock out.



As always, the dress code is **"Stylish Business Casual"**. What does that mean? Well, it's up to you! But the goal is: dress to impress. This is a premier event! We want to put our best food forward as we represent our industry.



Brrr! The meeting space WILL be chilly; bring a coat or a blazer to stay warm.



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## WEATHER



Weather in Denver in July is typically hot and sunny with an average high of 88°F and an average low of 56°F. As with any travel, please check the weather a few days in advance of your arrival and plan accordingly.

## WIFI



There is free public WiFi available in the Colorado Convention Center for your convenience.

## LUGGAGE STORAGE



Our program concludes at 3:30pm on Thursday. Luggage storage is available on-site at the Colorado Convention Center during the day on Thursday.

## DOWNLOAD OUR SUMMIT APP:



Our Summit App will be your easy access to our full agenda, session details, real-time updates and even a prize-filled game. Watch your inbox for details on downloading and getting started with the App!

## ALTITUDE



Denver sits at 5,280 feet above sea level (yep, exactly one mile high). Some people feel it more than others, with symptoms like mild headaches, fatigue, or shortness of breath. **Here's how to acclimate like a pro: hydrate more than usual –seriously, drink water all day and add electrolytes.**

Go easy on alcohol since your tolerance will be lower at altitude. Snack smart, because carbs can help maintain energy. If you feel off, take it slow. Rest and fluids usually do the trick. You'll be back to your high-performing self in no time.







SHORE

# BuilderTech Expo

Innovation Meets Experience on the Expo Floor

From interactive demos to hands-on experiences, the **Shore BuilderTech Expo** is your gateway to the **groundbreaking technologies** revolutionizing new home sales and elevating customer **delight**. This year, we're going **bigger, bolder, and more immersive than ever before**.

## Where You'll Experience the Best of the Summit:

### NEW FOR 2025: Totally Rad 80s Party on the Expo Floor To Kick Things Off!

**Tuesday, July 15 | 4:00 - 7:00 PM | Expo Floor**

Break out your neon and leg warmers—we're throwing it back! Join us for a **high-energy 80s-themed party**, complete with retro arcade games, classic tracks from a live DJ, and surprises that will have you dancing like it's 1985. Costumes are totally encouraged!

## Don't Miss the BuilderTech Live Stage: Real Stories, Real Impact

Step into the spotlight at the **BuilderTech Live Stage**, where innovation meets real-world application. Throughout the Summit, our leading partners will take the mic to share **impactful case studies, breakthrough results, and success stories** that bring technology to life. From streamlining the sales process with AI to transforming customer experiences through digital design, these sessions offer a front-row seat to the future of homebuilding.

## 25+ Ways to Interact, Engage, and Be Inspired

Our exhibitors know that unforgettable experiences drive meaningful connections. Expect **interactive displays, live product demos, surprising moments of delight**, and hands-on opportunities to explore tomorrow's tools—today.

### Don't Just Attend—Experience

Whether you're strategizing for growth, exploring tech integrations, or just soaking in the Summit's vibrant energy, the **Shore BuilderTech Expo 2025** is where the next level begins.

[Click here to view the list of participating companies.](#)





# DENVER HIGHLIGHTS

## TOURIST ATTRACTIONS AND ACTIVITIES



### Red Rocks Park & Amphitheatre

**What It Is:** A world-famous open-air concert venue renowned for its naturally formed red sandstone formation and incredible acoustics

**Why Go:** Whether it is for a concert or to walk around the park, this venue is a can't miss spot to see not only Colorado's natural beauty but a great view of the city in the distance.



### Denver Botanic Gardens

**What It Is:** A 24-acre urban oasis featuring diverse plant collections and themed gardens that celebrate Colorado's nature, horticulture, and sustainability

**Why Go:** See the stunning landscapes and rare exotic plants in one of the most beautiful and peaceful spots in the city.



### RiNo Art District

**What It Is:** A trendy neighborhood known for its vibrant street art, galleries, craft breweries, and creative community spaces.

**Why Go:** Marvel at the art museum inside and the stunning architecture, reflecting Nashville's nickname as the "Athens of the South."



### Larimer Square

**What It Is:** A historic district in downtown known for its preserved 19th-century buildings, vibrant shops, restaurants, and lively atmosphere.

**Why Go:** Enjoy great food and atmosphere in one of Denver's oldest and most iconic blocks.



### Coors Field Stadium

**What It Is:** THE baseball stadium in Denver, Colorado. Home to the Colorado Rockies and known for its hitter-friendly altitude and scenic views of the Rocky Mountains.

**Why Go:** Feel like a local and enjoy a **Rockies home game on Friday July 18th.**



### Explore the Rocky Mountains

**What It Is:** Extend your stay to explore the majestic mountain range known for its towering peaks, alpine scenery, and outdoor recreation.

**Why Go:** Hike or drive Mount Evans Scenic Byway for the perfect day trip to soak up spectacular summit views, alpine lakes, and Colorado's wildlife.



# DINING AND NIGHTLIFE AROUND THE CONVENTION CENTER

The Mile High City serves up delicious eats and craft brews. From rooftop tacos with mountain views to hops-packed IPAs brewed right down the block.

Here are some nearby restaurants and bars that are worth checkin out!

## MUST TRY PLACES FROM LOCALS - SOURCE: VISIT DENVER

### Food Hall/Market Places

- [Denver Central Market](#)
- [Dairy Block](#)

### Steakhouses & Upscale American

- [Guard and Grace](#)
- [Mercantile Dining & Provisions](#)

### European-Inspired & Wine-Focused

- [Rioja](#)
- [Tavernetta](#)
- [Sunday Vinyl](#)

### Latin & Mexican-Inspired

- [Tamayo](#)
- [Work & Class](#)

## BREWERIES

- [Wynknopp Brewing Company](#)
- [Great Divide Brewing Co](#)
- [Denver Beer Co.](#)
- [Cerveceria Colorado](#)

## NIGHTLIFE/ COCKTAILS

- [Death & Co.](#)
- [Nocturne Jazz and Supper Club](#)
- [The Cooper Lounge](#)
- [Williams & Graham Speakeasy](#)
- [Burn It Down](#)



# WE ARE HERE FOR YOU!

The Shore Team is here for you before, during and after this year's Sales & Marketing Leadership Summit.

Have questions before or during the event:

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**Summer Kitchens**

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(864) 680-8868



For Partner and Builder Services Roundtable Info:

**Carey Naab**

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(512) 431-9604



## SHARE YOUR THOUGHTS AFTER THE SUMMIT!



**We want to hear from you!** Let us know what you loved, what you learned, and how we can make the next one even better. Be on the lookout for our feedback survey after the event.

