

# REQUEST FOR EDUCATION PROPOSALS: IBS Classroom Sessions

## 2025 International Builders' Show February 25 – 27 · Las Vegas, NV

**RFP Close Date: April 30, 2024**

PLEASE READ THIS DOCUMENT IN ITS ENTIRETY PRIOR  
TO SUBMITTING YOUR PROPOSAL.

### New & Noteworthy for 2025:

- While there are a multitude of educational offerings at IBS including pre-show workshops, keynotes, classroom sessions, Central/lounge programs, exhibit floor demonstrations and more, **this RFP is for classroom sessions ONLY.**
  - Specifically, you can submit proposals for our standard 60-minute Building Knowledge Sessions and Learning Labs.
  - **Later this year, there will be a separate RFP for Central programs** once classroom sessions have been selected.
  - If you wish to be considered for pre-show, keynote or exhibitor floor speaking opportunities, do not submit a proposal through this RFP; instead, contact NAHB.
- **NEW: Individual/Company Presentation Limits** – Between classroom sessions AND Central programs, individuals and companies will be limited to two and three appearances respectively. Proposals limits are higher, however, given the selection/appearance limits, you are encouraged to submit only the proposals you feel most strongly about.
- Please give special attention to our “Leading Topics of Interest” included in this document. Proposals that most closely align with these leading topics have the strongest chance of being selected.
- Selected presenters will receive a complimentary IBS Expo + Education registration; however, **NAHB does not provide fees/honoraria or reimburse travel expenses.**



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## RFP SUMMARY

**i** Thank you for your interest in presenting an education session at the 2025 NAHB International Builders' Show®. IBS is the housing industry's largest annual light construction show in the world, serving an audience of more than 70,000 annually.

There are a multitude of educational offerings at IBS, however, **this RFP is for classroom sessions only**—specifically, our 60-minute Building Knowledge Sessions and Learning Labs. There will be a separate RFP for Central programs once classroom sessions have been selected. Those interested in other speaking opportunities, such as keynotes, pre-show learning, exhibit floor programming, etc. should contact NAHB directly.

Below you will find detailed steps for submitting your proposal. Speaking opportunities at IBS are highly competitive—please review thoroughly the information provided for developing and submitting your proposal to ensure the best chance of being selected.

### SUBMITTING YOUR PROPOSAL FOR CONSIDERATION:

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## STEP 1: REVIEW THE RFP RULES

### Proposals

- NAHB members and non-members who are affiliated with the residential building industry are eligible to submit proposals.
- Proposals must be submitted electronically through NAHB's online program management system, Cadmium.
- **Individual/Company Proposal Limits:**
  - An individual may appear on no more than four (4) classroom session proposals, either as a speaker or moderator.
  - A company is limited to a maximum of six (6) classroom session proposals on which their employees appear as session speakers or moderators.
- Incomplete proposals will be disqualified and removed from consideration – full learning outcomes are expected, complete session descriptions are required, etc.
- **The full roster of presenters who are to appear on a session must be provided at the time of proposal submission.** This includes all requested presenter information. **If presenter changes (including additions and/or cancellations) are requested after submission, the proposal/session will be subject to disqualification and/or cancellation.**
- Proposals/sessions should be brand and vendor neutral. Submissions promoting specific product brands, services or technologies will not be considered.

### Selection & Presentation

- Individual/Company Presentation Limits:
  - An individual may appear on no more than two (2) IBS **classroom sessions and/or Central programs**, either as a speaker or moderator (exceptions may be considered for pre-show education).
  - A company is limited to a maximum of three (3) appearances by their employees as IBS **classroom session and/or Central** speakers or moderators (exceptions may be considered for pre-show education).
- A maximum of three (3) speakers (not including a moderator) may appear on a classroom session; exceptions will be given for certain Learning Labs formats and may be considered for other session types on a case-by-case basis.
- A maximum of two (2) presenters (including a moderator) from the same company may appear on a classroom session. If two appear, a third from outside that company must be added.
- All presenters must sign an NAHB License & Release and a Speaker Agreement.
- NAHB reserves the right to combine similar proposals, request format modifications, change titles and descriptions or add presenters as necessary. You will be notified if there are any changes requested and given the opportunity to modify your proposal.
- Sessions can be scheduled, and presenters must be available on any day of the Show.
- Presenters receive a complimentary IBS Expo + Education registration. **NAHB does not reimburse travel expenses or provide fees/honoraria.**
- During Show days (Feb 25-27), selected presenters may not organize and/or participate in any events or programs considered educational in nature that are not within the official scope of Design & Construction Week (IBS, KBIS and/or Supporting Organization events).

## STEP 2: UNDERSTAND THE PROPOSAL SCORING PROCESS

**i** All proposals will go through a formal review and scoring process. Those that score the highest based on the criteria outlined below will have the best chance of being selected. Total scores will be based on a 50-point scale, with a rating of 1-10 (10 being highest) given for each criteria.

### PROPOSAL SCORING CRITERIA

<p><b>1. Value of Content</b></p> <ul style="list-style-type: none"> <li>• Is the content relevant and timely for the current state of the industry?</li> <li>• Are the solutions and ideas offered new and innovative?</li> <li>• Is the topic explored in-depth?</li> <li>• Will attendees leave with ideas and tools they can take-home and apply immediately?</li> </ul>	<p><b>10 point max</b></p>
<p><b>2. Audience Appropriateness</b></p> <ul style="list-style-type: none"> <li>• Is the topic in-line with attendees' wants and needs as outlined in our <i>Leading Topics of Interest</i>?</li> <li>• Is this topic and content fitting for the occupation, experience level and demographic of IBS Education attendees?</li> <li>• Is the proposal written with a particular audience in mind rather than "applicable to all"?</li> </ul>	<p><b>10 point max</b></p>
<p><b>3. Presentation Format/Engagement</b></p> <ul style="list-style-type: none"> <li>• Is the topic fitting for a 60-minute presentation and one that can hold an audience's attention for that length of time?</li> <li>• Will the presentation employ a particularly engaging or unique format, activity, technology or speaker?</li> </ul>	<p><b>10 point max</b></p>
<p><b>4. Speaker Qualifications</b></p> <ul style="list-style-type: none"> <li>• Is the speaker(s) considered an industry expert/leader for this particular topic?</li> <li>• Is he/she uniquely qualified from others and/or known for an innovative approach?</li> <li>• Does he/she have strong reviews from past IBS presentations and/or excellent references from other speaking engagements?</li> </ul>	<p><b>10 point max</b></p>
<p><b>5. Differentiation/Merit</b></p> <ul style="list-style-type: none"> <li>• Is this proposal unique compared with past sessions and/or other proposals we may receive on the same topic?</li> <li>• Upon reading the proposal, does it move a reviewer to feel that this is a must-have session at IBS?</li> <li>• Will the session meet the high standards and expectations attendees have for IBS education?</li> </ul>	<p><b>10 point max</b></p>
<p><b>TOTAL SCORE</b></p>	<p><b>50 point max</b></p>

## STEP 3: CONSIDER THE LEADING TOPICS OF INTEREST

**i** Each year, we conduct a survey of IBS attendees to inquire about the topics they would most like to see addressed through education. The results of this survey are included below. IBS classroom session proposals are not limited to these topics; however, you are encouraged to use this data to develop proposals that best meet the needs of our audience.

### ABOUT THE LISTS:

Classroom sessions offered at IBS are organized into “tracks”, or areas of similar subject matter. The first list includes the 20 most requested topics overall. Lists sorted by track follow. Topics are in general order of attendee preference. Red arrows (▲▲▲) offer further insight into how much priority attendees place on a topic – the more arrows, the more in-demand the topic.

### Top 20 Leading Topics of Interest – All Tracks

#### Topic

1. floor plan trends
2. consumer housing trends and preferences
3. design trends for exteriors
4. code compliance, significant code changes
5. housing industry outlook
6. improving profits and margins
7. leadership and coaching
8. AI for design
9. estimating
10. project management best practices
11. kitchens
12. demographic analysis of buyers/renters
13. design trends for interiors
14. cost effective building techniques
15. experience/journey best practices
16. reducing conflicts, dealing with challenging clients
17. innovation in housing production
18. efficient/attainable design; right-sizing
19. improving productivity
20. new building products and technologies

#### Track

- Architecture & Design
- Research & Trends
- Architecture & Design
- Building Techniques & Strategies
- Research & Trends
- Business Management
- Business Management
- Architecture & Design
- Project Management
- Project Management
- Architecture & Design
- Research & Trends
- Architecture & Design
- Building Techniques & Strategies
- Sales & Marketing
- Project Management
- Research & Trends
- Architecture & Design
- Business Management
- Building Techniques & Strategies

### CORE FUNCTION TRACKS:

**Architecture & Design:** These sessions provide a wide array of content focusing on cutting-edge design trends both outside and inside the home.

- |  |     |  |    |
|--|-----|--|----|
| 1. floor plan trends                         | ▲▲▲ | 8. colors and materials for interiors  | ▲▲ |
| 2. design trends for exteriors               | ▲▲▲ | 9. colors and materials for exteriors  | ▲▲ |
| 3. AI for design                             | ▲▲▲ | 10. bathrooms                          | ▲▲ |
| 4. Kitchens                                  | ▲▲▲ | 11. outdoor living                     | ▲▲ |
| 5. design trends for interiors               | ▲▲▲ | 12. multi-generational living/design   | ▲▲ |
| 6. efficient/attainable design; right-sizing | ▲▲▲ | 13. storage, office, flex, etc. spaces | ▲▲ |
| 7. value engineering and lean design         | ▲▲▲ | 14. indoor/outdoor connections         | ▲▲ |
|  |     | 15. aging-in-place                     | ▲▲ |

**Building Techniques & Strategies:** Included in this track are sessions that address the build process itself. Everything from new products to building systems is explored, along with the techniques and technologies for building smarter, high performing houses.

- |  |     |   |    |
|--|-----|---|----|
| 1. code compliance, significant code changes | ▲▲▲ | 5. high performance building and remodeling | ▲▲ |
| 2. cost effective building techniques        | ▲▲▲ | 6. air sealing and venting                  | ▲▲ |
| 3. new building products and technologies    | ▲▲▲ | 7. building envelope                        | ▲▲ |
| 4. avoiding/correcting errors and callbacks  | ▲▲  | 8. framing/advanced framing                 | ▲▲ |
|  |     | 9. innovative building techniques           | ▲▲ |
|  |     | 10. energy standards                        | ▲▲ |

**Business Management:** Sessions in this track help industry professionals manage more effectively and profitably, and provide insights into how they may expand and diversify.

- |                                      |     |                                       |    |
|--------------------------------------|-----|---------------------------------------|----|
| 1. improving profits and margins     | ▲▲▲ | 9. managing/planning for growth       | ▲▲ |
| 2. leadership and coaching           | ▲▲▲ | 10. lessons from leading builders     | ▲▲ |
| 3. improving productivity            | ▲▲▲ | 11. standard operating procedures     | ▲▲ |
| 4. company culture                   | ▲▲▲ | 12. tracking critical metrics         | ▲▲ |
| 5. AI for business management        | ▲▲▲ | 13. design-build                      | ▲▲ |
| 6. Budgeting                         | ▲▲▲ | 14. cash flow                         | ▲▲ |
| 7. differentiating your company      | ▲▲▲ | 15. financial planning best practices | ▲▲ |
| 8. team communication best practices | ▲▲  |                                       |    |

**Land Development & Community Design:** This track explores the latest in land acquisition and community planning, with topics ranging from financing to amenities.

- |  |   |  |   |
|--|---|--|---|
| 1. identifying appropriate amenities for your buyer/product type | ▲ | 6. infill                                | ▲ |
| 2. community design trends                                       | ▲ | 7. single family/trends in single family | ▲ |
| 3. amenity trends  | ▲ | 8. land analysis/product type selection  | ▲ |
| 4. density   | ▲ | 9. mixed-income multifamily              | ▲ |
| 5. land planning process   | ▲ | 10. integrating multiple housing types   | ▲ |

**Project Management:** Sessions in this track help builders improve their profitability and productivity in each project phase, including pre-construction, build and post-construction.

- |   |     |  |    |
|---|-----|--|----|
| 1. Estimating   | ▲▲▲ | 10. managing costs                             | ▲▲ |
| 2. project management best practices                    | ▲▲▲ | 11. AI for project management                  | ▲▲ |
| 3. reducing conflicts, dealing with challenging clients | ▲▲▲ | 12. negotiating with suppliers and contractors | ▲▲ |
| 4. change orders and allowances                         | ▲▲▲ | 13. project team management/relationships      | ▲▲ |
| 5. customer experience best practices                   | ▲▲▲ | 14. superintendent and lead carpenter training | ▲▲ |
| 6. scheduling   | ▲▲▲ | 15. trade partner/contractor best practices    | ▲▲ |
| 7. mark-up, margin and pricing                          | ▲▲▲ | 16. tech/software for project management       | ▲▲ |
| 8. improving worker and construction productivity       | ▲▲  |  |    |
| 9. pre-construction agreements                          | ▲▲  |  |    |

**Research & Trends:** This track explores consumer trends, buyer profiles, industry expectations and emerging issues that industry professionals must be aware of in order to stay competitive.

- |  |     |   |    |
|--|-----|---|----|
| 1. consumer housing trends and preferences | ▲▲▲ | 6. niche market insights                | ▲▲ |
| 2. housing industry outlook                | ▲▲▲ | 7. multifamily market outlook           | ▲▲ |
| 3. demographic analysis of buyers/renters  | ▲▲▲ | 8. workforce development and training   | ▲▲ |
| 4. innovation in housing production        | ▲▲▲ | 9. new housing policies and regulations | ▲▲ |
| 5. housing affordability                   | ▲▲  | 10. 55+ market outlook                  | ▲▲ |

**Sales & Marketing:** This track covers tools and techniques to help effectively reach, sell to and serve buyers, including digital marketing, sales process, customer experience and more.

- |   |     |  |    |
|---|-----|--|----|
| 1. experience/journey best practices                  | ▲▲▲ | 9. digital sales process                         | ▲▲ |
| 2. brand strategy                                     | ▲▲▲ | 10. lead qualification/conversion strategies     | ▲▲ |
| 3. AI for sales and marketing                         | ▲▲▲ | 11. emerging digital tools                       | ▲▲ |
| 4. social media                                       | ▲▲▲ | 12. websites, SEO                                | ▲▲ |
| 5. developing a comprehensive marketing strategy/plan | ▲▲  | 13. design studios/selections                    | ▲▲ |
| 6. lead generation strategies                         | ▲▲  | 14. metrics and analytics                        | ▲▲ |
| 7. developing a comprehensive sales program           | ▲▲  | 15. competitive market analysis and benchmarking | ▲▲ |
| 8. reputation management                              | ▲▲  |  |    |

### SPECIALTY MARKET SEGMENT TRACKS:

**Custom Building & Remodeling:** This track focuses on the questions, issues, strategies and trends unique to the custom home building and remodeling segments of the industry.

#### Custom

1. floor plan trends
2. consumer housing trends and preferences
3. estimating
4. code compliance, significant code changes
5. design trends for exteriors
6. cost effective building techniques
7. reducing conflicts, dealing with challenging clients
8. change orders and allowances
9. project management best practices
10. new building products and technologies

#### Remodeling

1. code compliance, significant code changes
2. estimating
3. project management best practices
4. floor plan trends
5. kitchens
6. improving productivity
7. improving worker and construction productivity
8. leadership and coaching
9. change orders and allowances
10. consumer housing trends and preferences

**Multifamily Housing:** Sessions in this track will explore today's unique multifamily issues and challenges, various housing types and what today's renter and condo buyers want in a home.

- |  |                                      |
|--|--------------------------------------|
| 1. multifamily market outlook              | 6. value engineering and lean design |
| 2. housing industry outlook                | 7. design trends for exteriors       |
| 3. floor plan trends                       | 8. AI for design                     |
| 4. demographic analysis of buyers/renters  | 9. AI for sales and marketing        |
| 5. consumer housing trends and preferences | 10. community design trends          |

## STEP 4: UNDERSTAND THE IBS AUDIENCE

**i** The International Builders' Show® audience is extremely diverse. Attempting to develop a proposal that might be appropriate for “all” is highly discouraged—write with a specific audience in mind.

### IBS Audiences & Attendee Demographics

#### Primary Business Type

Single Family Custom Builder	19%
Single Family Builder (Production, Spec/Tract, GC)	19%
Wholesale Dealer/Distributor	10%
Retail Dealer/Distributor	10%
Subcontractor/Specialty Trade Contractor	8%
Remodeler	7%
Other	6%
Multifamily	6%
Architect, Engineer, Planner, Designer	5%
Manufacturing	4%
Sales, Marketing, Advertising	3%
Commercial Building	2%
Land Development	1%
55+ Housing	1%

#### Title

Owner, Principal or Partner	25%
President/CEO	19%
Sales & Marketing	12%
VP/General Manager	10%
Director/Manager	8%
Construction Management	7%
Architect, Designer, Engineer	5%
Other	5%
Consultant	3%
Purchasing	3%
Administration	3%

#### Age Group

Under 21	1%
21 to 29 years	8%
30 to 39 years	21%
40 to 49 years	28%
50 to 59 years	25%
60 to 69 years	14%
70+ years	3%

#### Number of Units Started

Zero	26%
1 to 10	29%
11 to 25	12%
26 to 99	11%
100 to 250	7%
251 to 500	5%
501 or more	10%

#### Annual Sales Volume

Under \$500,000	11%
\$500,000 to \$1 Million	9%
\$1 Million to \$5 Million	25%
\$5 Million to \$10 Million	13%
\$10 Million to \$15 Million	7%
\$15 Million and Over	23%
No construction activity	13%



## STEP 5: DEVELOP YOUR PROPOSAL

- i** For assistance in preparing your proposal, please refer to our [Guide to Crafting Your Proposal](#) beginning on page 10 of this document.

The guide includes a list of questions you will be required to complete when submitting your proposal online. Please read the instructions carefully for each question and give special attention to our *Expert Tips* as they will provide best practices and suggestions that can increase your proposal's chances of being selected.

## STEP 6: SUBMIT YOUR PROPOSAL ONLINE

- i** Finally, you will need to submit your proposal for consideration. The submission and review process is managed through an online program management system, Cadmium.

### ACCESSING & USING THE ONLINE SUBMISSION SYSTEM

Visit [buildersshow.com/speak](http://buildersshow.com/speak) and select *Submit Your Proposal* to access the online system.

1. Click *Join Now* to create a new profile and enter your first proposal.
2. Once logged in, select *Click here to begin a new Session Proposal*. After providing basic information about your proposal, a "Task List" will be created for you, outlining various additional details you will need provide and questions to be answered.
3. Once all required tasks have been completed – this includes adding all presenters – select *Preview & Submit*. You will receive an email confirming your submission.

You are able to save your work as you move through the questions, therefore allowing you to start your submission and complete it at a later date. To return to your proposal or make changes, simply use the login information and access key provided when creating your profile.

## QUESTIONS?

- i** For more information or answers to your questions, please email Rusty Deiss, VP, Member Engagement & Learning, at [wdeiss@nahb.org](mailto:wdeiss@nahb.org).

## GUIDE TO CRAFTING YOUR PROPOSAL

This guide outlines the questions you will be asked as you move through the online system and your Task List. Please pay special attention to the **Expert Tips** when crafting your responses.

### ► PROPOSAL TITLE

**Instructions:** Your title should reflect the subject matter and the audience if your program is audience specific. Try to include action words where possible. 100 character limit; most range from 5-15 words.

**Expert Tip:** An attendee's decision to go to a session often hinges on the title alone. Be direct about the content and concise. Be mindful using humor or plays on words, as the result, while entertaining, often does not clearly indicate what the session is about.

### ► SESSION TYPE & FORMAT

#### Response Options:

- **Building Knowledge Session: Individual Speaker** -- Traditional presentation with a single speaker.
- **Building Knowledge Session: Multi-speaker/Panel** -- Traditional presentation with up to 3 speakers; a 4th may be added only if serving as a panel moderator.
- **Learning Lab: 4/12 Pitch** -- 1 topic, 4 speakers, 12-minutes each. This is all about presenting the must-know elements and doing so quickly and succinctly. Speakers begin by giving a brief highlight of what they plan to address, then one-by-one, each will take the stage for 12-minutes to share key insights about a particular niche aspect of the topic at hand.
- **Learning Lab: Punch List** -- Collection of new trends, products or ideas presented rapid-fire. The session should have a broad theme (i.e., Punch List: Top Outdoor Living Trends) and speakers share a new example every one to two minutes.
- **Learning Lab: Two-Story Talk** -- Combines two, more in-depth presentations on a single topic into one session. Can utilize two speakers or two panels - each will simply use their half of the 60-minutes to address a distinctly unique side of an issue or approach to a particular problem (i.e., referrals – one speaker may address REALTOR partnerships; the other, customer referrals).
- **Learning Lab: Jam(b) Session** -- Intended to be informal, interactive and often impromptu. Examples may include a lively debate, free-flowing town hall, live demonstration or a one-on-one interview with an industry leader, and new ideas are welcome!

**Instructions:** Select the appropriate session type/format for your presentation. Generally, Building Knowledge Sessions are our traditional, concurrent session type while Learning Labs are more fast-paced and informal using unique presentation formats, interactive technology, audience participation and more. All sessions are 60-minutes in length.

### ► CORE FUNCTION TRACK

#### Response Options:

- |  |                                |
|--|--------------------------------|
| • <b>Architecture &amp; Design</b>               | • <b>Project Management</b>    |
| • <b>Building Techniques &amp; Strategies</b>    | • <b>Research &amp; Trends</b> |
| • <b>Business Management</b>                     | • <b>Sales &amp; Marketing</b> |
| • <b>Land Development &amp; Community Design</b> |                                |

**Instructions:** For purposes of both proposal review and attendee marketing, we organize education into 'tracks', or areas of similar subject matter. There are seven tracks representing core functions of home building as well as two representing specialty market segments of the industry (Custom Building & Remodeling or Multifamily Housing). Select the appropriate core function track for the subject matter you intend to cover. You will select a category, topic focus and specialty market segment track (if applicable) in later questions.

## ► SUBJECT MATTER CATEGORY & TOPIC

**Instructions:** In addition to organizing by track, we further define subject matter by 'category' and 'topic' to help compare and promote those with similar content. Based on the Core Function Track you initially chose for your proposal, you will first select a Subject Matter Category; you will then be presented with a more narrow set up Subject Matter Topics from which to choose.

## ► SPECIALTY MARKET SEGMENT TRACK

**Response Options:**

- Custom Building & Remodeling
- Multifamily Housing

**Instructions:** Selection one of these options ONLY if your proposal is applicable to the specialty segment.

## ► LEVEL OF CONTENT

**Response Options:**

- **Advanced:** The session is suited for attendees with extensive prior knowledge of the subject matter. Learners are often executives who wish to develop in-depth expertise and mastery of the topic.
- **Intermediate:** The session is suited for attendees with fundamental prior knowledge of the subject matter and should allow the learner to build upon an already established competence.
- **Novice:** The session is suited for attendees with little or no prior knowledge of the subject matter. The learner may be at an entry level in the industry, or in some instances, a seasoned professional seeking information about a new or emerging topic.

**Instructions:** Indicate how much prior knowledge of or experience with the subject an attendee should have prior to hearing your program.

**Expert Tip:** While there is a need for Novice and Intermediate programming for those newer to the industry and/or for new and emerging issues, the majority of the IBS audience has 10+ years of industry experience and seeks the most innovative and advanced education the industry has to offer.

## ► DESCRIPTION

**Instructions:** Your description should provide a clear and accurate summary of the content of your program and describe why the program is relevant, timely and important to the IBS audience. It should be a to-the-point summary and avoid exaggerated language or claims. 750 character limit; generally, they consist of 3-5 complete sentences (about 100 words in total).

**Expert Tip:** Information provided for this question is used to create the description that appears on the IBS website and onsite guide. Therefore, your description should be written toward your intended IBS audience, and should not only explain your content, but also entice readers to attend.

## ► PRESENTATION PLAN

**Instructions:** Describe how the content will be presented so that reviewers can visualize your session. Outline your format, activities to engage the audience, the role of the presenter(s), technology used, etc. 750 character limit.

## ► ELEVATOR PITCH

**Instructions:** Describe to the selection group why they should choose your proposal. 500 character limit.

**i Expert Tip:** Your answer should be free of hyperbole, overstatements and elaborate language – instead, get right to the point and tell us what is distinguishable about this presentation and why it should be selected.

## ► LEARNING OUTCOMES

**Instructions:** Proposals must list 3 specific educational outcomes (a fourth is required if you wish for your program to be considered for AIA accreditation). Quality learning outcomes should describe what the attendee will know or come away with and what outcome can be achieved by learning it; i.e. Attendees will “learn ABC in order to achieve XYZ”. Each learning outcome should be one sentence only. 175 character limit.

## ► AUDIENCES

### Response Options:

- 55+ Housing Builders & Developers
- Commercial Builders
- Designers, Architects, Engineers & Planners
- Land Developers
- Manufactures/Suppliers
- Multifamily Builders & Developers
- Remodelers
- Retail/Wholesale Dealers & Distributors
- Sales & Marketing Professionals
- Single Family Builders - All Types
- Single Family Builders - Custom
- Single Family Builders - General Contracting, Production, Spec/Tract
- Subcontractors & Specialty Trade Contractors
- Systems Built Home Manufacturers & Builders

**Instructions:** Identify a primary audience and 1-2 secondary audience for your program. Refer to the Attendee Demographics section of our RFP for additional information about the IBS audience.

**i Expert Tip:** Our reviewers and IBS attendees are looking for depth and specificity in the programming they choose. Therefore, when writing your proposal, you shouldn't attempt to speak to “all”. Instead, target a more narrow audience and provide information as specific to their needs as possible.

## ► PREVIOUSLY OFFERED AT IBS

### Response Options:

- Yes
- No

**Instructions:** Indicate if you have presented this session or something similar at a previous International Builders' Show. If so, please list the year(s) and title(s).

**i Expert Tip:** Having offered a session previously at IBS does not necessarily lessen your chances of being selected. We often repeat sessions that have been well-attended and highly rated in the past, as long as they have been updated with fresh content. We cross-reference all proposals with past sessions, so there is no need to hide the fact that you've presented a similar session previously - it may even help your chances.

## ► SCHEDULING

**Instructions:** Sessions can be scheduled at any time during IBS, and presenters must be available on any day of the show. However, if any known scheduling conflicts exist for your presenters, indicate those along with reasons for the request.

## ► PRESENTERS & PROFILES

**Instructions:** At minimum, you must complete the first name, last name, email address and role fields for all presenters who are to appear on your session. Once these details have been added, you then have two options for finalizing each presenter's profile: you can click on the 'Edit' button and complete the required fields OR click the 'Invite' button which will send an email inviting them to do so.

**i** **Expert Tip 1:** Proposals cannot be accepted until the following presenter-related items are complete:

- 1) The full roster of all speakers who are to appear on a session must be provided at the time of proposal submission. Please do not add speakers to a proposal until you have spoken with them and confirmed they are willing to participate.
- 2) Each speaker's profile information must be completed prior to submission.

If speaker changes (including additions and/or cancellations) are requested after submission, the proposal/session will be subject to disqualification and/or cancellation.

**Expert Tip 2:** When completing their profiles, presenters are encouraged to share as much social media information (professional) and past speaking experience as possible, and highly encouraged to share a video of a past speaking engagement and/or about themselves and their proposal. "Speaker Qualifications" are carefully considered during selection and reviewers want to get to know the speakers as well as possible.