

# NAHB INTERNATIONAL BUILDERS' SHOW®

## 2025 EXHIBITOR PROSPECTUS



**APPLY NOW TO EXHIBIT**



**BUILDERSSHOW.COM/EXHIBIT**

# ALL HOMES START HERE

Questions? Contact Michael Currier  
mcurrier@nahb.org | 202-266-8689

2025 **IBS**™

Feb 25 - 27  
Las Vegas

# MAXIMIZE EXPOSURE. ENGAGE CUSTOMERS. GAIN QUALITY LEADS.

**NAHB International Builders' Show® (IBS)**, the **#1 event** to reach industry decision-makers and purchasers, is headed back to Las Vegas, February 25 - 27, 2025.

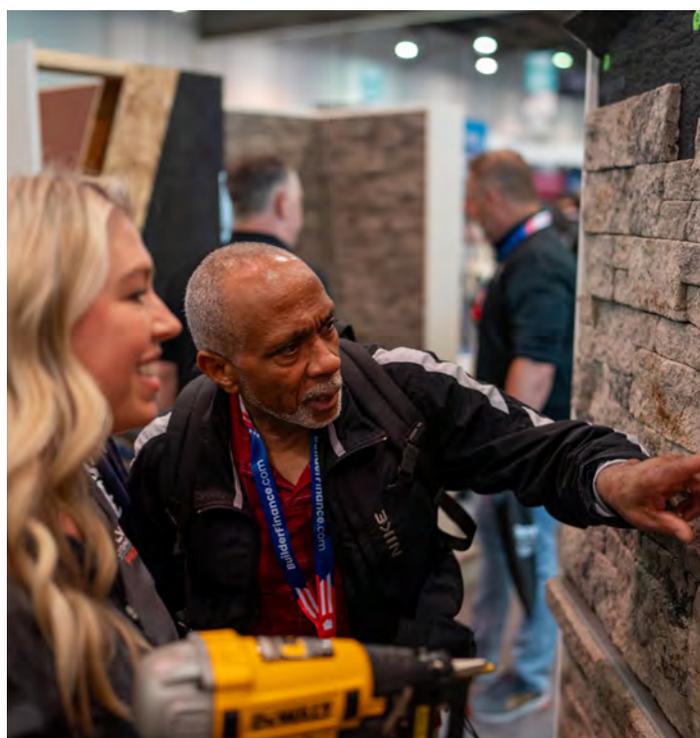
**90,000+** attendees gathered at IBS 2024. **IBS 2025** is expected to be just as successful with tens of thousands expected to gather at the Las Vegas Convention Center eager to connect and discover the best of what the residential construction industry has to offer.

IBS, the industry's most highly anticipated show of the year, draws industry professionals ranging from **home builders** and **remodelers** to **wholesale dealers/distributors** and more, looking for **new products, solutions and business partners**.

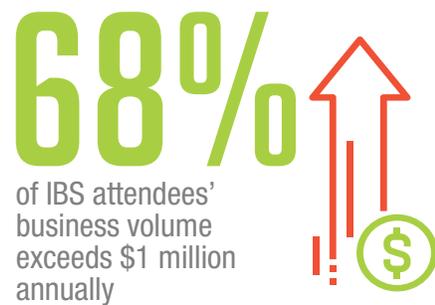
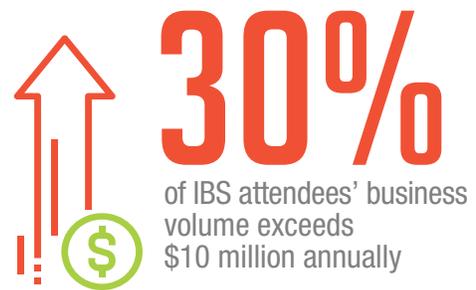
Apply to exhibit to ensure your company, products and services reach thousands of industry decision-makers, connect with new and current customers and gain quality leads to grow your business.

**Make plans to exhibit at the  
2025 Builders' Show today!**

**LEARN MORE  
BUILDERSHOW.COM/EXHIBIT**



# BUILDERS' SHOW BY THE NUMBERS



# WHO ATTENDS THE BUILDERS' SHOW?

REGISTRATION	2024 LAS VEGAS
IBS Registrants <i>(excluding exhibitors, press, etc.)</i>	59,330
IBS Exhibitors	17,613
KBIS Registrants* <i>(that visited IBS Exhibitors)</i>	13,628
<b>Total</b>	<b>90,571</b>

\*KBIS is the NKBA Kitchen & Bath Industry Show, which co-locates with IBS in the Convention Center each year. KBIS registrants' badges give them access to the IBS exhibits.

## TOP 5 BUSINESS TITLES



Other Business Titles: 7% Construction Management, 5% Architect, Designer, Engineer, 3% Administration, 3% Consultant, 3% Purchasing, 2% Installer, 1% Estimating, .6% Information Technology

## 2024 BUSINESS VOLUME (\$)



- 23% 15 Million or over
- 7% 10 Million to 15 Million
- 13% 5 Million to 10 Million
- 25% 1 Million to 5 Million
- 9% 500k to 1 Million
- 11% Under 500k
- No Construction Activity 13%

# KEY DECISION-MAKERS ARE AT IBS

Top Builders	Percent in Attendance	No. of Registrants
TOP 25	100%	647
TOP 50	98%	936
TOP 75	93%	1,152
TOP 100	88%	1,351
TOP 150	85%	1,637
TOP 200	80%	1,807
TOP 240	77%	1,971

## ALL TOP 25 PRODUCTION BUILDERS WERE AT IBS 2024!

Ashton Woods Homes  
Beazer Homes  
Century Communities  
Clayton Properties Group  
David Weekley Homes  
D.R. Horton  
DRB Group  
Dream Finders Homes  
Highland Homes  
Hovnanian Enterprises  
KB Home  
Lennar  
LGI Homes  
Mattamy Homes US Group  
M.D.C. Holdings  
Meritage Homes  
M/I Homes  
NVR  
Perry Homes  
PulteGroup  
Shea Homes  
Stanley Martin Homes  
Taylor Morrison  
Toll Brothers  
Tri Pointe Homes

### PRODUCTION BUILDERS EXECUTIVE CLUB

IBS provides exclusive space for executives from the top 250 single-family builders in the United States. In 2024, nearly 520 executives from 173 companies took advantage of this VIP lounge.



*Rankings based on the Pro Builder 2023 Housing Giants Rankings List.*

# WHERE **YOUR** EXHIBIT DOLLARS GO

**YOUR  
BUSINESS**



IBS, the industry's most comprehensive, business-building event, supports the industry growth efforts produced by NAHB.



NAHB, the producer of IBS, serves as the voice of America's housing industry with its members constructing more than 80% of new homes built in the US.



**Advocacy**

NAHB is the industry's link to Capitol Hill, and has been instrumental in advancing policies that remove barriers to new home production and help protect housing affordability.



**Litigation**

NAHB supports legal efforts to secure favorable housing construction conditions.



**Expertise**

Year-round and at IBS, NAHB provides valuable industry education.



**Economics**

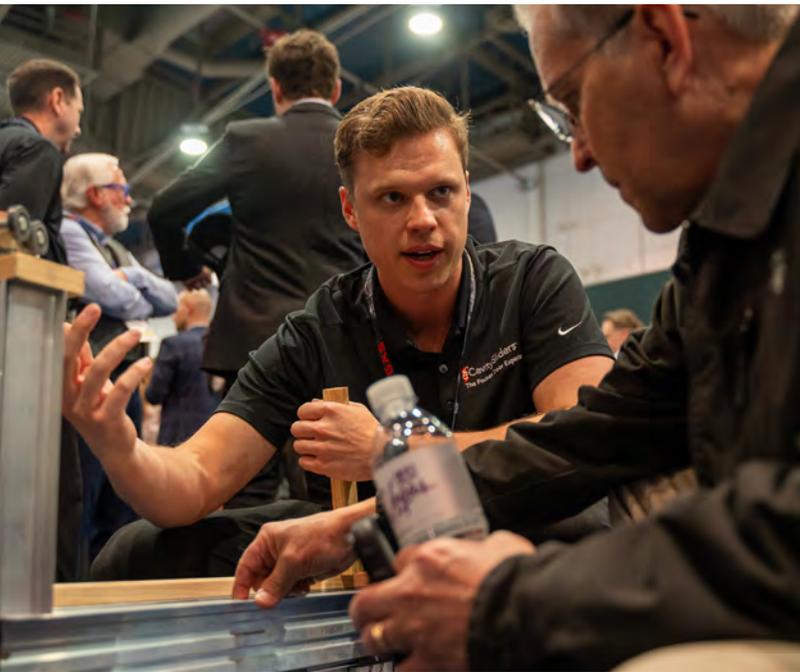
NAHB produces exclusive economic resources that provide valuable insights into the issues and trends driving the housing industry.

# EXHIBIT HALL SEGMENTS

The 2025 IBS exhibit halls will once again be divided into six segments making it easy for attendees to navigate the show floor, which is the size of over 40 football fields, to find products and services of interest to them.

West Hall	Central Hall	South Hall
Interior Finishings & Home Living Business Management & Professional Services	Building Materials	Construction Tools, Systems, Equipment & Safety Outdoor Living, Leisure & Modular Structures Global Products

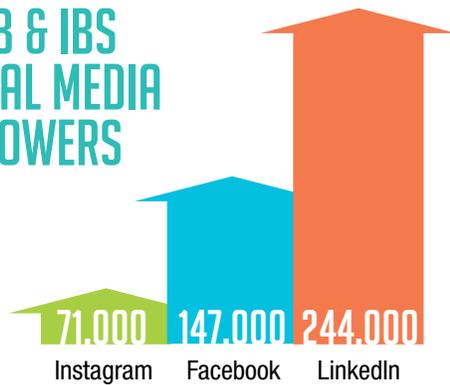
**LEARN MORE | [BUILDERSSHOW.COM/SEGMENTS](https://BUILDERSSHOW.COM/SEGMENTS)**



# MEDIA COVERAGE

With a combination of comprehensive media coverage from our industry's most trusted sources and year-long social media posts highlighting exhibitors and building trends, IBS puts all eyes on you and your company to optimize your investment.

## NAHB & IBS SOCIAL MEDIA FOLLOWERS



## MEDIA COVERAGE

1,855 Media Mentions

\$1.5 MIL. IN PUBLICITY  
VALUE

There's no better place to showcase your company and increase your publicity than IBS. Nearly 300 members of the press attended IBS in 2024. Check out some of the media that covered the show.

AD

A&E

Better Homes  
& Gardens

Builder

FineHomebuilding

Forbes

HGTV

houzz PRO

The New York Times  
Wirecutter

PROBUILDER  
PROFESSIONAL BUILDER

PROREMODELER  
PROFESSIONAL REMODELER

REALSIMPLE

realtor.com

This Old  
House

USA TODAY

# SPONSORSHIP & ADVERTISING OPPORTUNITIES

Extend your company's visibility at IBS beyond your booth space! IBS offers numerous marketing opportunities for companies big and small and for every marketing budget. Companies that participate in IBS sponsorship and advertising see an average of **206% more leads** than companies that do not.

ATTENDEE LISTS

BANNERS & SIGNAGE

CUSTOMIZED PACKAGES

DIGITAL VIDEO ADVERTISING

EMAIL MARKETING

EVENT SPONSORSHIPS

EXHIBITOR HOSPITALITY ROOMS

MOBILE APP ADVERTISING

NICHE-SPECIFIC OPPORTUNITIES

PRE- & POST-SHOW MARKETING

PRINT ADVERTISING

VIDEO PACKAGES

SEE OPPORTUNITIES  
[BUILDERSSHOW.COM/PROMOTIONS](http://BUILDERSSHOW.COM/PROMOTIONS)

Questions? Contact Lynn Margiotta at [lmargiotta@nahb.org](mailto:lmargiotta@nahb.org) | 202-266-8685



# OPPORTUNITIES FOR MORE EXPOSURE



## Best of IBS™ Awards

The Builders' Show recognizes outstanding building products and services in nine categories from exhibitors at the show with the Best of IBS Awards. Plus one product or service is named Best in Show. Best of IBS Awards winners receive recognition at the show and continue to enjoy marketing opportunities for up to a year after the show ends.



## IBS New Product Zone

Hundreds of products make their debut at the Builders' Show each year. Showcase your hot NEW product in the IBS New Product Zone. It's where attendees discover new cutting-edge products for the building industry. ONLY 75 products are selected for the New Product Zone.

**We will be accepting applications for the 2025 Best of IBS Awards and the IBS New Product Zone this fall.**



# CONTACT INFORMATION

## Exposition Sales

**Michael Currier, Vice President**

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### **Exhibit Space Sales, Companies A-F**

**Carlos Cockburn, Account Sales Manager**

ccockburn@nahb.org | 202-266-8108

### **Exhibit Space Sales, Companies G-O**

**Rob Pallace, Account Sales Manager**

rpallace@nahb.org | 202-266-8427

### **Exhibit Space Sales, Companies P-Z**

**Chris Hood, CGP, Senior Account Sales Manager**

chood@nahb.org | 202-266-8684

**Learn more**

[BuildersShow.com/exhibit](https://BuildersShow.com/exhibit)

## Sponsorship Sales

**Lynn Margiotta, Vice President**

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**Learn more**

[BuildersShow.com/promotions](https://BuildersShow.com/promotions)

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