

# REQUEST FOR PROPOSALS: IBS Education

2026 International Builders' Show  
February 17 – 19 · Orlando, FL

**RFP Close Date: May 6, 2025**

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

## New & Noteworthy for 2026:

- **This RFP is for classroom sessions AND Central programs.** We've consolidated the two RFPs into a single submission window for IBS 2026, streamlining the process to make it easier and faster for you. There will **NOT** be a secondary RFP later in the year.
  - If your proposal is chosen, the selection committee will make every effort to accommodate your preferred education type (either classroom or Central). However, please be aware that you may be asked to adjust your presentation to fit the other type, depending on the event's needs.
  - If you do not wish to be considered for an alternative type, you will have the opportunity to note that in your proposal.
- **NEW: Super Session Proposals** – For the first time, we are accepting proposals for our super-sized, deep dive Super Sessions, including The Sales Rally.
- **NEW: Individual/Company Submission Limits** – Between classroom sessions AND Central programs, individuals and companies will be limited to two and three proposals respectively. You are encouraged to submit only your very best!
- **NAHB does not provide fees/honoraria or reimburse travel expenses** for selected speakers.



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## RFP SUMMARY



Thank you for your interest in contributing to the educational programming at the 2026 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.

In this document, 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.

### A New Consolidated Request for Proposals

Please note, this is a consolidated RFP for both our classroom sessions and Central programs. The two have been combined to streamline the process and make submitting proposals easier and faster.

**Classroom Sessions vs. Central Programs:** Traditional classroom sessions are intentionally unique from Central programs. In classroom sessions, we can reach large crowds and address relatively broad topics; content is typically speaker/expert led. Centrals allow us to take learning one step further by diving deeper into issues specific to a particular audience, and equally important, providing an opportunity for meaningful conversations between peers that simply aren't possible in a formal classroom. Ultimately, the two work hand-in-hand, bringing the attendee education experience full circle.

#### Classroom Education

- Broad topics
- Large crowds (250+) w/ varying audiences and needs
- 'Push' of information from speaker to attendee
- Formal setting with large stage and robust AV capabilities
- Typically 60-minutes in length

#### Centrals Learning

- Niche topics/deeper dives
- Smaller audience (50-150) with more uniform challenges
- Interactive, often peer-to-peer exchange
- Casual setting with no stage; traditional AV capabilities
- Typically 30-minutes in length

### SUBMITTING YOUR PROPOSAL FOR CONSIDERATION:

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This includes a list of question you will be asked during proposal submission.

## STEP 1: REVIEW THE RFP & SPEAKING RULES

- 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.
- 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/program 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 will be subject to disqualification and/or cancellation.
- Proposals and sessions/programs should be brand and vendor neutral. Those promoting specific product brands, services or technologies will not be considered.
- **Individual/Company Proposal & Speaking Limits:**
  - **Individual Limit:** An individual can appear on up to two (2) proposals. If selected, they may participate in no more than two (2) classroom sessions or Central programs, either as a speaker or moderator.
  - **Company Limit:** A company's employees may appear on up to three (3) proposals. If selected, their employees may participate in no more than three (3) classroom sessions or Central programs, either as speakers or moderators.
- A maximum of four (4) presenters may appear on a classroom proposal/session; a maximum of three (3) may appear on a Central proposal/program (these limits include a moderator, when needed). Exceptions may be considered on a case-by-case basis, particularly for Super Sessions.
- A maximum of two (2) presenters from the same company may appear on a classroom proposal/session; if two appear, a third from outside that company must be added. Multiple presenters from the same company may not appear on a Central proposal/program, particularly for Super Sessions.
- 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.
- Session/programs are scheduled at NAHB's discretion. Presenters must be available all days of the Show.
- **NAHB does not reimburse travel expenses or provide fees/honoraria for selected presenters.**
- During Show days (Feb 17-19), 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 REVIEW PROCESS



All submitted proposals will go through a multi-phase review process to ensure a well-rounded and audience-driven selection of educational programming. Each round of review plays a critical role in shaping the final programming offered at IBS. Thoughtful, well-crafted proposals have the best chance of advancing through each phase.

### REVIEW PHASES

#### **NEW!** Phase 1: Peer/Community Review

Proposals will first be reviewed by a diverse group of past and prospective IBS attendees. This community-based review is focused on a brief session summary and provides valuable feedback on perceived relevance, interest and demand from the audience perspective.

#### Phase 2: NAHB Committee, Council & Staff Review

Next, proposals move to a detailed evaluation by NAHB committee, council and staff members—including Convention Education Subcommittee members—who are most closely aligned with the content relevant to their areas of expertise and focus. This review includes a deeper analysis of the full proposal content, including learning objectives, speaker qualifications and practical takeaways. The merit of each proposal is measured against five criteria (listed below), which guide reviewers to their recommendations.

#### Phase 3: IBS Convention Education Subcommittee Selection

The final evaluation and proposal selections are carried out by the Convention Education Subcommittee. This committee is made up of NAHB members who are appointed from among their peers in the federation. They thoroughly assess the highest-reviewed proposals and make the ultimate selections, guaranteeing well-rounded, high-quality programming that aligns with the needs and interests of the IBS audience.

### REVIEW CRITERIA

#### 1. Value of Content

Is the content relevant and timely for the current state of the industry? Are the solutions and ideas offered new and innovative? Is the topic explored in-depth? Will attendees leave with ideas and tools they can take-home and apply immediately?

#### 2. Audience Appropriateness

Is the topic in-line with attendees' wants and needs as outlined in our *Leading Topics of Interest*? Is this topic and content fitting for the occupation, experience level and demographic of IBS Education attendees? Is the proposal written with a particular audience in mind rather than "applicable to all"?

#### 3. Presentation Format/Engagement

Is the topic fitting for a 60-minute presentation and one that can hold an audience's attention for that length of time? Will the presentation employ a particularly engaging or unique format, activity, technology or speaker?

#### 4. Speaker Qualifications

Is the speaker(s) considered an industry expert/leader for this particular topic? Is he/she uniquely qualified from others and/or known for an innovative approach? Does he/she have strong reviews from past IBS presentations and/or excellent references from other speaking engagements?

#### 5. Differentiation/Merit

Is this proposal unique compared with past sessions and/or other proposals we may receive on the same topic? Upon reading the proposal, does it move a reviewer to feel that this is a must-have session at IBS? Will the session meet the high standards and expectations attendees have for IBS education?

## STEP 3: CONSIDER THE LEADING TOPICS OF INTEREST



Each year, we conduct a survey of IBS stakeholders to inquire about the topics they would most like to see addressed through education. The results of this survey are included below. IBS education 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.

### TRACK/CENTRAL:

#### 55+ Housing Central

All aspects of the 55+ housing subspecialty, including design, development, finance, ownership, management, and sales and marketing.

- |                                              |                                                          |
|----------------------------------------------|----------------------------------------------------------|
| 1. code compliance, significant code changes | 6. 55+ market outlook                                    |
| 2. cost effective building techniques        | 7. new building products and technologies                |
| 3. 55+/active adult development trends       | 8. change orders and allowances                          |
| 4. innovative building techniques            | 9. integrating home technology                           |
| 5. aging-in-place                            | 10. reducing conflicts, dealing with challenging clients |

#### Architecture & Design Track | Design Central

Wide array of content focusing on cutting-edge design trends both outside and inside the home.

- |                                              |                                        |
|----------------------------------------------|----------------------------------------|
| 1. efficient/attainable design; right-sizing | 9. aging-in-place                      |
| 2. design trends for interiors               | 10. ADUs                               |
| 3. kitchens                                  | 11. outdoor living                     |
| 4. floor plan trends                         | 12. health and wellness                |
| 5. design trends for exteriors               | 13. multi-generational living/design   |
| 6. AI for design                             | 14. colors and materials for interiors |
| 7. value engineering and lean design         | 15. colors and materials for exteriors |
| 8. bathrooms                                 |                                        |

#### Building Techniques & Strategies Track

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 | 6. high performance building and remodeling |
| 2. cost effective building techniques        | 7. building envelope                        |
| 3. innovative building techniques            | 8. performance path vs. prescriptive path   |
| 4. new building products and technologies    | 9. avoiding/correcting errors and callbacks |
| 5. energy standards                          | 10. framing/advanced framing                |

## Business Management Track

Insights into managing more effectively and profitably, expansion and diversification and more.

1. AI for business management
2. improving profits and margins
3. contract best practices
4. leadership and coaching
5. financial planning best practices
6. design-build
7. standard operating procedures
8. improving productivity
9. creating and using a business plan
10. competing with bigger builders
11. reducing liability
12. cash flow
13. lessons from leading builders
14. budgeting
15. differentiating your company

## Custom Building & Remodeling Track | Custom Building and Remodeling Centrals

Questions, issues, strategies and trends unique to the custom home building and remodeling segments of the industry.

### Custom

1. innovative building techniques
2. efficient/attainable design; right-sizing
3. cost effective building techniques
4. design trends for interiors
5. code compliance, significant code changes
6. new building products and technologies
7. customer experience best practices
8. reducing conflicts, dealing with challenging clients
9. high performance building and remodeling
10. change orders and allowances

### Remodeling

1. customer experience best practices
2. energy standards
3. cost effective building techniques
4. high performance building and remodeling
5. reducing conflicts, dealing with challenging clients
6. code compliance, significant code changes
7. consumer housing trends and preferences
8. remodeling industry outlook
9. change orders and allowances
10. pre-construction agreements

## Land Development & Community Design Track

The latest in land acquisition and community planning, with topics ranging from financing to amenities.

1. 55+/active adult
2. land planning process
3. density
4. mixed-use/mixing multifamily with retail or single family
5. community design trends
6. financing affordable housing
7. mixed-income multifamily
8. single family/trends in single family
9. amenity trends
10. land analysis/product type selection

## Multifamily Housing Track | Multifamily Central

Unique multifamily issues and challenges, various housing types and what today's renter and condo buyers want in a home.

1. innovative building techniques
2. mixed-use/mixing multifamily with retail or single family
3. housing affordability
4. design trends for exteriors
5. density
6. mixed-income multifamily
7. multifamily market outlook
8. new building products and technologies
9. community design trends
10. multifamily unit plan trends

## Project Management Track

Improve profitability and productivity in each project phase, including pre-construction, build and post-construction.

1. customer experience best practices
2. reducing conflicts, dealing with challenging clients
3. change orders and allowances
4. project management best practices
5. AI for project management
6. scheduling
7. mark-up, margin and pricing
8. pre-construction agreements
9. improving worker and construction productivity
10. managing costs
11. estimating
12. trade partner/contractor best practices
13. purchasing/material cost and availability
14. tech/software for project management
15. project team management/relationships

## Research & Trends Track

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
2. housing industry outlook
3. housing affordability
4. demographic analysis of buyers/renters
5. new housing policies and regulations
6. workforce development and training
7. niche market insights
8. innovation in housing production
9. 55+ market outlook
10. remodeling market outlook

## Sales & Marketing Track | Sales Central

Tools and techniques to help effectively reach, sell to and serve buyers, including digital marketing, sales process, customer experience and more.

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

## STEP 4: UNDERSTAND THE IBS AUDIENCE



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	17%
Single Family Builder (Production, Spec/Tract, GC)	17%
Multifamily	7%
55+ Housing	2%
Remodeler	9%
Subcontractor/Specialty Trade Contractor	9%
Commercial/Land Development	7%
Architect, Engineer, Planner, Designer	5%
Sales, Marketing, Advertising	3%
Wholesale/Retail Dealer/Distributor	18%
Other	6%

#### 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	14%

#### 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

 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

 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/Program 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 speakers – 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?


 For more information or answers to your questions, please email Devin Perry, AVP, Learning Content Strategy, at [dperry@nahb.org](mailto:dperry@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/PROGRAM TYPE

#### Response Options:

- **Building Knowledge (Classroom) Session:** These 60-minute classroom sessions offered across 9 tracks are the foundation of IBS education.
- **Super Session:** Super-charged classroom sessions, often 1-2 hours, that dive deep into key areas of learning. Submit a proposal for The Rally, The Blueprint or The Experience -- or recommend a new topic!
- **Central Program:** Intentionally unique from classroom sessions, these 30-minute programs -- hosted in the IBS networking hubs known as 'Centrals' -- offer a deeper, audience-specific learning experience often using interactive presentation formats.

**Instructions:** Select the appropriate session/program type for your presentation. We offer roughly 100 Building Knowledge Sessions each year, 60-80 Central programs and 3-5 Super Sessions. **Please Note:** If your proposal is chosen, the education selection committee will do its best to honor your type of choice, however, you may be asked to alter your presentation from a classroom session to a Central program or vice versa.

### ► SESSION/PROGRAM FORMAT

#### Response Options:

- **Individual Speaker:** Traditional presentation with a single speaker; powerpoint presentation typically used.
- **Multi-Speaker/Panel:** Traditional presentation with up to 3 speakers; a 4th may be added only if serving as a panel moderator. (2 speakers and a moderator in Centrals)
- **4/12 Pitch (CLASSROOM ONLY):** 1 topic, 4 speakers, 12-minute presentations focused on must-know insights. Speakers begin by giving a brief highlight of what they plan to address related to an overarching topic, then one-by-one, take the stage to present a niche aspect, delivering concise, impactful takeaways.
- **20x20 Story:** Each speaker prepares 20 slides that automatically advance every 20 seconds forcing a choreographed presentation that is short and concise (6 minutes and 40 seconds exactly). Slides typically have few words and/or rely heavily on imagery to tell a story. Session/program typically centered around a single broad theme and features multiple speakers each giving their own 20x20 Story around a niche aspect.
- **Case Study:** Presentation of detailed outcomes or analysis related to a study, test case, construction project, etc., providing practical lessons that can be applied to similar situations.
- **Debate:** Multiple speakers with opposing viewpoints engage in a structured, moderated discussion on a key issue. Speakers present their arguments, challenge each other's perspectives and respond to audience questions.
- **Demonstration:** Live physical/virtual step-by-step showcase of a product, technique or process, giving attendees a firsthand look at its application and benefits.

- **Punch List:** Collection of new trends, products or ideas presented rapid-fire/lightning round style. The session/program should have a broad theme and speakers share a new example every one to two minutes.
- **Jam(b) Session:** Speakers have a free-flowing conversation like they were sitting around a dinner table or at happy hour while also engaging in audience discussion/Q&A. A facilitator may be used to help guide the discussion.
- **Shop Talk (CENTRALS ONLY):** Small-group conversation where the audience, through facilitation, discusses a given topic(s) and shares ideas. A single topic can be addressed, or for more robust discussion and interactivity, choose 3-5 topics, setting up a “talk” for each.
- **Town Hall:** Hybrid of a traditional presentation and peer-to-peer discussion. Session/program begins with a speaker(s) providing information about the topic with a few brief slides, but then opens up to the audience for interactive discussion and Q&A.
- **Two-Story Talk:** Combines two, more in-depth presentations on a single topic into one session/program. Can utilize two speakers or two panels - each will simply use their half of the allotted time to address a distinctly unique side of an issue or approach to a particular problem.
- **Up Close Q&A (CENTRALS ONLY):** Unstructured Q&A/casual conversation with a prominent industry CEO, expert, VIP, etc. giving attendees an exclusive opportunity to meet with and ask question of the thought-leader during the time allotted. No formal presentation, but a facilitator may be used to guide conversation and questions.
- **Other/Multiple:** Have a format we haven't thought of or plan to combine multiple from above? Select this option and then tell us more in your Presentation Plan.

**Instructions:** Select the appropriate delivery format for your presentation.

## ► TRACK, CENTRAL OR SUPER SESSION FOCUS

### Response Options (Building Knowledge Session):

- |                                                                                                                                                                                                                                                             |                                                                                                                                                                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• Architecture &amp; Design</li> <li>• Building Techniques &amp; Strategies</li> <li>• Business Management</li> <li>• Custom Building &amp; Remodeling</li> <li>• Land Development &amp; Community Design</li> </ul> | <ul style="list-style-type: none"> <li>• Multifamily Housing</li> <li>• Project Management</li> <li>• Research &amp; Trends</li> <li>• Sales &amp; Marketing</li> </ul> |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

### Response Options (Super Session):

- |                                                                                                                                        |                                                                                                                                                   |
|----------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• The Blueprint (design focus)</li> <li>• The Experience (customer experience focus)</li> </ul> | <ul style="list-style-type: none"> <li>• The Rally (sales focus)</li> <li>• New/Other (focus not addressed by a current Super Session)</li> </ul> |
|----------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|

### Response Options (Central Program):

- |                                                                                                                                      |                                                                                                                                |
|--------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• 55+ Housing Central</li> <li>• Custom Building Central</li> <li>• Design Central</li> </ul> | <ul style="list-style-type: none"> <li>• Multifamily Central</li> <li>• Remodeling Central</li> <li>• Sales Central</li> </ul> |
|--------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|

**Instructions:** Based on the Session/Program Type you selected at the start of your proposal, please select the appropriate Track, Central or Super Session Focus.

## ► SUBJECT MATTER CATEGORY

**Instructions:** For those submitting a classroom session proposal in a specific track, you will then be asked to select a broad category that best represents your subject matter. We use this information to help organize, compare and promote those proposals with similar content.

## ► LEVEL OF CONTENT

### Response Options:

- **Advanced:** Content 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:** Content 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:** Content 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/ELEVATOR PITCH

**Instructions:** Your description/pitch should provide a clear and accurate summary of the content your plan to present, outline its relevance/timeliness for IBS attendees and make the case to the selection committee as to why it should be chosen! It should be free of hyperbole and elaborate language — instead, get right to the point and tell us what we'll get and why it's important to offer at IBS. 750 character limit; generally, 3-5 complete sentences (about 100 words or less).

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

## ► SNAPSHOT

**Instructions:** Provide a concise summary of your content that quickly conveys the topic and key takeaways. Think of it as your session/program's "snapshot" — brief, compelling and to the point so that the reader immediately understands what your presentation is about. 275 character limit (about 50 words or less).

## ► PRESENTATION PLAN

**Instructions:** Based on the Format chosen at the start of your proposal, describe how the content will be presented so that reviewers can visualize your session/program. Outline your format, activities to engage the audience, the role of the presenter(s), technology used, etc. 750 character limit.

## ► LEARNING OUTCOMES

**Instructions:** Proposals must list 3 specific educational outcomes (a fourth is required if you wish for your session/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 audiences for your session/program. Refer to the Attendee Demographics section of our RFP for additional information about the IBS audience.

**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/program or something similar at a previous International Builders' Show. If so, please list the year(s) and title(s).

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

## ▶ SCHEDULING

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

## ▶ ALTERNATIVE SESSION/PROGRAM TYPE


### Response Options:

- Yes
- No

**Instructions:** If this proposal is NOT able to be selected for your session/program type of choice (Building Knowledge Session, Super Session, Central Program), would you be open to presenting this as an alternative type (e.g. shortening your Building Knowledge session to instead be presented as a Central Program)? If you have comments/feedback related to your answer, please also provide those.

## ► SPEAKERS & PROFILES

**Instructions:** At minimum, you must complete the first name, last name, email address and role fields for all speakers who are to appear on your session/program. Once these details have been added, you then have two options for finalizing each speaker'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.

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

- 1) The full roster of all speakers who are to appear on a session/program 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, speakers 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.