

2027 NAHB INTERNATIONAL BUILDERS' SHOW®

EXHIBITOR PROSPECTUS



APPLY NOW TO EXHIBIT

BUILDERSHOW.COM/EXHIBIT

Questions? Contact Blake Swango
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NAHB **IBS**™

Feb 2–4, 2027
Las Vegas

MAXIMIZE EXPOSURE. ENGAGE CUSTOMERS. GAIN QUALITY LEADS.

The NAHB International Builders' Show® (IBS), the #1 event to reach industry decision-makers and purchasers, is headed back to Las Vegas, February 2–4, 2027.

75,000 industry professionals gathered at IBS 2026, and IBS 2027 is expected to be just as successful. We anticipate tens of thousands to gather at the Las Vegas Convention Center, eager to connect and discover what's new and next in the residential construction industry.

The Builders' Show, the industry's most highly anticipated event 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**.

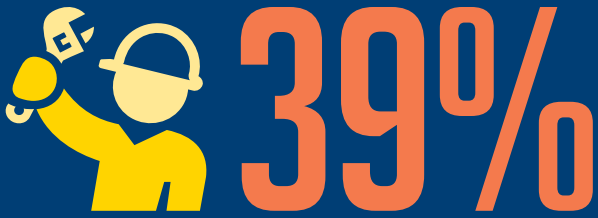
Apply to exhibit to ensure your company, products and services reach thousands of industry decision-makers, connect with new and current customers and gain quality leads to grow your business.

**Secure your spot at the
2027 Builders' Show today!**

LEARN MORE
BUILDERSHOW.COM/EXHIBIT



BUILDERS' SHOW BY THE NUMBERS



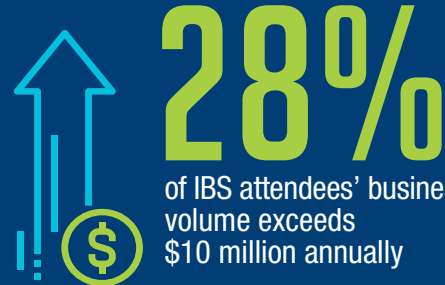
Builders (single family builders and multifamily developers, active adult housing)



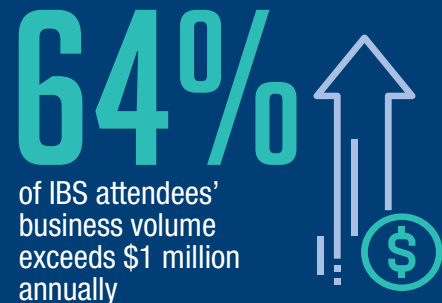
of IBS attendees are purchasing decision-makers or influence purchasing decisions



Dealers/Distributors
(wholesale/retail)



of IBS attendees' business volume exceeds \$10 million annually



of IBS attendees' business volume exceeds \$1 million annually



WHO ATTENDS THE BUILDERS' SHOW?

REGISTRATION	2025 Vegas	2026 Orlando
IBS Registrants (excluding exhibitors, press, etc.)	62,429	58,116
IBS Exhibitors	18,879	16,860
KBIS Registrants* (that visited IBS Exhibitors)	12,177	16,927
Total	93,485	91,903

*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, 4% Consultant, 3% Purchasing, 2% Installer, 1% Estimating, .5% Information Technology

2026 BUSINESS VOLUME (\$)

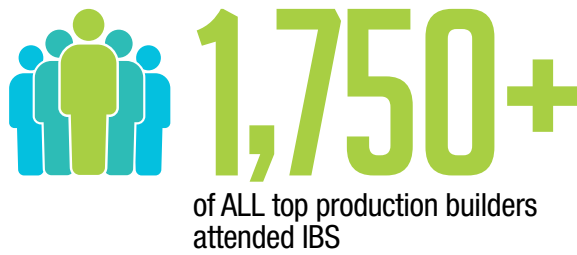


- 20% 15 Million or over
- 7% 10 Million to 15 Million
- 13% 5 Million to 10 Million
- 24% 1 Million to 5 Million
- 10% 500k to 1 Million
- 11% Under 500k

No Construction Activity 15%

TOP PRODUCTION BUILDERS WERE AT IBS 2026!

In 2026, out of the 200 top production builders ranked in the 2025 ProBuilder Top 200 Report list:



The Builders' Show is your #1 way to reach 1,000s of key decision-makers.

Top Production Builders	No. of Registrants
TOP 25	752
TOP 50	974
TOP 75	1,250
TOP 100	1,365
TOP 150	1,546
TOP 200	1,711



PRODUCTION BUILDERS EXECUTIVE CLUB

IBS provides exclusive space for executives from the top 200 single-family production builders in the United States. In 2026, just over 450 executives from 163 companies took advantage of this VIP lounge.

WHERE YOUR EXHIBIT DOLLARS GO

YOUR BUSINESS



IBS, the industry's most comprehensive, business-building event, is an important revenue source for the National Association of Home Builders (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

As the leading housing voice on Capitol Hill, NAHB is instrumental in advancing policies that remove barriers to new home and apartment production and protect housing affordability.



Litigation

NAHB weighs in with the Supreme Court on legal issues that affect our industry and helps individual members, as well as local and state HBAs, defray litigation costs on issues that are common to the industry and that may carry nationwide impact.



Expertise

NAHB produces exclusive economic resources and analysis available nowhere else that offer valuable insights into the economic and marketing trends driving the housing industry.



Economics

NAHB specialists deliver top-notch analysis and practical solutions on environmental, codes, housing finance and other issues as well as providing year-round industry educational resources and opportunities that are second to none.

EXHIBITS ORGANIZED TO MEET BUILDERS' NEEDS

The 2027 IBS exhibit halls are divided into six segments and the Outdoor Exhibits, 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.

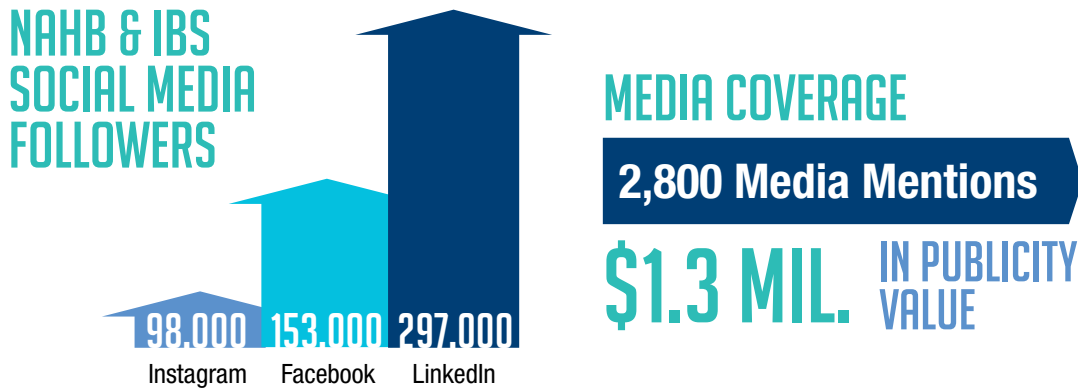
West Hall	Central Hall	South Hall
Interior Finishings & Home Living	Building Materials	Construction Tools, Systems, Equipment & Safety
Business Management & Professional Services		Outdoor Living, Leisure & Modular Structures
		Global Products
		Building Materials

LEARN MORE | 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.



There's no better place to showcase your company and increase your publicity than IBS. Nearly 300 members of the press registered for IBS 2026. Check out some of the media that covered the show.



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 **176% 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](https://buildersshow.com/promotions)

Questions? Contact Lynn Margiotta at 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.

*Please note the IBS New Product Zone is not a competition and no winners are selected. This is a paid opportunity to showcase new products on the show floor.

We will be accepting applications for the 2027 Best of IBS Awards and the IBS New Product Zone this fall.



CONTACT INFORMATION

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Learn more

BuildersShow.com/exhibit

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Learn more

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Feb 2–4, 2027
Las Vegas