

NAHB INTERNATIONAL BUILDERS' SHOW®

2025 EXHIBITOR PROSPECTUS



APPLY NOW TO EXHIBIT



BUILDERSSHOW.COM/EXHIBIT

ALL HOMES START HERE

Questions? Contact Blake Swango
bswango@nahb.org | 202-266-8116

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**.

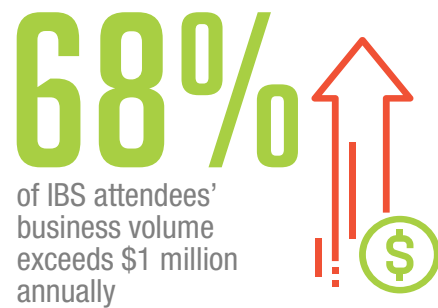
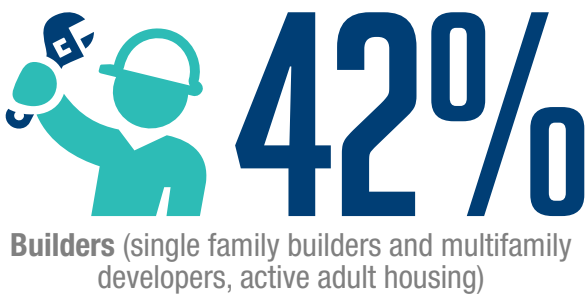
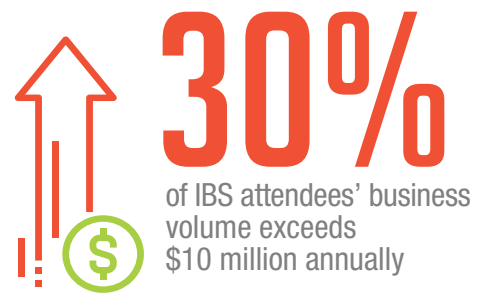
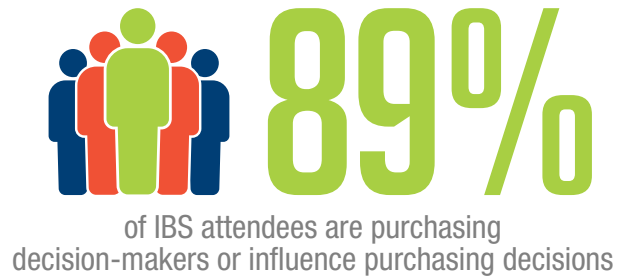
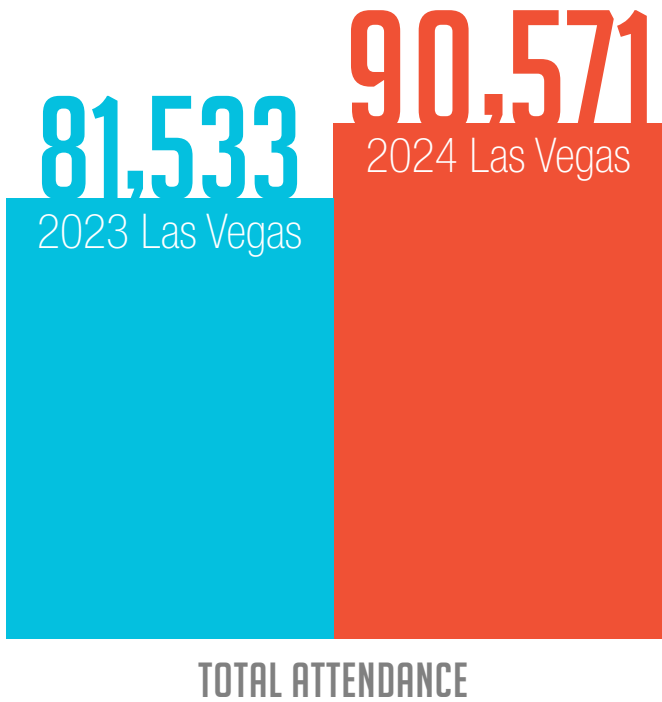
Apply to exhibit to ensure your company, products and services reach thousands of industry decision-makers, connect with new and current customers and gain quality leads to grow your business.

**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 |
| Total | 90,571 |

*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 |

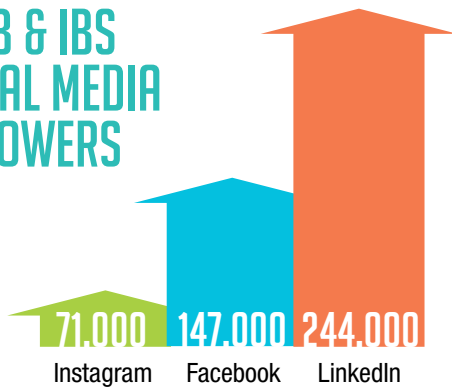
LEARN MORE | BUILDERSSHOW.COM/SEGMENTS



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
BUILDERSHOW.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.

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



CONTACT INFORMATION

Exposition Sales

Blake Swango, Vice President

bswango@nahb.org | 202-266-8116

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

Sponsorship Sales

Lynn Margiotta, Vice President

lmargiotta@nahb.org | 202-266-8685

Learn more

BuildersShow.com/promotions

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