

2026 NAHB INTERNATIONAL BUILDERS' SHOW® EXHIBITOR PROSPECTUS



APPLY NOW TO EXHIBIT

BUILDERSSHOW.COM/EXHIBIT

Questions? Contact Blake Swango
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Feb 17-19, 2026
Orlando, FL

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 to Orlando, February 17 - 19, 2026.

81,000+ industry professionals gathered at IBS 2025, and **IBS 2026** is expected to be just as successful. We anticipate tens of thousands to gather at the Orange County 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.

**Secure your spot at the
2026 Builders' Show today!**

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BUILDERS' SHOW BY THE NUMBERS



41%

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



89%

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



18%

Dealers/Distributors
(wholesale/retail)



29%

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



Remodelers

9%

67%

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



WHO ATTENDS THE BUILDERS' SHOW?

REGISTRATION	2025
IBS Registrants <i>(excluding exhibitors, press, etc.)</i>	62,741
IBS Exhibitors	18,864
KBIS Registrants* <i>(that visited IBS Exhibitors)</i>	12,177
Total	93,782

*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, .5% Information Technology

2025 BUSINESS VOLUME (\$)



22% 15 Million or over

7% 10 Million to 15 Million

13% 5 Million to 10 Million

No Construction Activity 13%

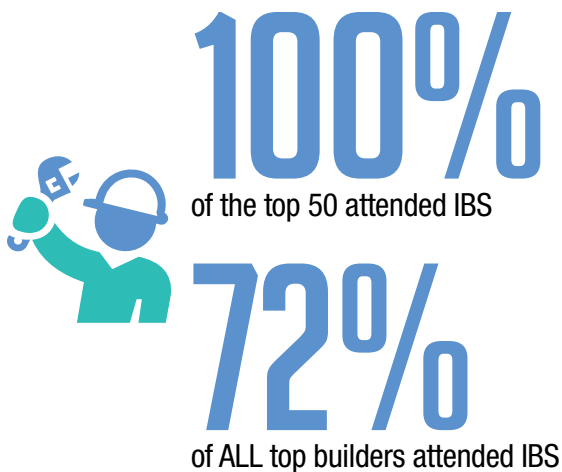
25% 1 Million to 5 Million

9% 500k to 1 Million

11% Under 500k

ALL TOP 50 PRODUCTION BUILDERS WERE AT IBS 2025!

In 2025, out of the 221 top production builders ranked on the ProBuilders 2024 Housing Giants list:



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

Top Production Builders

TOP 25
TOP 50
TOP 75
TOP 100
TOP 150
TOP 200
TOP 221

No. of Registrants

680
948
1,204
1,405
1,643
1,781
1,825



Scan to see a list of the top 50 production builders that attended IBS 2025.



PRODUCTION BUILDERS EXECUTIVE CLUB

IBS provides exclusive space for executives from the top 250 single-family production builders in the United States. In 2025, nearly 450 executives from 162 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 2026 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

Building Materials

Global Products

North Hall & South Hall

Business Management & Professional Services

Interior Finishings & Home Living

Outdoor Living, Leisure & Modular Structures

Construction Tools, Systems, Equipment & Safety

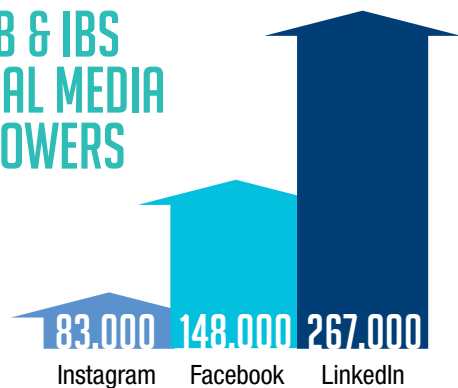
LEARN MORE | [BUILDERSSHOW.COM/SEGMENTS](https://buildersshow.com/segments)



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

2,291 Media Mentions

\$1.4 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 registered for IBS 2025. Check out some of the media that covered the show.

AD

Better Homes
& Gardens

Builder

FineHomebuilding

Forbes

HGTV

Good Housekeeping

houzz PRO

MARTHA STEWART
Living

The New York Times
Wirecutter

PROBUILDER
PROFESSIONAL BUILDER

PROREMODELER
PROFESSIONAL REMODELER

REAL SIMPLE

realtor.com®

This Old
House

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

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 2026 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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