



Feb 17-19
Orlando, FL

EXHIBITOR UPDATES

We are excited that you're exhibiting at the Builders' Show in Orlando, and we want you to have a successful IBS experience.

Start in the Exhibitor Portal - your hub for critical information and tasks.

Bookmark the [IBS Exhibitor Portal](#) page and visit often for information, tasks, deadlines and tools, which are updated and posted in your portal throughout the year. Don't worry – we will keep reminding you to visit your portal. If you have any trouble logging in, feel free to contact our Exhibitor Service Department at 202-266-8109 or email us at ExpoSales@nahb.org.

Important Tasks to complete now in the Exhibitor Portal:

1. Complete your company's Exhibit Guide Listing

The Exhibit Guide listing determines how your company will be listed in the printed Official Show Guide and Online Exhibitor Search. All you need to do is log in to your [IBS Exhibitor Portal](#), click the "Exhibit Guide Listing" task and fill out your company name, contact information and product categories. This needs to be done by mid-October, so don't wait.

2. Upload information to your Online Company Profile

Your online company profile is a key promotional tool that allows attendees to learn more about your company. You can upload information like a company description, product photos, videos, product literature and more. The sooner you complete your profile, the more benefit you receive. And you can update it as often as you want! It's easy – simply log in to your [IBS Exhibitor Portal](#) and click the "Update Your Online Profile" task.

Next, visit the Freeman IBS Online Service Manual to start planning what you need for your booth.

The [Freeman IBS Online Service Manual](#) is now live and includes order forms and instructions for the following services: Audio Visual | Exhibit Packages | Flooring | Furnishings | Utilities & Electrical | Signs & Graphics | Freight Management | Labor & Cleaning Services.

We also have pages on BuildersShow.com to help you plan your IBS experience:

1. **Preparing to Exhibit**

The [Preparing to Exhibit](#) page contains everything you need to properly plan your exhibit at the Builders' Show, including required items, official vendors, rules and policies, NAHB notifications and more.

2. **Exhibitor Shipping & Target Plans**

The [Exhibitor Shipping & Target Plans](#) page helps you plan your shipment to IBS. [International freight](#) information has just been added, and the [Freeman Service Manual](#), which provides the warehouse address and dates, the show site address and freight information is now live. Target plans, which help you locate your company's IBS 2026 target freight date are also ready: [North & South Halls | West Hall](#). Find your booth on the floorplan and use the color key in the margin to see the date and time of your move-in.

3. **Exhibitor Resources**

Be sure to visit the [Exhibitor Resources](#) page for how-to videos, important links, resources and updates to help you plan and promote your IBS booth, as well as tips for on-site success. Materials and resources will be continuously added throughout the year, so bookmark this page for easy access!

Promote your presence at the Builders' Show

In 2025, IBS exhibitors who took advantage of IBS opportunities to help promote their presence at the Builders' Show averaged **210% MORE leads** than companies that did not.

The [2026 IBS Sponsorship & Advertising Online Media Kit](#) is now live, and we offer opportunities for every budget. Let us help you stand out, [get in touch](#) with one of our IBS experts for more information and find out how we can help you have a better, more productive show.

Questions?

Please feel free to contact our Exhibitor Service Department at 202-266-8109 or email us at ExpoSales@nahb.org. For questions about IBS Sponsorship & Advertising, contact Lynn Margiotta at lmargiotta@nahb.org or 202-266-8685.