



Feb 17-19
Orlando, FL

EXHIBITOR UPDATES

Begin Planning Now for a Successful IBS

This is the first monthly edition of the 2026 NAHB International Builders' Show® (IBS) Exhibitor Updates email. As we begin preparations for the show, please be on the lookout for monthly emails from Blake Swango (VP of Exhibition Sales) and/or Kelly Faist (Director of Exposition Operations) so you don't miss important information and updates!

Our database supports two designated show contacts per company: a main contact and a show (or secondary) contact. All operational emails are sent to both individuals. If you are receiving this message, you are listed as one of these two contacts.

If someone else at your company should be receiving these communications or needs access to the [Exhibitor Portal](#), or if you would like to know the two contacts listed for your company, please contact our Exhibitor Service Department at 202-266-8109 or email us at ExpoSales@nahb.org.

Exhibitor Portal

The IBS exhibitor portal is the hub for everything you need to know and do to have a successful show. [Start by logging in to the Exhibitor Portal](#) to confirm you have access. In August, the link to order services from Freeman (the official IBS general services contractor) and other official contractors will become available. Additional information, tasks, deadlines and tools will be posted throughout the year. Don't worry – we will remind you frequently to visit your portal.

Note: You can also view your exhibit space application and make payments through the portal.

Exhibitor Hotel Information

The IBS exhibitor housing assignment process is managed by Maritz, our official housing service provider, and will begin in mid-July. The assignment process is based on each exhibitor's number of priority points. Exhibitors will be grouped according to their priority points total, and the group of exhibitors with the most points will be able to request their

rooms first. The next group will be given access several days later, and so on, until all exhibitors are assigned. The actual access dates for each group will be dependent upon the number and size of exhibitors in the groups and will be announced next week by email.

SCAM ALERT – Be Aware of Unauthorized IBS Solicitors

Do not send payments from emails requesting payment to be wired to a new address. We have been notified that some exhibitors have been receiving correspondence requesting customers to send payment for the NAHB International Builders' Show and that our wire transfer information has changed. If you get an invoice or notification, please check the email address. The email should come from bswango@nahb.org.

Before sending/wiring any money for an NAHB International Builders' Show payment, please refer to the official [Methods of Payment](#) page on our website. The information on our website is correct.

You may receive emails referencing hotel rates for IBS 2026. **Please be aware. NAHB has NO affiliation with the following companies:**

- Check In Now
- American Booking Services
- BookNconfirmed LLC
- NTA Travel
- Expoplanners.net
- VIP Hospitality Services LLC
- Expo-key.com

Maritz is NAHB's only official housing company. Anyone else who contacts you regarding rooms for IBS does not represent NAHB, IBS or Maritz, and NAHB cannot guarantee the services they offer or assist you should a problem arise. If you receive such a solicitation, we encourage you to hang up and notify NAHB via email at exposales@nahb.org.

Exhibitor Resources

Visit the IBS [Exhibitor Resources](#) page to explore how-to videos, exhibitor education, helpful tips and updates to get the most out of your IBS participation. Materials and resources will be continuously added as we get closer to the Builders' Show, so bookmark this page for easy access!

Sponsorship & Advertising Updates

Want to renew your IBS sponsorship/advertising? We'll be contacting 2025 IBS sponsors and advertisers in June and July to offer renewals for the 2026 show. There will also be some new offerings because the Show will be in Orlando; we'll be happy to talk to you about those new items as well.

The updated 2026 IBS Sponsorship & Advertising Online Media kit will be live on BuildersShow.com in mid-July. Keep an eye out for updates or check BuildersShow.com/promotions.

Need meeting space at the Orange County Convention Center during IBS 2026?

Contact [Lynn Margiotta](#), VP, Business Development to be added to the list for rooms—we'll start leasing some rooms later this summer; it is anticipated that we will have a limited inventory of rooms available in 2026.

Our IBS Sponsorship & Advertising Team is here to help maximize your return on investment at IBS. We can help drive traffic to your booth, promote a new product, ramp up your brand awareness to the critical IBS audience and generate leads from the Show. We'll work with you to help meet your marketing and sales goals—let's connect and talk. Find our team here: www.BuildersShow.com/promotions.

Beyond IBS Marketing Opportunities

In addition to IBS, NAHB offers various [digital opportunities](#) to reach your target audience on a year-round basis:

- NAHB e-newsletters – capture the attention of audiences in the residential construction industry
- Retargeting advertising – retarget to NAHB.org or BuilderShow.com visitors
- Sponsored content posts/emails – position your company as a thought leader through advertorial-type opportunities
- Exclusive emails to NAHB members – reach selected niches of NAHB membership via HTML emails (this is a limited opportunity)

Our team is always trying to provide ways to make it easier for you to get in front of the right audience. With more than 140,000 members, NAHB offers unparalleled access to different segments and audiences within the residential construction industry. [Tell us which areas](#)

[interest you](#), and we will partner with you to help you get in front of the right NAHB audience by sending you a customized proposal specific to your marketing and sales needs.

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.