

ALERT: October 20 is the LAST day to submit your Exhibit Guide listing

If your Exhibit Guide listing is not completed by Monday, October 20, your company will **ONLY** be listed in the alphabetical section of the printed IBS Show Guide directory and **NOT** under any product categories. Don't miss the opportunity for attendees to find your company under the products that interest them!

It only takes a few minutes. Here's what to do:

1. Log in to your [exhibitor portal](#) and select the "Exhibit Guide Listing" task
2. Enter company name
3. Select product categories for the listing
4. Submit

Please note completing your Exhibit Guide Listing (due October 20) is a separate task from completing your Online Profile which shows on [buildersshow.com](#) and in the IBS Mobile App. Your online profile can be completed at any time, but the sooner the better. Check out the [Exhibit Guide Listing and Online Profile how-to video](#).

Exhibitors requesting multiple show listings: each exhibitor is permitted to one (1) show guide listing per 100 square feet, including the primary listing. You must have a minimum of 200 square feet to request additional listings for your brands, divisions or affiliated companies.

Affiliated companies are defined as two or more companies that are legally related entities, e.g. a parent and a subsidiary, subsidiaries of the same parent, a corporation and a division. Additional listings do not receive priority points for participating in the show.

There is a U.S. \$200 charge for each requested additional company listing, and all additional listings include an online company profile.

To order additional listing(s) for your booth:

1. Log in to your [exhibitor portal](#) and select the "Additional Listings" task.

2. Once you have completed your order, select the “Additional Listing Information” task to provide the information we need to set up your additional listings.

Please note that additional listings ordered or entered after October 20 will ONLY be listed in the Online Exhibitor Search and NOT in the printed Show Guide.

Sponsor & Advertise for even MORE exposure! Key November deadlines are approaching.

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.

There are impactful sponsorship and advertising opportunities that expire in November. [View key sponsorship deadlines](#). We can help you target your efforts based on goals or audiences, and we offer a variety of options to reach a large audience or a targeted audience. All packages are fully customizable for any budget.

Check-out the [IBS sponsorship and advertising opportunities](#) and let us help you meet your goals.

Get recognized as the Best of IBS™ - deadline November 21.

The Builders' Show recognizes outstanding building products and services in nine categories for exhibitors at the show with the Best of IBS Awards. Plus, one product or service is named Best in Show. Best of IBS Award winners receive recognition at the Builders' Show and continue to enjoy marketing opportunities for up to a year after the show ends. Think your incredible product/service has what it takes to be named a Best of IBS Awards winner? [Apply for the Best of IBS Awards](#) before November 21!

Showcase your hot NEW product in the IBS New Product Zone – spaces are limited!

Year in and year out, the New Product Zone is the most visited area and rated the most valuable by attendees. 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 85 products are selected. [DON'T WAIT to apply](#).

Please note: Show staff reviews applications on a rolling basis. If spaces fill up before the due date, we will stop accepting applications.

Using an Exhibitor Appointed Contractor?

If you are planning to use an exhibitor appointed contractor (EAC), which is any contractor other than an Official IBS Contractor that provides a service to an exhibitor within the exhibit hall, you must complete an EAC Request form for each EAC providing a service in

your booth. To submit this form, log in to the [exhibitor portal](#), select the “Exhibitor Appointed Contractor (EAC) task.

SCAM ALERT – be aware of unauthorized IBS solicitors and vendors!

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.

Also, here is a listing of the [IBS Official Vendors](#). We’ve been informed that unauthorized vendors are sending emails to IBS exhibitors. Please mark these emails as spam and/or delete the messages. If you’re unsure if a service provider is an IBS official vendor, please contact Kelly Faist at kfaist@nahb.org.

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.