



Feb 17-19
Orlando, FL

EXHIBITOR UPDATES

We are excited that you will be exhibiting at the 2026 NAHB International Builders' Show® (IBS) in Orlando, and we want you to have a valuable IBS experience. Watch the [IBS Exhibitor Welcome Video](#) from Blake Swango, VP, Exposition Sales, outlining 5 important steps for success.

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 onsite success.

Customer Invites, allowing IBS exhibitors to offer a FREE Expo Pass to their customers, will launch in mid-October.

And...don't miss any IBS deadlines or discounts! Download the [Key Deadlines PDF](#) and mark your calendars.

Complete your company's Exhibit Guide Listing – deadline: October 20

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.

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.

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? [Learn more and apply!](#)

Request to be featured on IBS social media channels.

IBS social media spotlights are available exclusively for IBS 2026 exhibitors. If you have a new product or service and would like to be considered, submit the [IBS social media spotlight request form](#).

Spotlights are free for IBS exhibitors with limited spots available. Deadline to submit a request is December 1. Selections will be made at the discretion of the IBS marketing team, and the post will be written by the IBS marketing team based on the information provided. Please be sure to follow the guidelines on the form.

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 75 products are selected. DON'T WAIT to [apply](#).

Maximize your IBS participation & help drive traffic to your booth.

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 soon. [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.

In addition to IBS, NAHB offers various [digital opportunities](#) to reach your target audience on a year-round basis: NAHB e-newsletters, retargeting advertising, sponsored content posts/emails and exclusive emails to NAHB members.

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.

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.