

RFP CLOSE DATE: MAY 4, 2026



February 2 – 4 · Las Vegas



REQUEST FOR PROPOSALS

IBS CLASSROOM EDUCATION & CENTRAL PROGRAMS

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RFP SUMMARY

Thank you for your interest in contributing to the educational programming at the 2027 NAHB International Builders' Show® (IBS). IBS is the housing industry's largest annual light construction show in the world, serving an audience of more than 70,000 professionals annually.

This document outlines important details for creating and submitting your proposal. Speaking opportunities at IBS are highly competitive—please review the following carefully to ensure your submission is complete, compelling, and positioned to have the best chance of being selected.

A Consolidated Request for Proposals

This is a consolidated RFP for both classroom sessions and Central programs. Combining the two into a single process is intended to streamline submissions and make participation easier and more efficient.

While part of a unified submission process, classroom sessions and Central programs serve distinct and complementary roles. Together, the formats work hand-in-hand to deliver a more complete and engaging education experience for IBS attendees.

Classroom Sessions

- Broad topics
- Large crowds (250+) w/ varying audiences and needs
- 'Push' of information from speaker to attendee
- Formal setting with large stage and robust AV capabilities
- Typically 60-minutes in length

Centrals Programs

- Niche topics/deeper dives
- Smaller audience (50-150) with more uniform challenges
- Interactive, often peer-to-peer exchange
- Casual setting with no stage; traditional AV capabilities
- Typically 30-minutes in length

BEFORE YOU SUBMIT:

COMMON REASONS PROPOSALS ARE NOT CONSIDERED

- Proposals that promote specific products, services or companies.
- Multi-speaker proposals with only presenters from a single company.
- Proposals that exceed individual or company participation limits.
- Incomplete proposals—including missing presenters, weak descriptions or unclear learning outcomes.
- Proposals submitted with the expectation of compensation.
- Proposals that don't align with the selected session/program type's intent or relative number of offerings. IBS offers approximately 100 Building Knowledge Sessions, 60–80 Central programs, 10–20 AI & Tech Studio Sessions and 3–5 Super Sessions. All are competitive, all have a unique purpose.

SUBMISSION & SPEAKING RULES

Clear guidelines to ensure a smooth proposal and presentation experience.

Eligibility & Submission Method

- NAHB members and non-members who are affiliated with the residential building industry are eligible to submit proposals.
- Proposals and sessions/programs must be brand and vendor neutral. Those promoting specific products, brands, services or technologies are not eligible for consideration.
- Proposals must be submitted through NAHB's online program management system.
- Incomplete proposals will be disqualified and removed from consideration – full learning outcomes are expected, complete session descriptions are required, etc.

Proposal & Presenter Limits

- Individual Limit: An individual may appear on up to two (2) proposals and, if selected, may participate in no more than two (2) sessions or programs, either as a speaker or moderator.
- Company Limit: A company's employees may appear on up to three (3) proposals and, if selected, their employees may participate in no more than three (3) sessions or programs, either as speakers or moderators.

Presenter Capacities & Roster Composition

- A maximum of four (4) presenters may appear on a classroom proposal/session; a maximum of three (3) may appear on a Central proposal/program (these limits include a moderator, when needed). Exceptions may be considered on a case-by-case basis, particularly for Super Sessions.
- Classroom proposals/sessions with multiple presenters may not consist entirely of presenters from a single company. A maximum of two (2) presenters from the same company is allowed, but only when at least one additional presenter from a different company is included. Central proposals/ programs may not include multiple presenters from the same company.

Changes & Modifications

- The full roster of presenters who are to appear on a session/program must be provided at the time of proposal submission, including all requested presenter information. If presenter changes (including additions and/or cancellations) are requested after submission, the proposal will be subject to disqualification and/or cancellation.
- NAHB reserves the right to combine similar proposals, request format modifications, change titles and descriptions, or add presenters as necessary. You will be notified if there are any changes requested and given the opportunity to modify your proposal.

Agreements, Scheduling & Compensation

- All selected presenters must sign an NAHB License & Release and a Speaker Agreement.
- NAHB does not provide fees/honoraria or travel reimbursement for selected presenters.
- Sessions/programs are scheduled at NAHB's discretion. Selected presenters must be available all days of the Show.
- During Show days (Feb 2-4, 2027), selected presenters may not organize and/or participate in any events or programs considered educational in nature that are not within the official scope of Design & Construction Week (IBS, KBIS and/or Supporting Organization events).

PROPOSAL REVIEW PROCESS

What reviewers look for and how sessions are chosen.

REVIEW PHASES

Phase 1: Peer/Community Review

Proposals are first reviewed by a diverse group of past and prospective IBS attendees. This community-based review is based on a brief proposal summary and designed to gauge which sessions/programs attendees are most likely to attend, helping identify overall interest and demand.

Phase 2: NAHB Committee, Council & Staff Review

Proposals then move to a more detailed evaluation by NAHB committee, council and staff members most closely aligned with the subject matter. This review includes a deeper analysis of the full proposal, including learning objectives, speaker qualifications and practical takeaways, and is guided by the five review criteria (listed below).

Phase 3: Final Selection

Final review and proposal selections are made by the Convention Education Subcommittee, a group of NAHB members appointed from among their peers in the federation. They thoroughly assess the top-rated proposals and make final decisions to ensure a well-rounded, high-quality program aligned with attendee needs and interests.

REVIEW CRITERIA

1. Value of Content

Is the content relevant and timely for the current state of the industry? Are the solutions and ideas offered new and innovative? Is the topic explored in-depth? Will attendees leave with ideas and tools they can take-home and apply immediately?

2. Audience Appropriateness

Is the topic in-line with attendees' wants and needs? Is this topic and content fitting for the occupation, experience level, and demographics of IBS Education attendees? Is the proposal written with a particular audience in mind rather than "applicable to all"?

3. Presentation Format/Engagement

Is the topic fitting and one that can hold an audience's attention for the time allotted? Will the presentation employ a particularly engaging or unique format, technology, activity, or speaker?

4. Speaker Qualifications

Is the speaker(s) considered an industry expert/leader for this particular topic? Is he/she uniquely qualified from others and/or known for an innovative approach? Does he/she have strong reviews from past IBS presentations and/or excellent references from other speaking engagements?

5. Differentiation/Merit

Is this proposal unique compared with past sessions and/or other proposals we may receive on the same topic? Upon reading the proposal, does it move a reviewer to feel that this is a must-have session at IBS? Will the session meet the high standards and expectations attendees have for IBS education?

WHO ATTENDS THE BUILDERS' SHOW?

PRIMARY BUSINESS TYPE

Single Family Custom Builder	17%	Commercial/Land Development	7%
Single Family Builder (Production, Spec/Tract, GC)	17%	Architect, Engineer, Planner, Designer	5%
Remodeler	9%	Sales, Marketing, Advertising	3%
Subcontractor/Specialty Trade Contractor	9%	55+ Housing	2%
Multifamily	7%	Wholesale/Retail Dealer/Distributor*	18%

Other/Miscellaneous Business Types: 6%; Dealers and Distributors, while a prominent business type, are not typically education attendees.

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

LEADING TOPICS OF INTEREST

Key topics and examples inspired by audience interests.

Each year, we aim to highlight topics that reflect the evolving interests and priorities of IBS attendees. For 2027, the information below includes example topics by track/Central, along with top-rated classroom sessions from IBS 2026.

Proposals are not limited to these topics; however, you are encouraged to use the information to develop content that aligns with industry need and audience demand.

Categories reflect the broad areas addressed within each track, with representative topic examples to illustrate the type of content included.

ARCHITECTURE & DESIGN TRACK | DESIGN CENTRAL

Wide array of content focusing on cutting-edge design trends both outside and inside the home.

Categories: Aging & Health; Floor Plans; Elevations & Exteriors; Interiors

Example Topics: design trends for exteriors; AI for design; floor plan trends; design trends for interiors; bathrooms; kitchens

Top Attended IBS 2026 Sessions:

1. Design Sells: Create Affordable Homes Buyers Want & Can Afford
2. An Insider Guide to 2026 Design & Product Trends
3. 3 Keys to Winning Floor Plans: Right-Sized, On-Trend, Margin-Boosting
4. 60 Design Ideas in 60 Minutes: Smart Moves for a Shifting Market
5. Next Gen Insights: What Young Pros Want in Floor Plans, Elevations & Interiors

BUILDING TECHNIQUES & STRATEGIES TRACK

The build process itself. Everything from new products to building systems is explored, along with the techniques and technologies for building smarter, high performing houses.

Categories: Codes & Standards; Construction Strategy; Construction Methods & Materials

Example Topics: high performance building and remodeling; cost effective building techniques; innovative building techniques; energy standards; healthier homes; code compliance and significant code changes

Top Attended IBS 2026 Sessions:

1. No More Callbacks: The Secrets to Error-Free Execution in Construction
2. Know Before You Go! 50 Must-See Products & Services at IBS 2026
3. Cut Costs, Keep Quality: 6 Proven Strategies for Attainable Homes
4. Get Up to Speed on the 2024 International Energy Conservation Code (IECC)
5. Offsite Meets Onsite: Hybrid Construction for Speed, Savings & Efficiency

LEADING TOPICS OF INTEREST

Key topics and examples inspired by audience interests.

BUSINESS MANAGEMENT TRACK

Insights into managing more effectively and profitably, expansion and diversification, and more.

Categories: Business Planning & Finance; Competitive & Diversification Strategies; Growth, Profits & Productivity; Legal Issues; Personnel Management

Example Topics: improving profits/margins; team communication best practices; AI for business management; lessons from leading builders; standard operating procedures; company culture

Top Attended IBS 2026 Sessions:

1. The 7 Habits of Highly Effective Builders
2. Get Them to Do What You Ask: The ABCs of Team Accountability
3. Metrics, Smetrics: How to Track the Numbers That Truly Matter
4. Scaling with Intention: Signs You're Ready & Steps to Get There
5. A Better Bottom Line: Mastering Cash Flow, Profit Protection & Sales Growth with Diligence

CUSTOM BUILDING & REMODELING TRACK | CENTRALS

Questions, issues, strategies and trends unique to the custom home building and remodeling segments of the industry.

While many topics align with other IBS tracks, proposals should reflect the unique challenges, business models and project types specific to customer builders and remodelers.

Top Attended IBS 2026 Sessions:

1. AI, Demystified: Field-Tested Tools to Streamline Builds, Protect Margins & Reduce Headaches
2. 5 Proven Processes to Boost Team Efficiency & Client Satisfaction
3. 3 Journeys of Builder & Remodeler Growth: Strategies & Lessons Learned
4. Remodeler Pre-Construction that Boost Profits, Clarity & Client Confidence
5. Profit-Protecting Design-Build: Smarter Budgets, Cash Flow & Client Fit

LAND DEVELOPMENT & COMMUNITY DESIGN TRACK

The latest in land acquisition and community planning, with topics ranging from financing to amenities.

Categories: Amenities; Community Design Strategies; Land Use Planning; Product Types/Development; Project Financing

Example Topics: integrating multiple housing types; density; mixed-use development (multifamily with retail or single family); federal planning regulations and policies; land planning process; community design trends

Top Attended IBS 2026 Sessions:

1. Data-Powered Growth: AI & Innovative Tech for Land Planning & Business Expansion
2. Reshaping Home Building: Innovative, Efficient & Affordable Communities That Last
3. A Builder's Guide to Navigating the Built-for-Rent Boom
4. Land Development for Newbies: Real Talk, Real Tools, No Fluff
5. The Approvals Gauntlet: Navigating Zoning & Entitlements for Attainable Housing

LEADING TOPICS OF INTEREST

Key topics and examples inspired by audience interests.

MULTIFAMILY HOUSING TRACK | MULTIFAMILY CENTRAL

Unique multifamily issues and challenges, various housing types and what today's renter and condo buyers want in a home.

While many topics overlap with other IBS tracks, proposals should be specific to multifamily development, design, construction, operations and market dynamics.

Top Attended IBS 2026 Sessions:

1. AI's Impact on Multifamily: Smarter Sites, Faster Leasing, Stronger Operations
2. 2026 Multifamily Market Outlook
3. Designing & Developing Attainable Housing That Works: Smart Solutions for Lasting Impact
4. The Belonging Blueprint: Creating Wellness, Connection & Community in Multifamily Living
5. 10 Risk-Reward Strategies for Smarter Lease-Ups in 2026

PROJECT MANAGEMENT TRACK

Improve profitability and productivity in each project phase, including pre-construction, build and post-construction.

Categories: Customer Experience; Pre-Construction Planning; Jobsite Management & Project Controls

Example Topics: project management best practices; change orders and allowances; reducing conflicts and dealing with challenging clients; estimating; mark-up, margin and pricing; improving worker and construction productivity

Top Attended IBS 2026 Sessions:

1. Avoid Margin Loss & Unlock Hidden Profit Through Smarter Project Management
2. Automated Takeoffs, Predictive Scheduling & Supply-Chain Forecasting with AI
3. Effective Even-Flow Scheduling For Shorter Build Times & Higher Profits
4. Collaboration Over Chaos: The Power of Unified Pre-Construction
5. Estimating & Beyond: How AI is Transforming the Entire Pre-Construction Process

RESEARCH & TRENDS TRACK

Consumer trends, buyer profiles, industry expectations and emerging issues that industry professionals must be aware of in order to stay competitive.

Categories: Consumer Data & Analysis; Industry Forecasts; Emerging Issues

Example Topics: consumer housing trends and preferences; housing industry outlook; demographic analysis of buyers/renters; housing affordability; 55+ market outlook; workforce development and training

Top Attended IBS 2026 Sessions:

1. Home Trends, Buyer Preferences & Most Likely Features for 2026
2. Emerging Tech Trends Builders Need to Know: The Best of CES 2026
3. Build for a Changing America: Product Strategy for Evolving Age & Household Trends
4. Building for Today's Buyer: Data, Trends & Strategies for Attainable, Livable Homes
5. Tackling the Talent Shortage: How to Build a High-Performing Team That Lasts

LEADING TOPICS OF INTEREST

Key topics and examples inspired by audience interests.

SALES & MARKETING TRACK | SALES CENTRAL

Tools and techniques to help effectively reach, sell to and serve buyers, including digital marketing, sales process, customer experience and more.

Categories: Customer Experience/Journey; Digital Tools; Marketing & Branding; Sales Process

Example Topics: brand strategy; digital sales process; customer experience/journey best practices; reputation management; developing a comprehensive sales program; AI for sales and marketing

Top Attended IBS 2026 Sessions:

1. AI is Your MVP: Train & Coach Your Team to Win
2. Budget-Friendly Marketing: 3 Marketing Pros, 3 Builder Sizes, 3 Winning Strategies
3. Stop the Scroll: Brand Storytelling That Grabs Attention, Inspires Trust & Makes the Sale
4. Out with the Old: Modern Marketing Plans That Actually Work
5. Built to Sell: Unshakeable Sales Power in Any Market



HELP DEVELOPING YOUR PROPOSAL

For guidance in preparing your proposal, refer to the *Guide to Crafting Your Proposal* beginning on page 11 of this document.

This guide outlines the questions you will complete during the online submission process. Please review the instructions for each question carefully, and pay close attention to our **Expert Tips**, which highlight best practices and strategies to strengthen your proposal and improve your chances of selection.

HOW TO SUBMIT YOUR PROPOSAL ONLINE

When your proposal is ready, you will submit it through our online program management system, Cadmium, which is used to manage the submission and review process.

1. Visit buildersshow.com/speak and select *Submit Your Proposal* to access the online system.
2. Select *Join Now* to create a profile and begin your first proposal.
3. Once logged in, select *Click here to begin a new Session/Program Proposal*.
4. After entering basic proposal information, a personalized **Task List** will be generated, outlining the additional details and questions required to complete your submission.
5. When all required tasks have been completed—including adding all speakers—select *Preview & Submit*. You will receive a confirmation email once your proposal has been successfully submitted.

You may save your work and return to complete your submission later. To access or update your proposal, log in using your profile credentials and access key.

QUESTIONS?

DEVIN PERRY

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GUIDE TO CRAFTING YOUR PROPOSAL

Tools and tips to build a clear, compelling proposal.

This guide outlines the questions you'll answer in the online system and Task List. Pay close attention to the Expert Tips as you craft your responses.

PROPOSAL TITLE

Instructions: Your title should clearly reflect the subject matter and, if applicable, the target audience. Use action words where possible. 100 character limit; most range from 5-15 words.

Expert Tip: *An attendee's decision to go to a session often hinges on the title alone. Be direct about the content and concise. Be mindful using humor or plays on words, as the result, while entertaining, often does not clearly indicate what the session is about.*

SESSION/PROGRAM TYPE

Instructions: Select the appropriate session/program type for your presentation. While every effort is made to honor your selection, you may be asked to adjust your type (e.g., classroom session to Central program or vice versa) if your proposal is selected.

Response Options:

- **Building Knowledge (Classroom) Session:** These 60-minute classroom sessions offered across 9 tracks are the foundation of IBS education.
- **AI & Tech Studio Session:** 30-minute (at minimum), hands-on sessions featuring builder-led case studies and real-world demonstrations of emerging tech.
- **Super Session:** Extended classroom sessions (typically 1–2 hours) that dive deep into key areas of learning.
- **Central Program:** 30-minute, audience-specific programs hosted in IBS networking hubs, or 'Centrals', designed for deeper, more interactive learning.

Expert Tips:

Super Sessions: *These sessions represent IBS's premier education experience—high-impact, professionally-crafted presentations that extend beyond standard Building Knowledge Sessions in both duration and depth. They are designed for top-tier content, dynamic delivery and industry-leading speakers. Submit a proposal only if your topic aligns with an established focus (e.g., architecture and design, customer experience, sales and marketing) or addresses a high-demand topic of interest, and if the scope of content and speaker caliber support a longer, flagship-level presentation.*

Type Mix: *IBS offers approximately 100 Building Knowledge Sessions, 60–80 Central programs, 10–20 AI & Tech Studio Sessions and 3–5 Super Sessions. All formats are highly competitive; be thoughtful about content fit and number of available slots when selecting your submission type.*

GUIDE TO CRAFTING YOUR PROPOSAL

Tools and tips to build a clear, compelling proposal.

SESSION/PROGRAM FORMAT

Instructions: Select the appropriate delivery format for your presentation.

Response Options:

- **Individual Speaker:** Traditional presentation with a single speaker; PowerPoint typically used.
- **Multi-Speaker/Panel:** Traditional presentation with up to 3 speakers; a 4th may be added only as a panel moderator. (Centrals: 2 speakers plus a moderator max)
- **4/12 Pitch (CLASSROOM ONLY):** 1 topic, 4 speakers, 12-minute presentations focused on must-know insights. Speakers begin together on stage with brief highlights, then present one-by-one, each delivering a distinct, high-impact takeaway.
- **20x20 Story:** Each speaker presents 20 slides that auto-advance every 20 seconds (6 minutes, 40 seconds total), creating a choreographed, fast-paced presentation. Slides are highly visual with minimal text, and sessions are typically built around a shared theme with multiple speakers.
- **Case Study:** Presentation of detailed outcomes or analysis related to a study, test case, construction project, etc., providing practical lessons that attendees can apply.
- **Debate:** Moderated discussion where speakers with opposing viewpoints present arguments, challenge perspectives and respond to audience questions.
- **Demonstration:** Live physical/digital step-by-step showcase of a technique or process, giving attendees a clear view of how it works in practice.
- **Punch List:** Rapid-fire presentation of trends, products or ideas around a broad theme, with speakers sharing new examples every one to two minutes in a high-energy, "lightning round".
- **Shop Talk (CENTRALS ONLY):** Facilitated peer-to-peer discussion where attendees actively share ideas and experiences, either as a full group or in smaller breakouts. May focus on a single topic or rotate through several for deeper engagement.
- **Town Hall:** Hybrid format combining a traditional presentation with peer-to-peer discussion. Begins with a speaker(s) framing the topic with a brief presentation, then opens to the audience for interactive discussion and Q&A.
- **Two-Story Talk:** Combines two more in-depth presentations on a single topic into one session/program. Can feature two speakers or two panels, each using their portion of time to explore a distinct perspective, approach or solution for a given issue.
- **Q&A/Interview (CENTRALS ONLY):** Informal, unstructured conversation with a prominent industry leader (CEO, expert, VIP, etc.), giving attendees the opportunity to engage directly through questions and discussion. May also serve as a follow-up to a session. No formal presentation; a facilitator may be used to guide the conversation and help surface key insights.

TRACK, CENTRAL OR SUPER SESSION FOCUS

Instructions: Based on your chosen Session/Program Type, select the appropriate Track, Central or Super Session Focus.

Response Options (Building Knowledge Session):

- **Architecture & Design**
- **Building Techniques & Strategies**
- **Business Management**
- **Custom Building & Remodeling**
- **Land Development & Community Design**
- **Multifamily Housing**
- **Project Management**
- **Research & Trends**
- **Sales & Marketing**

LEADING TOPICS OF INTEREST

Key topics and examples inspired by audience interests.

Response Options (Super Session):

- **Architecture & Design Focus**
- **Customer Experience Focus**
- **Sales & Marketing Focus**
- **New/Other Focus**

Response Options (Central Program):

- **Custom Building Central**
- **Design Central**
- **Multifamily Central**
- **Remodeling Central**
- **Sales Central**

SUBJECT MATTER CATEGORY

Instructions: For classroom session proposals in a specific track, you will select a broad category that best represents your subject matter. This helps us organize, compare and promote proposals with similar content.

LEVEL OF CONTENT

Instructions: Indicate the level of prior knowledge of or experience with the subject matter attendees should have prior to hearing your session/program.

Response Options (Central Program):

- **Advanced:** Content is suited for attendees with extensive prior knowledge of the subject matter. Learners are often executives who wish to develop in-depth expertise and mastery of the topic.
- **Intermediate:** Content is suited for attendees with fundamental prior knowledge of the subject matter and should allow the learner to build upon an already established competence.
- **Novice:** Content is suited for attendees with little or no prior knowledge of the subject matter. The learner may be at an entry level in the industry, or in some instances, a seasoned professional seeking information about a new or emerging topic.

Expert Tip: *While there is a need for Novice and Intermediate programming for those newer to the industry and for new and emerging issues, the majority of the IBS audience has 10+ years of experience and seeks the most innovative and advanced education the industry has to offer.*

DESCRIPTION/ELEVATOR PITCH

Instructions: Your description/pitch should clearly and accurately summarize the content you plan to present, outline its relevance for IBS attendees and make the case for why it should be selected. Avoid hyperbole or overly elaborate language—get to the point and tell us what attendees will gain and why it matters. 750 character limit; generally, 3-5 complete sentences (about 100 words or less).

Expert Tip: *Information provided is used for the description that appears on the IBS website and app. Your description should not only explain your content, but also entice readers to attend.*

LEADING TOPICS OF INTEREST

Key topics and examples inspired by audience interests.

SNAPSHOT

Instructions: Provide a concise summary of your content that quickly conveys the topic and key takeaways. This “snapshot” is used during the Community Review phase, so it should be brief, compelling and clearly communicate what your session/program is about at a glance. 275 character limit (about 50 words or less).

PRESENTATION PLAN

Instructions: Based on your chosen Session/Program Format, describe how your content will be delivered so reviewers can visualize the experience. Outline the format, audience engagement, presenter roles and any technology used, and clearly demonstrate alignment with the chosen format. 750 character limit.

LEARNING OUTCOMES

Instructions: Provide 3 specific educational outcomes (a 4th is required for AIA accreditation). Each outcome should clearly state what the attendee will learn and what they will be able to achieve as a result (e.g., “learn ABC in order to achieve XYZ”). Limit each outcome to one sentence only. 175 character limit.

AUDIENCES

Instructions: Identify a primary audience and 1-2 secondary audiences for your session/program. Refer to the Attendee Demographics section of our RFP for additional information about the IBS audience.

Response Options:

- 55+ Housing Builders & Developers
- Commercial Builders
- Designers, Architects, Engineers & Planners
- Land Developers
- Manufactures/Suppliers
- Multifamily Builders & Developers
- Remodelers
- Retail/Wholesale Dealers & Distributors
- Sales & Marketing Professionals
- Single Family Builders - All Types
- Single Family Builders - Custom
- Single Family Builders - General Contracting, Production, Spec/Tract
- Subcontractors & Specialty Trade Contractors
- Systems Built Home Manufacturers & Builders

Expert Tip: Our reviewers and IBS attendees are looking for depth and specificity in the programming they choose. When writing your proposal, don't attempt to speak to “all”. Instead, target a narrower audience and provide information as specific to their needs as possible.

LEADING TOPICS OF INTEREST

Key topics and examples inspired by audience interests.

PREVIOUSLY OFFERED AT IBS

Instructions: Indicate if you have presented this session/program or something similar at a previous International Builders' Show. If so, please list the year(s) and title(s).

Response Options:

- Yes
- No

***Expert Tip:** Having offered a session/program previously at IBS does not necessarily lessen chances of being selected. We often repeat content that has been well-attended and highly rated in the past, as long as it has been updated with fresh information. We cross-reference all proposals with past programming, so there is no need to hide the fact that you've presented something similar previously - it may even help your chances.*

SCHEDULING

Instructions: Sessions/programs can be scheduled at any time during IBS, and speakers must be available on any day of the show. However, if any known conflicts exist, indicate those along with reasons for the request.

ALTERNATIVE SESSION/PROGRAM TYPE

Instructions: If your proposal is NOT selected for your preferred Session/Program Type, would you be open to presenting it as an alternative type (e.g. shortening your Building Knowledge session to a Central Program). Please include any relevant comments or considerations, if applicable.

Response Options:

- Yes
- No

SPEAKERS & PROFILES

Instructions: At minimum, complete the first name, last name, email address and role for all speakers (and moderator, if applicable). Once added, you can either click 'Edit' and complete the required fields OR click 'Invite' which will send an email inviting them to do so. **Please do not add speakers to a proposal until you have spoken with them and confirmed they are willing to participate.**

***Expert Tips:** When completing profiles, speakers should share as much professional social media information and past speaking experience as possible and are highly encouraged to share a video of a past speaking engagement and/or about themselves and their proposal. 'Speaker Qualifications' are carefully considered, and reviewers value the opportunity to get to know the speakers as well as possible.*
