



Feb 27 - 29
Las Vegas

SPONSORSHIP & ADVERTISING OPPORTUNITIES

Print Advertising

- [IBS Pre-Show Planner](#) – Due Mid-Nov
- [IBS Official Show Guide](#) – Due Nov 21 & Nov 28
 - Premium Ad Positions – Due Nov 28
 - Divider Tabs – Due Nov 21
 - Standard Positions – Due Nov 28
- [DCW Fold Out Map](#) – Due Dec 8

IBS Credential Mailer

- [Pre-Registration Credential Mailer Envelope](#) – Due Nov 17
- [IBS Passport](#) – Due Nov 17
- [Credential Mailer Exhibitor Coupons](#) – Due Dec 15

Sponsorship & Signage

- [IBS Attendee Badges](#) – Artwork needed by Nov 17
- [IBS Attendee Lanyards](#) – Lanyards needed by Dec 8
- [IBS Treasure Trail](#) – Due Dec 15
- [Show-Site Banners & Signs](#) – Due Jan 19
- [LVCC Wall Graphics](#) – Due Jan 19
- [IBS Exhibit Hall Entrance Floor Graphics](#) – Due Jan 19
- [Rotating Smart Kiosks](#) – Due Jan 19
- [IBS Meterboards](#) – Due Jan 19
- [Shuttle Bus Advertising](#) – Due Jan 19
- [Shuttle Bus Headrests](#) – Due Jan 19
- [Hospitality Rooms](#) – Due Jan 19
- [IBS Official Show Bags](#) – Needed in Las Vegas by Feb 2 (earliest)
- [IBS Registration Sponsorship](#) – Earlier gets more impressions, ongoing

Events & Exhibits

- [Opening Ceremonies Sponsorship](#) – Due Nov 28
- [IBS House Party](#) – Due Nov 28
- [IBS Young Professionals Party](#) – Due Nov 28
- [DCW Closing Concert](#) – Due Nov 28
- [Best of IBS Finalist](#) – Due Nov 28
- [IBS Education](#) – Due Nov 28
- [IBS Store](#) – Due Nov 28
- [IBS Press Room](#) – Due Jan 19

<p>IBS Zones</p> <ul style="list-style-type: none"> • Construction Performance Zone – Due Nov 28 • Craft Technique Zone – Due Nov 28 • New Product Zone – Due Jan 19 • Start-up Zone – Due Jan 19 	<p>Centrals @ IBS</p> <ul style="list-style-type: none"> • Remodeling Central – Due Nov 28 • Custom Building Central – Due Nov 28 • Sales Central – Due Nov 28 • 55+ Housing Central – Due Nov 28 • Design Central – Due Nov 28 • Multifamily Central – Due Nov 28 • Production Builder Executive Club – Due Nov 28
<p>Digital Advertising</p> <ul style="list-style-type: none"> • BuildersShow.com Site Search – Due ASAP • IBS Product Email – Jan 4 for first email • IBS Alert Email Announcements – Jan 11 for first IBS Alert • IBS Mobile App – Due Jan 12 • LVCC Digital Advertising – Due Feb 9 • IBS Show Daily Email – Due Feb 16 • IBS Show Daily Exhibitor Email – Due Feb 16 • IBS Industry Tracker Email – Ongoing, sent bi-weekly • Targeted IBS Registration Confirmation Email – Earlier gets more impressions, ongoing • BuildersShow.com Floor Plan – Earlier gets more impressions, ongoing 	<p>IBS Attendee List Rentals</p> <ul style="list-style-type: none"> • IBS Attendee Pre-Show & Post-Show Direct Mail & Email Lists – access starts Jan 19
<p>Video Packages & A-La-Carte Options</p> <ul style="list-style-type: none"> • New Product Zone Video Package – Due Jan 26 • Exhibitor Marketing Video – Due Jan 26 • IBS TV Sponsorship & Spots – Due Jan 26 	<p>Reaching Exhibitors</p> <ul style="list-style-type: none"> • IBS Exhibitor Lanyards – Due Dec 8 • IBS Exhibitor Registration – Earlier gets more impressions, ongoing