



FEB 25 - 27, 2025  
LAS VEGAS, NV

# SPONSORSHIP & ADVERTISING

## Print Advertising

- [IBS Pre-Show Planner](#) – Due Mid-Nov
- [IBS Official Show Guide](#) – Due Nov 19 & Nov 28
  - Premium Ad Positions – Due Nov 28
  - Divider Tabs – Due Nov 21
  - Standard Positions – Due Nov 28
- [DCW Fold Out Map](#) – Due Dec 13

## IBS Credential Mailer

- [Pre-Registration Credential Mailer Envelope](#) – Due Nov 15
- [IBS Passport](#) – Due Nov 15
- [Credential Mailer Exhibitor Coupons](#) – Due Dec 20

## Sponsorship & Signage

- [IBS Attendee Badges](#) – Artwork needed by Nov 15
- [IBS Attendee Lanyards](#) – Lanyards needed by Dec 13
- [IBS Treasure Trail](#) – Due Dec 20
- [Show-Site Banners & Signs](#) – Due Jan 17
- [LVCC Wall Graphics](#) – Due Jan 17
- [IBS Exhibit Hall Entrance Floor Graphics](#) – Due Jan 17
- [Rotating Smart Kiosks](#) – Due Jan 17
- [IBS Meterboards](#) – Due Jan 17
- [Shuttle Bus Advertising](#) – Due Jan 17
- [Shuttle Bus Headrests](#) – Due Jan 17
- [Hospitality Rooms](#) – Due Jan 17
- [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 26
- [IBS House Party](#) – Due Nov 26
- [IBS Young Professionals Party](#) – Due Nov 26
- [DCW Closing Concert](#) – Due Nov 26
- [Best of IBS Finalist](#) – Due Nov 26
- [IBS Education](#) – Due Nov 26
- [IBS Store](#) – Due Nov 26
- [IBS Press Room](#) – Due Jan 17

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| <p><b>IBS Zones</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Construction Performance Zone</a> – Due Nov 26</li> <li>• <a href="#">Craft Technique Zone</a> – Due Nov 26</li> <li>• <a href="#">New Product Zone</a> – Due Jan 17</li> <li>• <a href="#">Start-up Zone</a> – Due Jan 17</li> </ul>   | <p><b>Centrals @ IBS</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Remodeling Central</a> – Due Nov 26</li> <li>• <a href="#">Custom Building Central</a> – Due Nov 26</li> <li>• <a href="#">Sales Central</a> – Due Nov 26</li> <li>• <a href="#">55+ Housing Central</a> – Due Nov 26</li> <li>• <a href="#">Design Central</a> – Due Nov 26</li> <li>• <a href="#">Multifamily Central</a> – Due Nov 26</li> <li>• <a href="#">Production Builder Executive Club</a> – Due Nov 26</li> </ul> |
| <p><b>Digital Advertising</b></p> <ul style="list-style-type: none"> <li>• <a href="#">BuildersShow.com Site Search</a> – Due ASAP</li> <li>• <a href="#">IBS Product Email</a> – Jan 2 for first email</li> <li>• <a href="#">IBS Alert Email Announcements</a> – Jan 9 for first IBS Alert</li> <li>• <a href="#">IBS Mobile App</a> – Due Jan 10</li> <li>• <a href="#">LVCC Digital Advertising</a> – Due Feb7</li> <li>• <a href="#">IBS Show Daily Email</a> – Due Feb 14</li> <li>• <a href="#">IBS Show Daily Exhibitor Email</a> – Due Feb 14</li> <li>• <a href="#">IBS Industry Tracker Email</a> – Ongoing, sent bi-weekly</li> <li>• <a href="#">Targeted IBS Registration Confirmation Email</a> – Earlier gets more impressions, ongoing</li> <li>• <a href="#">BuildersShow.com Floor Plan</a> – Earlier gets more impressions, ongoing</li> </ul> | <p><b>IBS Attendee List Rentals</b></p> <ul style="list-style-type: none"> <li>• <a href="#">IBS Attendee Pre-Show &amp; Post-Show Direct Mail &amp; Email Lists</a> – access starts Jan 17</li> </ul>  |
| <p><b>Video Packages &amp; A-La-Carte Options</b></p> <ul style="list-style-type: none"> <li>• <a href="#">New Product Zone Video Package</a> – Due Jan 24</li> <li>• <a href="#">Exhibitor Marketing Video</a> – Due Jan 24</li> <li>• <a href="#">IBS TV Sponsorship &amp; Spots</a> – Due Jan 24</li> </ul>   | <p><b>Reaching Exhibitors</b></p> <ul style="list-style-type: none"> <li>• <a href="#">IBS Exhibitor Lanyards</a> – Due Dec 13</li> <li>• <a href="#">IBS Exhibitor Registration</a> – Earlier gets more impressions, ongoing</li> </ul>  |