



FEB 25 - 27, 2025
LAS VEGAS, NV

SPONSORSHIP & ADVERTISING

Print Advertising

- [IBS Pre-Show Planner](#) – Due Mid-Nov
- [IBS Official Show Guide](#) – Due Dec 17, with the following exceptions:
 - Belly Band & Barn Door – Due Dec 6
 - Tab Divider Ads – Due Dec 3
- [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 Nov 29

Sponsorship & Signage

- [IBS Attendee Badges](#) – Artwork needed by Nov 15
- [IBS Attendee Lanyards](#) – Lanyards needed by Dec 13
- [IBS Treasure Trail](#) – Due Nov 29
- [Show-Site Banners & Signs](#) – Due Jan 14
- [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

<p>IBS Zones</p> <ul style="list-style-type: none"> • Construction Performance Zone – Due Nov 26 • Craft Technique Zone – Due Nov 26 • New Product Zone – Due Jan 17 • Start-up Zone – Due Jan 17 	<p>Centrals @ IBS</p> <ul style="list-style-type: none"> • Remodeling Central – Due Nov 26 • Custom Building Central – Due Nov 26 • Sales Central – Due Nov 26 • 55+ Housing Central – Due Nov 26 • Design Central – Due Nov 26 • Multifamily Central – Due Nov 26 • Production Builder Executive Club – Due Nov 26
<p>Digital Advertising</p> <ul style="list-style-type: none"> • BuildersShow.com Site Search – Due ASAP • IBS Product Email – Jan 2 for first email • IBS Alert Email Announcements – Jan 9 for first IBS Alert • IBS Mobile App – Due Jan 10 • LVCC Digital Advertising – Due Feb7 • IBS Show Daily Email – Due Feb 14 • IBS Show Daily Exhibitor Email – Due Feb 14 • 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 17
<p>Video Packages & A-La-Carte Options</p> <ul style="list-style-type: none"> • New Product Zone Video Package – Due Jan 24 • Exhibitor Marketing Video – Due Jan 24 • IBS TV Sponsorship & Spots – Due Jan 24 	<p>Reaching Exhibitors</p> <ul style="list-style-type: none"> • IBS Exhibitor Lanyards – Due Dec 13 • IBS Exhibitor Registration – Earlier gets more impressions, ongoing