

2025 **IBS**™

Feb 25 - 27  
Las Vegas

**EXHIBITOR UPDATES**

We are excited that you're exhibiting at the Builders' Show in Vegas, and we want you to have a successful IBS experience.

Be sure to 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.

Materials and resources will be continuously added throughout the year, so bookmark this page for easy access!

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

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### **IBS registration and badge requests will open on September 3**

Any staff working in your booth will need an exhibitor badge – even if they're only working during setup and teardown. Once registration opens on Sept 3, you will be able to request your badges. The deadline to have your badges sent to the Badge Contact in advance of the show (U.S. and Canadian exhibitors only) is January 12. (International badges will be available onsite for pickup).

To register your staff, simply log in through the [IBS Exhibitor Portal](#) and select the Badges and Housing task.

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### **The [IBS Exhibitor Portal](#) is your hub for critical information and tasks**

Bookmark this page and visit often for Information, tasks, deadlines and tools which are updated and posted in your portal throughout the year. Don't worry – we will keep reminding you to visit your portal. If you have any trouble logging in, feel free to contact our Exhibitor Service Department at 202-266-8109 or email us at [ExpoSales@nahb.org](mailto:ExpoSales@nahb.org).

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### **Now open! Upload information to your Online Company Profile and make it easier for attendees to get to know your company.**

Your online company profile provides critical marketing and promotional information such as your company logo, product categories, 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.

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**Now available! The [IBS Preparing to Exhibit](#) page is your guide to plan your 2025 exhibit**

This page contains everything you need to properly plan your exhibit at the Builders' Show, including official vendors and discounts deadlines, shipping information, rules and policies and NAHB notifications.

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### **Now live! Freeman Service Manual**

The [Freeman IBS Online Service Manual](#) is available and includes order forms and instructions for the following services: Audio Visual | Exhibit Packages | Flooring | Furnishings | Utilities & Electrical | Signs & Graphics | Freight Management | Labor & Cleaning Services.

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### **Webinar for NEW Exhibitors: [Ready, Set, Exhibit! Preparing for Your First Builders' Show Experience](#)**

Join us on **Sept 18 at 2 PM ET / 1PM CT** to learn about essential information and resources you need to make your first Builders' Show a rewarding experience, including:

- Key dates, features & audience details
- Booth guidelines & what's included
- Setup rules & move-in logistics
- Service provider information
- Marketing & sponsorship opportunities

You'll also have the opportunity to interact with our team of experts who are eager to provide personalized insights and assist with any specific concerns or challenges you may have.

This webinar is designed for new exhibitors, but any exhibitor who needs a refresher is welcome.

[Register today](#) to secure your spot!

**We have additional [exhibitor webinars](#) planned, so save these dates!**

- Design to Attract (booth design tips), Oct 16 at 2 PM ET / 1PM CT
  - Creative Promotions – Maximize Your Impact, Nov 13 at 2 PM ET / 1PM CT
  - Power Up Your Booth Staff (preparing your staff for success), Jan 22 at 2 PM ET / 1PM CT
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### **Sponsorship and Advertising updates**

Exhibitors who took advantage of sponsorship and advertising opportunities to promote their presence at the 2024 Builders' Show averaged **176% MORE leads** than companies that did not. You too can maximize your IBS participation and drive traffic to your booth.

The [2025 IBS Sponsorship & Advertising Online Media kit](#) is now live, and we offer opportunities for every budget. Go to [BuildersShow.com/promotions](#) to see what you can do maximize your exposure at the Show.

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**Showcase your hot NEW product in the [IBS New Product Zone](#) – spaces are limited!**

The New Product Zone, rated as the most valuable and most visited among 2024 IBS surveyed attendees, features the newest products attendees come to discover at the Builders' Show. ONLY 75 products will be selected!

To apply, click the “New Product Zone Application” task in your [IBS Exhibitor Portal](#).

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**Questions?**

Please feel free to contact our Exhibitor Service Department at 202-266-8109 or email us at [ExpoSales@nahb.org](mailto:ExpoSales@nahb.org). For questions about IBS Sponsorship & Advertising, contact Lynn Margiotta at [lmargiotta@nahb.org](mailto:lmargiotta@nahb.org) or 202-266-8685.

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