

### **Begin Planning Now for a Successful IBS**

This is the first monthly edition of the 2025 NAHB International Builders' Show® (IBS) Exhibitor Updates email. As we begin preparations for the show, please be on the lookout for monthly emails from Michael Currier (VP of Exhibition Sales) and/or Kelly Faist (Director of Exposition Operations) so you don't miss important information and updates!

You are receiving this email because you are listed in our database as our primary contact for your company. If this is not correct, please [notify us](#) and we will update our records.

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### **Exhibitor Resources**

Visit the IBS [Exhibitor Resources](#) page to explore how-to videos, exhibitor education, helpful tips and updates to get the most out of your IBS participation. Materials and resources will be continuously added as we get closer to the Builders' Show, so bookmark this page for easy access!

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### **Exhibitor Portal**

The IBS exhibitor portal is the hub for everything you need to know and do to have a successful show. [Start by logging in to the exhibitor portal](#) to confirm you have access. In August, the link to order services from Freeman (the IBS general services contractor) and other official contractors will become available. Additional information, tasks, deadlines and tools will be posted throughout the year. Don't worry – we will remind you frequently to visit your portal.

Note: you can also view your exhibit space application and make payments through the portal.

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### **Exhibitor Hotel Information**

The IBS exhibitor housing assignment process is managed by Maritz, our official housing service provider, and will begin in late June. The assignment process is based on each exhibitor's number of priority points. Exhibitors will be grouped according to their priority points totals, and the group of exhibitors with the most points will be able to request their rooms first. The next group will be given access several days later, and so on, until all exhibitors are assigned. The actual access dates for each group will be dependent upon the number and size of exhibitors in the groups and will be announced in mid-June in the exhibitor portal.

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### **SCAM ALERT – Be Aware of Unauthorized IBS Solicitors**

Do not send payments from emails requesting payment to be wired to a new address. We have been notified that some exhibitors have been receiving correspondence under Michael Currier's name requesting customers to send payment for the NAHB International Builders' Show and that our wire

transfer information has changed. If you get an invoice or notification from Michael Currier, please check the email address. The email should come from [mcurrier@nahb.org](mailto:mcurrier@nahb.org).

Before sending/wiring any money NAHB International Builders' Show payment, please refer to the official [Methods of Payment](#) page on our website. The information on our website is correct.

You may receive emails referencing hotel rates for IBS 2025. Please be aware. NAHB has NO affiliation with the following companies:

- o American Booking Services
- o BookNconfirmed LLC
- o NTA Travel
- o Expoplanners.net

Maritz is NAHB's only official housing company. Anyone else who contacts you regarding rooms for IBS does not represent NAHB, IBS or Maritz, and NAHB cannot guarantee the services they offer or assist you should a problem arise.

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### **Extend Your Company's Visibility through Sponsorship & Advertising Opportunities**

Want to renew your IBS sponsorship/advertising? We'll be contacting 2024 IBS sponsors and advertisers in May and June to offer renewals for the 2025 show.

The updated 2025 IBS Sponsorship & Advertising Online Media kit is coming soon to BuildersShow.com. Keep an eye out for updates.

### **In addition to IBS, NAHB offers various [digital opportunities](#) to reach your target audience:**

- o NAHB e-newsletters – capture the attention of audiences in the residential construction industry
- o NAHB.org advertising – reach viewers of one of the housing industry's leading websites
- o Retargeting advertising – retarget to NAHB.org or BuilderShow.com visitors
- o Sponsored content posts/emails – position your company as a thought leader through advertorial-type opportunities
- o Exclusive emails to NAHB members – reach selected niches of NAHB membership via HTML emails (this is a limited opportunity)

We're continuing to find ways to make it easier for you to get in front of the right audience. With more than 140,000 members, NAHB offers unparalleled access to different segments and audiences within the residential construction industry. [Tell us which areas interest you](#), and we will help you get in front of the right audience.

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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.