

2025 IBS™

Feb 25 - 27  
Las Vegas

EXHIBITOR UPDATES

Are you wondering how to get your company noticed and help drive traffic to your booth? This edition of IBS Exhibitor Updates gives you some great opportunities to boost your presence at the Builders' Show.

And, don't forget to visit the [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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### **Last Chance to Apply for the Best of IBS Awards. Deadline is November 22.**

Time is running out to apply! The Builders' Show recognizes outstanding building products and services in nine categories from exhibitors at the show with the Best of IBS Awards. Plus, one product or service is named Best in Show. Best of IBS Award winners receive recognition at the show and continue to enjoy marketing opportunities for up to a year after the show ends.

To apply, choose the "Apply for the Best of IBS Awards" task in your [exhibitor portal](#).

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### **Spaces are Limited in the IBS New Product Zone.**

Visited by more than 8,000 attendees in 2024, The New Product Zone (NPZ) was rated as the most valuable feature of the Show among 2023 and 2024 IBS surveyed attendees. The NPZ features new cutting-edge products for the building industry. The deadline to apply is February 4, but only if there are spaces still available. Spots are filling up fast! Don't wait to apply. [View application details](#).

Please note: Show staff reviews applications on a rolling basis. If spaces fill up before the due date, we will stop accepting applications.

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### **Sponsor & Advertise for Even MORE Exposure! Key Deadlines Approaching.**

IBS exhibitors who took advantage of IBS sponsorship and advertising opportunities in 2024 to help promote their presence at the Builders' Show averaged **176% MORE** leads than companies that did not.

Here are some of the wide-visibility opportunities closing soon:

- o Credential Mailer Exhibitor Coupons (booth traffic driver) - closes December 2
- o IBS Treasure Trail (booth traffic driver, product awareness) – closes December 2
- o IBS Official Show Guide Ads (traffic driver, awareness, branding) – closes in early December
- o Official IBS House Party (branding, awareness, networking)
- o IBS Store Sponsorship (branding, awareness)

Here are some of our highly targeted opportunities closing soon:

- o Construction Performance Zone (thought leadership, product placement in demos)
- o Craft Techniques Zone (thought leadership, product placement in demos)

- o IBS Centrals: Remodeling, Custom Building, Sales, 55+ Housing, Design, Multifamily and the Production Builder Executive Club (niche marketing, thought leadership, networking)

Check-out the [IBS sponsorship and advertising opportunities](#) and let us help you meet your goals.

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### **Give Your Customers a FREE IBS Expo Pass.**

The IBS Customer Invites program has launched! You should have received an email from [expoinvite@nahb.org](mailto:expoinvite@nahb.org) containing your Customer Invites dashboard link. If you did not receive this email, please contact us and we can help you. We've prepared a [brief overview and how-to video](#) on navigating your dashboard and using your customer invitation tools.

You can also get the link for your customer invites landing page by selecting "Invite Your Customers" in the [exhibitor portal](#). Use this link when posting banner ads and social media posts.

IBS Customer Invites is a free service for IBS exhibitors and comes with unlimited use.

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### **Request an Exhibitor Social Media Spotlight.**

Exclusively for IBS 2025 exhibitors - don't miss this free and easy opportunity to highlight your new products and services on IBS social media channels before and after the show. [View the social media request form](#).

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### **Let International Buyers Know Your Company is Interested in Exporting.**

U.S. companies seeking to export their products should submit an Export Directory Listing which will be provided to U.S. Embassy and Consulate-recruited international buyers seeking to connect with U.S. suppliers at the show and provides them with a targeted list of U.S. companies and the appropriate contact information to connect with at the Builders' Show.

To sign-up, log in to your [exhibitor portal](#), click the Update Your Online Profile task and select Export Directory Listing.

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### **Did You Miss Any of The Exhibitor Webinars?**

Log in to your [exhibitor portal](#) and click the Watch Free Exhibitor Webinars task to find replay links for the first three exhibitor webinars and save the date for the last webinar in January.

Webinar: Power Up Your Booth Staff (& Lead Follow-up Best Practices) – January 22 at 2:00 PM ET

More information and registration links coming soon.

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### **Always Be Aware of Unauthorized IBS Hotel 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).

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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### **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.