

We want you to have a successful Builders' Show experience, so here are several tools available to help you get noticed by IBS attendees, and many of these are FREE. Don't miss the chance to stand out at IBS and drive more traffic to your booth!

---

**Sign-up for the next IBS exhibitor webinar: Design to Attract, October 19 at 2:00 PM ET**

Exhibit marketing expert Marlys Arnold will teach you the secrets of a well-designed booth. Whether you're an exhibiting novice or long-time veteran, you'll learn to determine how all elements of your plan will tie together, then use design elements to accomplish your strategic goals. You'll walk away with practical applications and tools you can use immediately to raise your level of success on the show floor.

This webinar is FREE for IBS exhibitors. [Learn more and register.](#)

Did you miss the webinar on September 18th for new exhibitors (or for returning exhibitors who may just need a refresh)? [Click here](#) to access the replay of Ready, Set, Exhibit! Preparing for Your First Builders' Show Experience.

---

**Your first deadline is approaching – complete your Exhibit Guide listing by November 4.**

If your Exhibit Guide listing is not completed by Friday, November 4, your company will ONLY be listed in the alphabetical section of the printed IBS Show Guide directory and NOT under any product categories. Don't miss the opportunity for attendees to find your company under the products that interest them!

It only takes a few minutes. Here's what to do:

- o Log in to your [exhibitor portal](#) and select the "Exhibit Guide Listing" task
  - o Enter company name
  - o Select product categories for the listing
  - o Submit
- 

**Want your company to stand out in the online exhibitor search?**

IBS exhibitors get an online profile in the exhibitor search on BuildersShow.com. In your company profile, you can upload your logo, description and contact information, as well as promotional materials, photos, videos, and more. The sooner you complete your profile, the sooner you can capture the attention of IBS registrants. And you can update it as often as you want!

It's easy - simply log in to your [exhibitor portal](#) and click the "Update Your Online Profile" task.

---

**Get recognized as the Best of IBS™ - deadline November 22.**

The Builders' Show recognizes outstanding building products and services in nine categories for 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 Builders' Show and continue to enjoy marketing opportunities for up to a year after the show ends. Think your incredible product/service has what it takes to be named a Best of IBS Awards winner?

[Learn more and apply!](#)

---

### **Request to be featured on IBS social media channels.**

IBS social media spotlights are available exclusively for IBS 2025 exhibitors. If you have a new product or service and would like to be considered for an IBS social media spotlight, submit the [request form](#).

Note: Selections will be at the discretion of the IBS marketing team. Please be sure to follow the guidelines on the form.

---

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

100s of products make their debut at the Builders' Show each year. Showcase your hot NEW product in the IBS New Product Zone. It's where attendees discover new cutting-edge products for the building industry. ONLY 75 products are selected. DON'T WAIT to apply.

[View application details.](#)

---

### **Maximize your IBS participation & help drive traffic to your booth.**

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

There are impactful sponsorship and advertising opportunities that expire in November. We can help you target your efforts based on goals or audiences, and we offer a variety of options to reach a large audience or a targeted audience. All packages are fully customizable for any budget.

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

---

### **Always 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.

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
- o Elites Housing

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.

---

### **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.

---