

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 International 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 show, so bookmark this page for easy access!

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### **FREE exhibitor webinar - Creative Promotions: Maximize Your Impact**

December 14 at 2:00 PM ET | [Learn more & register!](#)

Just because you built a great booth doesn't mean the crowds will automatically come. Promotions can take many forms and don't have to cost a fortune – they just need to be effective at creating buzz.

In this webinar, exhibit marketing expert Marlys Arnold will share tips to stand out on the show floor and drive traffic to your booth by using pre-show promotions, sponsorships, media relations, in-booth attractions and social media & other online tools. This webinar is free for IBS 2024 exhibitors!

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### **Book a complimentary 30-minute, one-on-one consulting session.**

This is your opportunity to book a complimentary session with exhibit marketing specialist Marlys Arnold on any questions related to your exhibit design, marketing, lead management and more.

Your session will be recorded, and you'll receive a link to that after the call. In addition, Marlys will send you an autographed copy of the new edition of her book, Build a Better Trade Show Image.

There are only 15 sessions remaining, so [click here to book your time on Marlys' calendar](#) before they fill up!

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### **Invite your customers to join you at IBS with a FREE IBS Expo Pass.**

This is a free service for IBS exhibitors and comes with unlimited use! [View instructions](#) on accessing and using your customer invites.

Each IBS exhibitor company contact 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 at [exposales@nahb.org](mailto:exposales@nahb.org).

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**Get your company recognized as the Best of IBS™ - 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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### **Request an Exhibitor Social Media Spotlight.**

Exclusively for IBS 2024 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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### **Complete your Online Profile and make it easier for IBS 2024 attendees to get to know your company.**

Your free online company profile provides critical marketing and promotional information such as your company logo, product categories, company description, product photos, videos, product literature and other resources to IBS attendees. You can also use it to present an online press kit and much more. The sooner you complete it, the more benefit you receive. 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.

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### **Let international buyers know your companies is seeking to export - get listed in the Export Interest Directory.**

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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### **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 2023 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 [exhibitor portal](#).

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### **Sponsor & Advertise for even MORE exposure! Key November deadlines are approaching.**

In 2023, IBS exhibitors who sponsored and advertised averaged 206% MORE leads than companies that did not. There are great sponsorship and advertising opportunities that you'll want to secure in [November](#).

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

- o IBS Attendee Badges (closes Nov 17)
- o Pre-Registration Credential Mailer (closes Nov 17)
- o IBS Official Show Guide Ads (closes Nov 28)
- o IBS Young Professionals Party (to receive full benefits, needed by Nov 28)
- o DCW Closing Concert (to receive full benefits, needed by Nov 28)
- o IBS Education (to receive full benefits, needed by Nov 28)
- o IBS Store (to receive full benefits, needed by Nov 28)

Here are some of the **targeted opportunities** closing soon:

- o Construction Performance Zone (to receive full benefits, needed by Nov 28)
- o Craft Technique Zone (to receive full benefits, needed by Nov 28)
- o IBS Centrals (to receive full benefits, needed by Nov 28)  
Choices: Remodeling | Custom Building | Sales | 55+ Housing | Design | Multifamily | Production
- o Builder Executive Club (to receive full benefits, needed by Nov 28)

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**And, as always...be aware of unauthorized IBS hotel solicitors.**

You may have recently received emails referencing hotel rates for IBS 2024. 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.