

Now that you've secured your IBS exhibit space, **visit the NEW [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!

And...**don't miss any IBS deadlines or discounts!** We've created an easy guide, so you don't miss important IBS exhibitor deadlines and discounts. [Download the PDF](#) and mark your calendars.

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### **FREE exhibitor webinar: Design to Attract, October 19 at 2:00 PM ET**

Register for our first FREE exhibitor webinar, **Design to Attract**, held October 19 at 2:00 PM ET. Led by exhibit marketing expert Marlys Arnold, **you'll discover the secrets of a well-designed booth**. Whether you're an exhibiting novice or long-time veteran, you'll gain tips for exhibit design to improve your results. You'll walk away with practical applications and tools you can use immediately to raise your level of success on the show floor. [Register today!](#)

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### **Don't forget to complete these tasks in your [IBS Exhibitor Portal](#)**

- 1. Exhibit Guide listing for the printed Show Guide and online exhibitor search – due November 1.**  
This is a key component to having a successful IBS experience and makes it easier for attendees to get to know more about your company before the show.
- 2. Online Profile - the sooner you complete it, the more benefit you receive. You can update it as often as you want!**  
Your free online company profile includes valuable marketing and promotional information such as your company logo, product categories, company description, product photos, videos, product literature and resources for your customers, an online press kit, and much more.

### **Also, in the [IBS Exhibitor Portal](#):**

- IBS registration and badge requests are open!** To register your staff, select the "Badges and Housing" task in your exhibitor portal.

Any staff working in your booth will need an exhibitor badge – even if they're only working during setup and teardown.

- **Get recognized as the Best of IBS™ - deadline November 17.** To apply, choose the “Apply for the Best of IBS Awards” task in your exhibitor portal.

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.

- **Showcase your hot NEW product in the IBS New Product Zone – spaces are limited!** To apply, click the “New Product Zone Application” task in your exhibitor portal.

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 - DON'T WAIT to apply.

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### **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:**

- American Booking Services
- BookNconfirmed LLC
- NTA Travel
- 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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### **Sponsorship & Advertising opportunities that are available only through November**

Whether you want to get your company in front of a large IBS audience or make an impact on a targeted audience, we'll help you find the right choice within your budget, but **don't delay - these opportunities close out in November:**

IBS print advertising (wide audiences): Pre-Show Planner, Official Show Guide, Pre-registration credential mailer envelope and the IBS passport

IBS sponsorships (wide audiences): IBS attendee badges, Opening Ceremonies, IBS House Party, DCW Closing Concert, IBS Education and the IBS Store

### **Sponsorships Still Available but with Reduced Benefits after November**

IBS sponsorships (targeted audiences): IBS Young Professionals Party and Best of IBS Finalist, Construction Performance Zone, Craft Technique Zone and IBS Centrals

View the updated [2024 IBS Sponsorship & Advertising Online Media kit](#) to see all of the opportunities and deadlines and let us help you maximize your exposure at the Show!

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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.